



Social Media Report on **#RUFORUM2020**



RUFORUM Strategic Business Plan Meeting

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Venue: Stellenbosch University Institute
for Advanced Study

Dates: 13-17 April, 2015

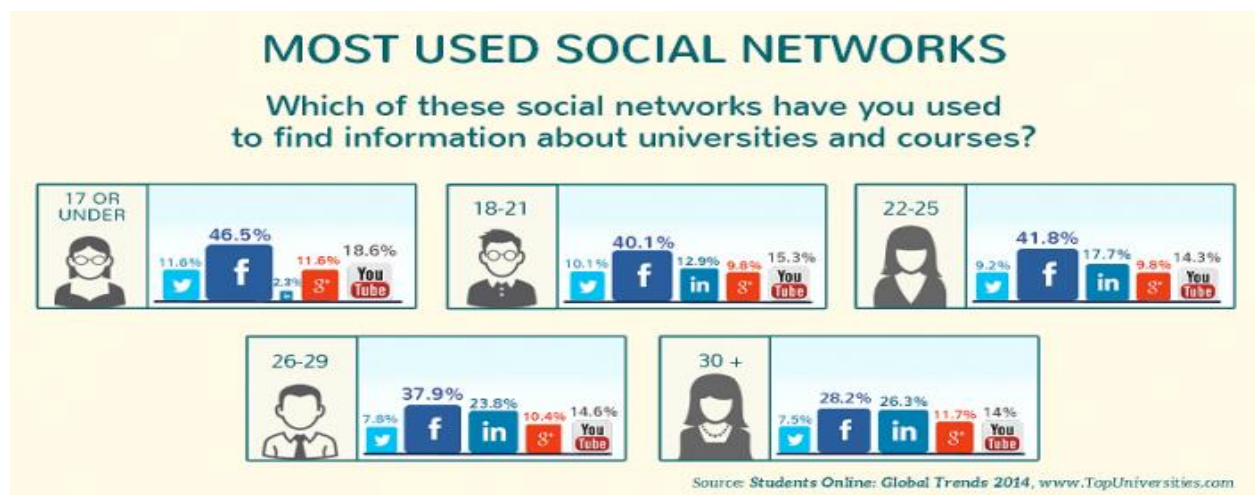
TRAINING THE NEXT GENERATION OF SCIENTISTS FOR AFRICA

Follow Us on Social Media



How can Higher Education benefit Social Media?

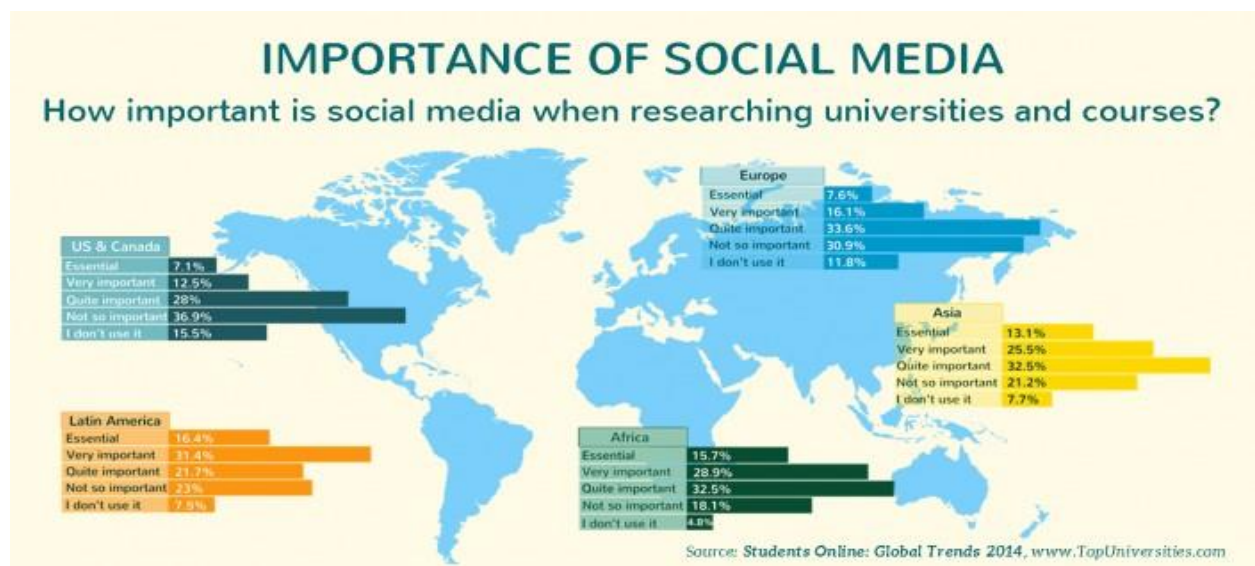
Studies show that if social media is effectively implemented by universities, it can greatly impact on the way universities reach out to their clients who mainly are students. According the Students Online: Global Trends 2014 report¹, students heavily used social media to access information about universities and courses of interest. It is important to note that Social Media if properly used can increase visibility, branding and access to information among universities.



Changing attitudes: A focus on the RUFORUM Network

According to an ongoing survey² by the Secretariat on the use of Social Media by RUFORUM member universities, 28 out of 46 (60%) of our member universities use twitter and 39 out of 46 (84.7%) of our member universities use Facebook as part of their dissemination / publicity strategies and for connecting with their students.

The Students Online Global Trends 2014 report indicated that 15% of people in Africa consider it essential to use social media to access universities.



¹ <http://www.topuniversities.com/system/files/pdf-uploads/students-online-global-trends-2014.pdf>

² The Social Media Survey is an ongoing process and final results will be communicated

Bridging the Gap through Social Media among universities

Communications is central to achieving RUFORUM’s goals. Consequently, in responding to the continental policy context and the organisation’s strategic vision, RUFORUM developed a comprehensive communications strategy to guide and ensure the accurate and timely dissemination of relevant information that addresses the targeted needs of a broad range of stakeholders. The objective of the communication strategy is to increase regional and global knowledge and awareness of RUFORUM’s work among its stakeholders through the timely, targeted and accurate dissemination of information.

A key component of this strategy is the use of Social Media to develop a consistent and vibrant web presence complimenting the website. This will also focus on linking with the member universities to profile and disseminate information coming through from the network. RUFORUM through a series of events is using Social Media to achieve this objective through campaigns such as **#RUFORUM@10** (Celebrating RUFORUM turning 10 years), **#TrainingForAfrica** (RUFORUM Side events at FARA@15) and the recently concluded **#RUFORUM2020** during the RUFORUM Business Plan 2015 -2020 meeting.

#RUFORUM2020 Campaign Week

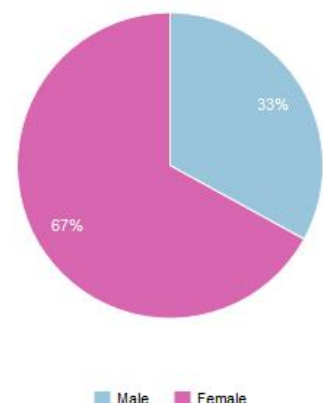
To enable us track contributions from the online discussions, a hashtag called **#RUFORUM2020** was designed and implemented to promote the RUFORUM Business Planning Meeting. We registered an increase in the participating countries with 9 countries contributing to **#RUFORUM2020** including; Uganda (76%), South Africa (7%), Nigeria (5%), Mozambique (3%), Philippines (1%), Kenya (1%), USA (1%), Australia (0.1%) and France (0.1%). Among the online participants, 67% were female and 33% male.

Location

World USA



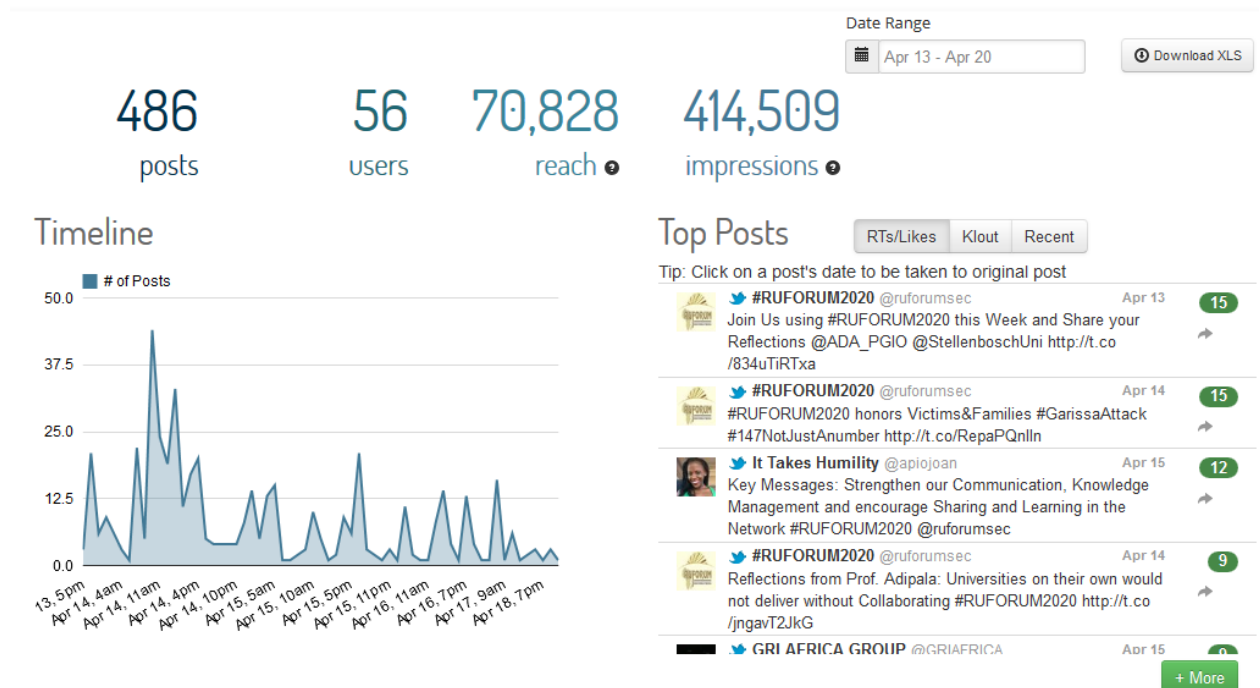
Demographics



Talking numbers and impact of #RUFORUM2020

A total of four hundred and Eighty Two (482) tweets were shared using the **#RUFORUM2020** within 7 days. The top most shared tweets or messages were the announcement of the

RUFORUM2020 campaign and the honouring of the **Garrisa Attack** by RUFORUM members at Stellenbosch University. There were **70,817 reach**³, **78,640 impact**⁴ and **413,479 impressions**⁵ recorded during the week.



Most active		Highest impact		Original tweets	
Contributor	Tweets	Contributor	Impacts	Contributor	Tweets
#RUFORUM2020 @ruforumsec	41	NYFarmer @NYFarmer	78,620	TeamUOT Trends @TeamUOT_TTs	23
It Takes Humility @apiojoan	41	#RUFORUM2020 @ruforumsec	41,492	#RUFORUM2020 @ruforumsec	14
Nodumo Dhlamini @NodumoDhlamini	36	TeamUOT Trends @TeamUOT_TTs	24,104	Nodumo Dhlamini @NodumoDhlamini	11
TeamUOT Trends @TeamUOT_TTs	23	It Takes Humility @apiojoan	22,960	It Takes Humility @apiojoan	9
TeamUOT Pictures @TeamUOT_Pics	15	Olawale OJO @whalayojo	17,248	Rogério Marques @rojuniorm	7
TeamUOT 5RTs Bot @TeamUOT_5RT	14	TeamUOT Pictures @TeamUOT_Pics	15,240	GRI AFRICA GROUP @GRIAFRICA	6
Sylvia Mkandawire @SylviaMkandawire	13	TeamUOT 5RTs Bot @TeamUOT_5RT	14,532	ADA Stellenbosch Un @ADA_PGIO	2
Rogério Marques @rojuniorm	12	AGROPRENEUR Naija @agropreneur9ja	12,880	Sylvia Mkandawire @SylviaMkandawire	2
Drake P. Mirembe @dpmirembe	11	Ann Finster @annfinster	10,326	NYFarmer @NYFarmer	1
Olawale OJO @whalayojo	11	TeamUOT Favs Bot @TeamUOT_Favs	10,104	Paulyn Adipala @plynadips	1

³ **Reach:** Is the number of unique followers that a user has (and so, the unique people that tweet could potentially get to)

⁴ **Impact:** Is the number of number of followers that have viewed a tweet and is associated with the number of followers that a user has. The more followers, the more impact the tweet will have as a result viewership.

⁵ **Impression:** Takes into account the number of times a user (and so, how many times followers would see these posts. For example, if you have 500 followers and tweet 2 times, you reach 500, but Impressions is 1,000 (because those 500 unique people saw it twice).

Increasing the numbers of followers































Twenty (20) new followers were registered during this week, bringing the total number of RUFORUM Twitter followers to 1,012. Nine (9) staff members contributed to the discussion through retweeting or re-sharing the messages from the RUFORUM account and posting new messages during the event. It should be noted that the staff member's contributions enhanced the quality of messages that were being shared as they were knowledgeable about the ongoing discussions and RUFORUM in general. Four (4) members from the Social Media side event at the Biennial Conference 2014 joined the online campaign.

Most Influential



Recent Users



Most popular		Retweeters		Top photographers	
Contributor	Followers	Contributor	Retweets	Contributor	Photos
 NYFarmer @NYFarmer	15,724	 It Takes Humility @apiojoan	32	 #RUFORUM2020 @ruforumsec	13
 Makerere University @MakerereU	7,941	 #RUFORUM2020 @ruforumsec	27	 Nodumo Dhlamini @NodumoDhlamini	8
 Ann Finster @annfinster	5,163	 Nodumo Dhlamini @NodumoDhlamini	25	 GRI AFRICA GROUP @GRIAFRICA	2
 #BlackMzungu™ @OderoAlulu	4,095	 TeamUOT Pictures @TeamUOT_Pics	15	 It Takes Humility @apiojoan	2
 Hannibal @mokayah	3,747	 TeamUOT 5RTs Bot @TeamUOT_5RT	14	 Paulyn Adipala @plynadips	1
 Askgerbil Now @Askgerbil	2,994	 Drake P. Mirembe @dpmirembe	11	 Mya July @JullyMya	0
 Morris K. @Owaahh	2,866	 Sylvia Mkandawire @SylviMkandawire	11	 Ann M. Gallagher @backyardforest	0
 AGROPRENEUR Naija @agropreneur9ja	2,576	 Olawale OJO @whalayojo	11	 NiWARD @NiWARDN	0
 Shujaa Mentality @Shujaamentality	2,148	 TeamUOT Favs Bot @TeamUOT_Favs	8	 TeamUOT 5RTs Bot @TeamUOT_5RT	0
 Mikaïla ISSA @mikailaissa	1,619	 Victoria Mbigidde @VictoriaMbigidd	5	 UTAMU @utamu_ac_ug	0

How can Higher Educational Institutions benefits of social networking?

According to the University of Minnesota researchers, a study indicated that 94 percent of the students surveyed used the Internet, 82 percent go online at home, and 77 percent had a profile on a social networking site. Results also indicated that the students learnt technology skills from using social media followed by creativity, being open to new or diverse views, and communication skills.

5 Key lessons learnt from running Social Media Campaigns

1. **Age Limit:** There is no age limit to using social media. Many perceive social media to be for the young (below 35 years) which unfortunately is not the case. There are great examples of people that are using social media to share their experiences especially in their subject areas.
2. **Quality of Content:** There is need for subject matter experts to use Social Media to strengthen the quality of information being shared across these platforms. Unless the experts join the online discussions and make their contributions, the quality of content shared on Social Media platforms will remain questionable.
3. **Social Media Ambassadors:** As a network of 46 members in 22 countries, it is increasingly becoming evident that having a Social media ambassador in each member country would be beneficial. This will increase the geographical impact of our information dissemination.
4. **A Community of Practice of Communication Specialists:** As RUFORUM continues to solidify its relations with the Communication, Public Relations and Social Media persons within its member universities, a community of practice will allow for lesson sharing and learning across the network.
5. **Capacity Building in use of Web2.0 tools:** There is increasing use of Mobile smart phones to access social media platforms among students in universities. This creates an opportunity for the network to target this audience towards training on the use of Web 2.0 for collaboration, research and networking facilitating their better understanding of these tools and use.