

# 24HR TREND REPORT

*Issued by the Centre for Analytics and Behavioural Change*

6 August 2020

## Zimbabwean Lives Matter | Money Matters | Other trends

This is a summary of the trending, highest impact, and most active themes and their narratives related to social cohesion and division in South African public-domain social media conversations.



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## Zimbabwean Lives Matter

**#ZimbabweanLivesMatter was the #7 top topic by volume yesterday, receiving 26 360 mentions in a 24-hour period. The Hashtag has been used to express concern over the escalating brutality meted out by the Zimbabwean state against civilians protesting against the Zanu-PF government's rule.**

## Crackdown Continues

The Zimbabwean government has continued to arrest those critical of the government. A tweet authored by [@advocatemahere](#) informed readers that Hopewell Chin'ono has been imprisoned in Zimbabwe, stating that he is a political prisoner. This post was a significant driver of volume yesterday having been retweeted 4600 times and liked 5600 times as of 09:00 on 7 August.

A similar tweet was authored at 16:19 last night by [@Wamagaisa](#) stating that a 22-year-old Zimbabwean woman has been arrested for allegedly "insulting the president" in a WhatsApp group. This tweet had been liked 588 times and retweeted 533 at the time of writing this morning.

## Leaders Condemn Human Rights Abuses

Various leaders have spoken out condemning the human rights abuses occurring in Zimbabwe. The United Nations Secretary General [released a statement](#) urging the government of Zimbabwe to respect its citizens' fundamental human rights. A [tweet](#) by [@PacheduZW](#) featuring the former President of Botswana, Ian Khama, wearing a #ZimbabweanLivesMatter t-shirt trended online. Trevor Ncube ([@TrevorNcube](#)), a Zimbabwean newspaper publisher, [tweeted](#) yesterday that he supports the "right of citizens to protest peacefully" and he is "against corruption, abductions, [and] torture". The three media items, all published on Twitter on 6 August had received well over 15 000 user engagements as of 09:00 on 7 August.

## Intervention is Needed

Within the online conversation, there has been a steady increase in calls for international intervention in Zimbabwe. President Cyril Ramaphosa has been criticised by some for releasing a statement on the explosion in Lebanon while remaining silent on the unfolding situation in Zimbabwe. Henry Chivangu

(@ChiviCentral), a Zimbabwean human-rights activist, [tweeted](#) that as the chair of the African Union, Rhamaphosa “has ignored the cries of millions of Zimbabweans next door.” Mmusi Maimane (@MmusiMaimane), former head of the DA, [announced](#) yesterday that he has formally requested a meeting with the Consul General of Zimbabwe in South Africa. The EFF has also expressed concern about the human rights abuses in Zimbabwe. Yesterday the official EFF Twitter account @EFFSouthAfrica [tweeted](#) a video of their leader, Julius Malema, speaking at a rally. Malema called on President Emmerson Mnangagwa to respect human rights. He also spoke about African people as having been divided by artificially created borders. The EFF tweet received 2 100 retweets and 4 200 likes. Some members of the xenophobic #PutSouthAfricansFirstMovement responded combatively to the tweet.

## Support for Dictatorship

A [thread](#) on Twitter that was authored by Zimbabwean Politician and Member of Parliament Temba P. Mliswa (@TembaMliswa) has resulted in the exchange of heated words online. The thread contained four tweets. In one of these tweets, he stated that a dogmatic leader was needed for Zimbabwe and that ideals such as Freedom of Speech are not accepted in Zimbabwe. In another, he said that “Currently we are hyped about #ZimbabweanLivesMatter but those lives have always mattered. What’s the difference now? The real hashtag should be #AllLivesMatter”. He also called on Zimbabweans to wait until the 2023 elections, and not to “seek some Arab Springs scenarios here”. The four tweets, all authored on 6 August, received over 3 500 user engagements online. Responses were divided along party political lines, with online commentators being both supportive and critical of his comments.

## Money Matters

*During this 24-hour cycle, conversations related to financial troubles, saving, investment, black business and employment garnered considerable traction on Twitter. These issues trended as top topics by snapshot, volume and burst.*

## Donations

Conversations around financial struggles received a significant amount of attention on social media. Many Twitter users expressed support, particularly for young people



who required assistance for their education fees. Earlier this week on Tuesday 4 August 2020, @CeeAmony [shared](#) an image containing information about a 19-year old UCT student who had recently been financially excluded. The tweet read, “Hey guys. My friend Keith needs help raising funds for uni. He is extremely hardworking and despite this setback, he has managed to stay positive and focused. He deserves to complete his degree and with your generous donations, I believe he will. Nothing is too small. 🙏🙏🙏.” This tweet resurfaced yesterday with over 3 400 retweets and over 1 300 likes.

The following day on Wednesday 5 August 2020, @jaymopeli1 [shared](#) two screenshots containing details about a matric student needing financial assistance. The tweet read, “Hey guys please RT and tag people that could maybe be able to help Nthabiseng 🙏.” This tweet gained some traction yesterday with 288 retweets and nearly 200 likes.

On Thursday 6 August 2020, @unclegeorge\_asf retweeted their own [post](#) from a day prior which read, “Greetings everyone. Mogodu+Pap will be available on Monday for R60 a plate. If you are interested, please place your order and address before Sunday at 11am to this number : 0671503033. There will be a curry mogodu and a traditional mogodu sold. Please specify.” This tweet generated over 1 100 retweets and 632 likes. The quoted [retweet](#) read, “I’m using the money from this to pay my fees so please rt and please support. It’ll really mean a lot to me.” This received over 4 100 retweets and over 2 100 likes.

## Black Business and Employment

Several Twitter users shared posts celebrating their professional successes. On Wednesday 5 August 2020, @LekauSehoana [shared](#) three photographs of a warehouse. The tweet read, “Moving into a Bigger warehouse during a Pandemic. Employing more people during a Pandemic. The love and support shown to Drip is very humbling. I’m humbled by the love. Black Businesses will never ever look the same after this. Black Child, Dream and just start. Ke a leboga!!!” This tweet gained traction yesterday with 480 retweets and over 3 400 likes.

On Thursday 6 August 2020, @Lavender\_Isis [shared](#) a similar promotional post which contained four photographs of a woman modelling different clothing items. The tweet read, “•The owner wearing the brand....I Made all these outfits 🧘🏾 @Lvnder\_online on insta. Website link in bio. Kindly RT my customer could be on your TL 🙏. #GirlsTalkZA #GirlzTalkZa #GirlTalkZA”. This tweet got over 1 700 retweets and over 5 700 likes.

On the same day, @Thola\_md [tweeted](#), “So your girl bagged a permanent position on Monday. My late mom and I used to pray for this job, I used to hear her begging God in the middle of the night, she knew that getting this job would change our

situation at home for the better. God has finally remembered me. 🙏🙏". This was retweeted over 1 000 times and liked over 13 000 times.

## WhatsApp Stokvels

Historically, stokvels have been a standard method of saving money amongst many South African communities. However, since the national COVID-19 lockdown, a new form of stokvels called WhatsApp gifting has surfaced. These WhatsApp stokvels have recently been outlawed. TV news channel @Newzroom405 shared a [Twitter poll](#) in a tweet that read "Lockdown has led to a rise in retrenchments and many salary cuts. This has prompted many to sign up for WhatsApp gifting. The National Consumer Commission says it is more of a pyramid scheme than a stokvel and has declared it illegal. Do you think this is fair?" This poll generated 299 votes, 65 comments, 5 retweets and 3 likes. [Final Results: Yes = 50.8% and No = 49.2%].

## Jokes about Money

A number of Twitter users shared humorous content related to money. On Tuesday 4 August 2020, @kxtyscandy [shared](#) a video of someone cracking a piggy bank open with a hammer. The tweet read, "if you don't rt, you'll be broke by next month". This tweet resurfaced in yesterday's trends with nearly 95 000 retweets and over 43 600 likes.

On August 6 2020, @maureen\_zitha [shared](#) four memes in a tweet that read, "Everytime I get money... It always ends in tears. 💔 😭". This tweet received over 1 800 retweets and over 5 800 likes.

## Other Narratives

***Conversation about popular music featured in this 24-hour cycle with Twitter users engaging in conversation about Beyonce's Brown Skin Girls and Nasty C's new album drop. Also, two famous South Africans celebrated their wedding anniversaries yesterday and received 50 000 likes in less than 24 hours.***


## Brown Skin Girl

Following the release of Beyonce's #BlackIsKing project, Twitter users have debated the meaning behind some of the symbols she used. One of these debates centers on the song "Brown Skinned Girls," raising questions around colourism within the black community. On 5 August 2020, @zaliakhoza [tweeted](#) "This brown skin girl chat really presses me cause dark skin girls grew up listening to songs PRAISING light skin girls. Now that there's a song literally celebrating dark skin its "wHy CanT it Be fOr eVerYone". No it's for dark skin girls end of." This received considerable attention yesterday with 900 retweets and over 2 400 likes.

On the same day, @AzileLuwaca retweeted an original [post](#) by @hghforhours which read, "So light skinned women can't sing brown skin girl?isnt that reverse colourism?" This received 223 retweets and 329 likes. The quoted [retweet](#) read "any brown skin girl can sing the song, even the lightest of browns. people just need to acknowledge it was made to appreciate/celebrate darker skinned girls." This was retweeted nearly 500 times and liked over 1 300 times.

## Nasty C's New Album

The announcement of rapper Nasty C's album release trended under five drivers in the day's top topics by volume and burst. On Thursday 6 August 2020, @Nasty\_CSA [shared](#) a link to the album artwork in a tweet that read "ATTENTION!!! 'ZULU MAN WITH SOME POWER' Is dropping THIS MONTH!!!! I need every single one of fans to support and show me some love! I worked very hard on this and it took a long time, but we're here now. ARTWORK -". This tweet received over 2 800 retweets and over 9 200 likes.

This announcement sparked some controversy with many disapproving of the release timing. @Nkocymhlongo shared a meme in a [comment](#) that read, "nigga you said you not gonna be dropping anytime soon, why you always tryna be recognised whenever Reece gets attention? You been waiting for him to tweet so you can tweet  I, Nigga you his fan". This comment received 40 retweets and 366 likes.

## Wedding Anniversaries

Announcements that famous South African singer Yvonne Chaka Chaka and politician Mmusi Maimane were celebrating their respective wedding anniversaries trended online yesterday, receiving over 50 000 likes in less than 24 hours.

[@YvonneChakaX2](#) tweeted yesterday that she and her husband were celebrating 31 years of marriage together, while [@MmusiMamaine](#) announced that he and his wife were celebrating 15 years of marriage. The tweets received extensive positive engagement, with over 50 000 likes and 5 000 retweets and comments between the two.

## About CABC

The Centre for Analytics and Behavioural Change (CABC) is a non-profit organisation based at UCTs Graduate School of Business and incubated by the Allan Gray Centre for Values-Based Leadership. It was established to track and counter mis- and disinformation, fake news and divisive and polarising rhetoric that is promulgated online to undermine social cohesion, democratic integrity, and the stability of nation states.