

# 24HR TREND REPORT

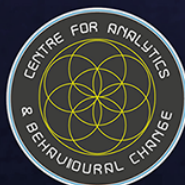
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The economy | Socio-economic inequality | Women | Lifestyle | Other trends

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.

[Grab your reader's attention with a great quote from the document or use this space to emphasize a key point. To place this text box anywhere on the page, just drag it.]



## The economy

**The impacts of the economic shutdown are being felt by big and small businesses. Small businesses are using social media to reach out to a broad audience to help them spread the word of their service offering. Young South Africans are beginning to consider wealth in new ways.**

## Big business

At 08:53; @iamkoshiek, a Twitter user who calls himself your “go-to finance bro” [tweeted](#) some worrying figures about the performance of big businesses in South Africa, calling it “season 1 of the horror show”. According to the information that he posted, Standard Bank’s headline earnings are down 44%, Liberty have recorded a R2.3 billion loss as more people are dying due to the pandemic. His post trended during the second half of the day within the topic “Business”. It has been retweeted more than 400 times and received close to 1 000 likes.

Also within the topic “Business”, Information about the Experian Data Breach had twitter users talking. On 19 August 2020, around 8pm, @MokoenaDee [tweeted](#) an article published by Business Insider SA, which reads, “Personal details of 24 million South Africans may have been hacked after attack on credit bureau. This post was retweeted more than 1 100 times. Cash strapped South Africans who commented on the post wanted to know if the company that hacked the system deleted their debts. @BrownSkinGhel [asked](#) “Did they delete our debts?”, @MModimo [tweeted](#) “Imagine waking up tomorrow to a zero balance on a home loan!”. @SiwelaSs also [asked](#) “Are they deleting our info and debts?”. @brian\_royalb explained to commenters on the post that “people saying “did they clear our debt?” It doesn't work like that

-Your debt records don't sit with the credit bureaus. Those records sit with your creditor (Bank, University)

-To “delete” your debt you'd have to hack your creditors directly”

## Small business

The second highest trending topic for the day was Port Elizabeth. This trend was driven primarily by 2 posts that were made by young entrepreneurs in Port Elizabeth who shared information about their businesses.

At 14:31, @LingeNontyatho [tweeted](#) some images of a man in a mask holding cupcakes. The tweet reads, “We are opposite Shoprite in Govan Mbeki street Port Elizabeth. R5 a cup cake. Please retweet, my clients are on your TL.” This post was

retweeted more than 1 700 times and it received a similar number of likes. Responders commented to advise that they would come buy to see him and asked if he does deliveries. This showcases how valuable social media can be to small owned businesses that are looking for a cheap way to get a quick message out to a large audience.

On 19 August 2020, Also in Port Elizabeth, @LwaziMagele [tweeted](#) images of a woman with very healthy looking hair. The tweet read, “Your wig specialist in Port Elizabeth”. The post was retweeted more than 280 times and it received close to 3 000 likes. Potential customers responded to the post providing their contact details and asking for more information. @LwaziMagele was also able to provide a price list to help potential customers understand the costs associated with her service.

## Shifting mindsets

Young people on social media are helping to shift how we view wealth, traditional spending and financial aspirations.

At 10:51, @iJaadee [tweeted](#) “This time next year I’m going to be buying y’all cars because why not. If I got wheels you gone have em too. Period. We spreading wealth this generation. Let’s make it happen.” She went on to comment on the tweet “Like if I have \$1,000 then 10 other people could math \$100 and we could get someone a car!!!! Change their life!!!! ITS THAT EASY.” The tweet has been retweeted more than 250 times and it has received more than 2 200 likes.

@riala4change [commented](#) “I like the way you think and your energy. This time next year my pockets gone be right. I’ll match you and help get someone a car fosh”. This shows the inclination of younger generations to prefer structures that are less capitalistic, favouring instead a more socialistic approach to wealth distribution.

The need for elaborate and expensive weddings is also being questioned.

@petitetweeter\_ [tweeted](#) “Small wedding is a must. I refuse to feed hundreds of people who will only gossip once the day is done. Close family and friends only.” This post was retweeted more than 42 600 times and it received more than 150 000 likes. @ajamu86 [responded](#) to the post saying “Small wedding BIG honeymoon...”. @soxtraswt [commented](#) “Go from the courthouse to the plane eff them ppl 🙌”

## Socioeconomic inequality



**Conversations about South Africa's wealth disparities and high unemployment rate garnered considerable traction on Twitter. These issues trended under multiple drivers in the top topics by volume and burst.**

## South African wealth disparities

Conversations about South Africa's severe socio-economic inequality prompted several users to share their reflections on how this manifests within the black community. Yesterday, @SneKhumanloSA [tweeted](#), "Wealthy Black people believe racism ended with their success.." This tweet gained traction with over 1 500 retweets and 4 000 likes.

On the same day, @DataWithinSA [shared](#) a screenshot of the average rent and salary of South Africans according to major cities. For example according to this data, the City of Cape Town's average salary is pegged at R38 000 and rent at R10 000. Later in the day, @Tokyo\_Trev quoted this post in a [retweet](#) that read, "That's definitely not the average salary for black people in South Africa". This tweet generated 316 retweets and nearly 260 likes.

## Youth unemployment frustrations

The topic of South Africa's unemployment rate received significant attention on social media. Many young people expressed their frustrations whilst urging Twitter users to help them secure employment. On Tuesday 18 August 2020, @Tizzy\_TSA shared the well-known [post](#) by @akreana\_ from 5 January 2019 which reads, "O jewa ke eng". This loosely translates to "What's eating you inside?". @Tizzy\_TSA quoted this post in a [retweet](#) that read, "Hello South Africa. My name is Thapedi Mokhalaka, I am 26 years of age, have a BTech in Chemical Engineering, I am unemployed and searching for a job. Please retweet until it reaches the right people. Thank you". This tweet resurfaced yesterday with over 151 retweets and 64 likes.

Similarly, the following day @iWontCare quoted the same post in a [retweet](#) that read, "I've sent my CV to so many places and I've gone to numerous auditions, not a single call. It is extremely exhausting. I'm a host for a live youth show on Cape Town TV and I also host 2 YouTube shows. I was on radio for 3 years in Varsity. Please RT my employer might be on your TL". This tweet gained traction yesterday with over 1 600 retweets and 1 100 likes.

Yesterday, @ZinhleMasango6 shared a five-part [thread](#) about unemployment frustrations and how the current ruling party has failed the youth. The initial tweet contained a meme of a crying man alongside the message, "Main reason I hate ANC

it's because I'm turning 30 years next year, I never paid tax. I finish my matric at 17 years went to college did Nated , computer skills but never got a job , I've been sending emails ever since no response 😞😞😞 #VoetsekANC #PutSouthAfricansFirst". This tweet generated 445 retweets and over 1 300 likes.

## Twitter users sharing opportunities

Amidst exasperated conversations about unemployment, several Twitter users posted tweets about available employment and education opportunities. Yesterday, @Portiaa\_S [shared](#) a screenshot of the SAPS "Career Opportunities" page. The tweet read: "SAPS has quite a few Social Work posts; Closing date is 28 August 2020. RT for awareness 🙏". This tweet received nearly 2 000 retweets and 726 likes.

On the same day, @NalediYona [shared](#) two screenshots containing details about bursary opportunities offered by the Department of Correctional Services. The tweet read: "Here are bursary opportunities guys. Kindly retweet!" This was retweeted over 2 300 times and liked 840 times.

## Women

**Topics surrounding gender-based violence, the treatment of black women and empowering black women received a significant amount of attention. The issues trended under several drivers under the top topics by snapshot, volume and burst.**

## Gender-based violence

Several Twitter users shared anecdotal tweets about their experiences with gender-based violence. On Tuesday 18 August 2020, @MphoMoraree shared the well-known [post](#) by @akreana\_ from 5 January 2019 which reads, "O jewa ke eng". @MphoMoraree quoted this in a [retweet](#) that read, "I reported sexual harassment and they dug up my tweets and saw a thread where I spoke about it. They used that as leverage to protect the perpetrator. They said if I want something to be done I must make sure I keep his name out of social media." This tweet resurfaced in yesterday's trends with nearly 200 retweets and 335 likes.

The following day, @D\_Merris shared a three-part [thread](#) detailing an alleged assault on a woman and a child. The initial tweet contained a photograph of the alleged

perpetrator alongside the message, “Please Call the cops when you see this monster 🙏🙏. She beat up my sister and nephew with a hammer last night 😭😭💔💔 @SAPoliceService”. This tweet gained traction yesterday with over 1 600 retweets and 386 likes.

## Empowering black women

Numerous Twitter users shared words of affirmation and support for black women. On Wednesday 19 August 2020, @theesundani shared a two-part [thread](#) about the oppression of black women. The initial tweet read: “black girls i love u.” This short tweet received attention yesterday with nearly 22 500 retweets and over 66 100 likes.

On the same day, @mbali\_ndlela shared a three-part [thread](#) celebrating the successes of black South African female artists. The initial tweet read: “Elaine signs with Columbia Records.Boity signed with Def Jam Africa. Sho Madjozi signed with Epic Records. Busiswa & Moonchild Sanelly slayed on Black Is King. South African female artists are winning & I love to see it 😊”. This tweet generated over 2 600 retweets and 15 300 likes.

Yesterday, @phume22 shared a [post](#) by @girl\_kaybee containing two photographs of South African musician, Elaine, alongside the message, “People were sleeping on Elaine,now they're waking up.♥congratulations to her,she's signed to Colombia records.” Refuting this stance, @Phume quoted this in a [retweet](#) that read, “Didn’t Elaine’s album go platinum and wasn’t she the most streamed female artist in 2019 through to 2020? You guys love this thing of spitting on SA supporters’ faces when artists go international.” This was retweeted nearly 350 times and liked over 2 000 times.

## Lifestyle

***People are turning to God as they search for hope in an uncertain world. They are also showing their creator gratitude on social media. Within the topic Time, two tweets that related to God spurred a lot of conversation. People on twitter also commented on how they engage with social media applications like Twitter, which seems to have become an everyday part of life for many.***

## Religious hope and gratitude

In a post that is addressed to the Lord, @Pastor\_\_West [tweeted](#) “Today, thank You that even in the midst of disarray, You are still God.” The post received close to 7 000 retweets and more than 17 000 likes. Within 340 comments, other believers showed their gratitude for the post, with some tweeting scripture while most said “Amen”.

In another post of gratitude, @DjMaphorisa [tweeted](#) an old image of himself followed by a more recent one that shows a progression of what he has been able to achieve. He feels that he owes his success to God and tweets “I mean God is great all them time ke Grateful”. The post received more than 425 retweets and close to 6 000 likes.

## How we engage with social media

The proliferation of social media into our lives has come with very little thought by many social media users, until now. People on social media are exploring conversations around how they use social media allowing people to reflect on their usage.

On 19 August 2020, @The\_Octoberman [tweeted](#) “Btw this social media thing doesn’t count as “knowing me””. This post has been retweeted more than 23 000 times and it received more than 64 000 likes. One Twitter account holder [responded](#) “I just come on here lyin and postin selfies”. @ahumuzajulian approved this message and tweeted “Well said , ppl assume too much”. In general this tweet speaks to how people are able to adopt different personas on social media platforms so, knowing them in a space like Twitter doesn’t mean that you know who they really are, how they really feel and what they believe in in real life.

@AdamSB\_\_ [tweeted](#) an image from the cartoon Spiderman, reflecting on how he shares the same image across multiple platforms as soon as he knows he’s taken a good picture of himself. The tweet reads “Me on all social media platforms when I take one good picture”. People on Twitter clearly related to the post as it was retweeted close to 100 000 times and it received close to half a million likes.

## Other Trends

## Foreigners in South Africa

The number 1 post by reach for the day [displayed](#) an image of activists marching from the Nelson Mandela Bridge to the Union Buildings in Pretoria. They held up a sign that read “Long walk to Freedom #ZimbabweanLivesMatter”. The post was retweeted close to 200 times and it received more than 400 likes. A few South Africans who are disgruntled by the presence of Zimbabweans in the country, posted some negative comments about the march, to the tune of “go back to zim” and “they are marching on wrong soil”.

In another post, @musa\_gwebani [tweeted](#) “We must talk about how hostile South Africa is to migrants. Not just the xenophobic violence but the actual laws that regulate entry, study and work in SA as a migrant. It’s impenetrable.” This post has been retweeted more than 170 times and it has received more than 300 likes. @martyn\_melinda [shared](#) some useful information on the levels of difficulty to entry for different citizens saying that “The rules depend on which country you come from, immigrants from eSwatini, Lesotho and Botswana are treated better and have a easier process as compared to Zimbabwean and further North African immigrants”.



## 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.