



# CENTRE FOR ANALYTICS & BEHAVIOURAL CHANGE

*24hr trend report*

Office 2110, University of Cape Town,  
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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.

**04 August 2020:**

**Zimbabwean Lives Matter | People and Relationships |  
Education and Entrepreneurship | Other trends**



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## Zimbabwean Lives Matter

*The #Zimbabweanlivesmatter campaign continued to drive high volume conversation and trends on Twitter for the day. Twitter users created awareness about the ongoing situation by tweeting directly at celebrities like Lupita Nyong'o and Rihanna asking them to stand in solidarity with Zimbabwe.*

## Background and developments

At 15:36, @Zoe\_Flood [explained](#) to Twitter users why #Zimbabweanlivesmatter is trending around the world. She cited protesters being arrested (which includes some high profile Zimbabweans) and the arrest of journalist Hopewell Chin'ono from a few weeks ago. In total, her post was retweeted more than 2 000 times and it received more than 2 600 likes. @Zoe\_Flood further explained that "this kind of intimidation, sadly familiar to many from the Mugabe era, has increasingly become a pattern under the Mnangagwa regime".

Addressing the people on Twitter, President Mnangagwa [posted](#) "This morning I updated the people of Zimbabwe on the situation in our country. Despite the hurdles we face – cyclones, droughts, sanctions & now the Coronavirus – our goal remains constant: To reform, restructure & rebuild in order to improve the lives of our people." His post was retweeted close to 900 times and it received more than 1 600 likes. Twitter users commenting on the post responded swiftly to the Zimbabwean president. Mmusi maimane [commented](#) "Hai man. This thing is simple, you must release investigative journalists like Hopewell Chin'ono, you must respect the rights of citizens to free speech and the rights of activists to organize around their causes." This comment received more than 3 600 likes. @sephiritsikeli also [commented](#) "Msunu, stop trying to sound honorable!! Let's talk about the beatings you put Zimbabweans through, address that! The people of Zimbabwe are us, we will come there and collapse that government!!! From SA #ZimbabweLivesMatter #ZimbabweanslivesMatter."

## Time for African Leadership

As awareness around the #Zimbabweanlivesmatter campaign grew, Twitter users became more critical of leadership in both Zimbabwe and African countries in general.



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@Ugaman01 [tweeted](#) the video of 3 armed soldiers in the street who appear to be kicking and prodding a defenseless man that is lying on the floor. As the video comes to an end, the Zimbabwean flag is shown along with the words “We Can’t Breathe,” echoing a chant that became popularised during the Black Lives Matters protests in the USA. The video has been viewed close to 19 000 times and has received more than 1 100 likes. The post that accompanies the video reads “It’s horrible how African Leaders who have failed their people always back on Military force to silence their people.”

At 16:43, @ElsaAngel19 [tweeted](#) “I don’t understand why African leaders feel the need to gain extreme power and money at anyone’s and everyone’s expense. Like you’d rather buy your fifth Mercedes than let people eat?” The post received more than 5 400 likes.

Highly critical of the relationship between South African and Zimbabwean presidents, @justicemalala [tweeted](#) images of Jacob Zuma, Thabo Mbheki and Cyril Ramaphosa pictured with Emmerson Mnangagwa. Along with the images, he tweeted “South Africa will not condemn the repressive Zimbabwe regime. Zimbabwe has tortured and killed thousands over the years and our leaders have supported the regime. To them the only black lives that matter are those of the elite.” His post has been retweeted more than 1 000 times.

## Standing in Solidarity with Zimbabwe

A diverse group of people ranging from politicians, artists and academic cohorts took to Twitter to show their solidarity with Zimbabwean citizens amidst the ongoing human rights crisis. EFF commissar [Mbuyiseni Ndlozi shared](#) a post emphasising the unjust and violent political regime which read “We stand in Solidarity with the people of Zimbabwe. We stand against the Mnangagwa murderous regime in constant violation of Zimbabwean human rights. #ZimbabweanLivesMatter.” His tweet received 4 000 likes and 1 500 retweets. In an effort to show support, the [UCT Student Representative Councillor tweeted](#) “The SRC stands with the people of Zimbabwe. #ZimbabweanLivesMatter,” receiving 3 200 likes and 1 600 retweets. [International Zimbabwean artist Tinashe](#) shared “Praying for my family and all of ZIMBABWE.” This tweet received over 46 100 likes and 11 100 retweets while [South African music K.O](#) commented that although the South African Music Awards are



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underway, more support and awareness needs to be given to Zimbabwe and the current unrest being faced by citizens. His tweet “Celebrating our #SAMA26 win BUT the biggest conversation is #ZimbabweanLivesMatter right now! Human Rights violation against our fellow African brothers and sisters is a crime against humanity. Period! 🇿🇼 We love you dearly and you’re in our prayers 🙏❤️” received 4 600 likes and 1 700 retweets.

[@Paulkumz shared his concern for the people of Zimbabwe](#), writing that “I would like to express my deep concern to the people of Zimbabwe, you deserve to be listened to . #ZimbabweanLivesMatter #FreeZimbabwe #Zimbabwe.” This post received over 18 400 likes and 6 900 retweets. [Shingi Munyeza proclaimed freedom for Zimbabwe and its people](#), writing “ONE DAY ZIMBABWE WILL BE FREE

1. Free from the evil OCCULT system
2. Free from CARTELS
3. Free from BRUTALITY & OPPRESSION
4. Free from POVERTY

#ZimbabweanLivesMatter #FreeHopewell #FreeJacob,” receiving over 2 600 likes and 1 000 retweets.

## Creating Awareness

Following a popular awareness creation trend where celebrities are mentioned in tweets to get their attention on pressing social issues, [political figure Mmusi Maimane \(@MmusiMaimane\) tagged international actress Lupita Nyong'o in tweet that reads](#), “Hi @Lupita\_Nyong'o can you help us bring global attention to the human rights abuses in Africa. The attacks on black lives which need urgent global solidarity. A burning topic right now is the arrests of journalists and activists in Zimbabwe. #ZimbabweanLivesMatter.” In this manner, he asked her to use her platform to bring awareness and attention to the Zimbabwean human crisis. The tweet received over 8 600 likes and 3 700 retweets.

Following the trend, [Nigerian artist Buffalo Soulja \(@buffalosouljah1\) tagged international star Rihanna](#) (who is known for voicing her opinion and using her influence on social justice matters), writing “Can I reach my people 🙏🏾 @rihanna. You have always been fighting for Human rights through your Clara Lionel Foundation your fans need your



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support ‘would you be able to feature on a #ZimbabweanLivesMatter song Zwitter please help share.’ The tweet received over 1 700 likes and 800 retweets. [Mmusi Maimaine also shared a two part tweet that included petitions set up to stop the violation of human rights by Zimbabwean officials and freedom of speech in Zimbabwe.](#) He wrote “Bagaetsho. There are some petitions we can sign to show solidarity with the people of Zimbabwe. I will share them here. Petitions are largely symbolic but they can be an effective starting point to be used correctly. #ZimbabweanLivesMatter,” receiving over 3 500 likes and 1 800 retweets. [Donel Mangena \(@officialdonel\) asked people not to ignore what is happening in Zimbabwe, calling for them to tweet until there is intervention.](#) He wrote “Zimbabwe, please don’t turn a blind eye on Zimbabwe ... so sad to see our people being mistreated the way they are! Tweet until there is change! Post until there is change! Spread the word Flag of Zimbabwe #ZimbabweLivesMatter #ZimbabweanslivesMatter.” The tweet received over 5 100 likes and 2 400 retweets. In an effort to create awareness, [Flint Bedrock shared a tweet with a video showing soldiers violently hitting civilians.](#) The video read “We are sick and tired of being abused by a ruthless regime that has nothing but contempt for the people of Zimbabwe. People are dying needlessly, generations have had their futures stolen from them, enough is enough. #ZimbabweanLivesMatter” and received over 138 600 views, 3 500 likes and 3 000 retweets. Meanwhile, [Monique Jade reminded people that the Black Lives Matter is inclusive of all Black people, including Zimbabweans](#) by writing “Fun fact: Black Lives Matter includes Zimbabwean Lives 🖤🗿🖤🗿.” The tweet received over 7 500 likes and 2 900 retweets.



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## People and relationships

***Conversations concerning relationships and well-being gained considerable traction on social media. These topics drove discussions as highlighted in the trends under top topics by snapshot, volume and burst.***

### Enhle Mbali and Black Coffee

Following rumours and speculations about the divorce of South African entertainers Enhle Mbali Mlotshwa and Black Coffee, many Twitter users weighed in on the issue. This comes after infidelity allegations against Black Coffee. On Tuesday 4 August 2020, @innomatijane [tweeted](#) “I want Enhle Mbali to glow up like Ciara did. Find a man that will give her the world.” This tweet received over 1 900 retweets and over 13 700 likes. @lindoparis [responded](#) to this post in a retweet that read “she doesn’t need a man to give her the world, this narrative is boring.” This tweet generated 855 retweets and over 2 600 likes.

In what could be considered internet trolling, some users poked fun at the situation. @ChrisExcel102 [shared](#) an image of Will Smith from a recent Red Table Talk interview (a show run by his wife, Jada Pinkett Smith) where he discusses infidelity. The tweet read, “If you think life is Unfair... always Remember Mbali Opened Mayonnaise for Black Coffee for almost a decade...Emkhamela ne Valslap Qeda Bam Replace Nge Super Model”. This tweet got nearly 440 retweets and over 2 800 likes.

On the same day, @RathokoloFilane [shared](#) three screenshots of a thread debating the looks of the woman Black Coffee allegedly cheated with. The tweet read, “If you’ve missed it 🤔🤔🤔 Black Coffee Mbali...” This tweet received 615 retweets and over 3 100 likes. Shortly after that, @thendoshane [shared](#) a photograph of former finance minister Malusi Gibaga alongside Black Coffee. The tweet read, “Where can I get the glasses 😏😏 mbali black coffee”. This was retweeted 51 times and liked 328 times.

## Emotions

Conversations about emotions and daily life experiences received considerable attention



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on Twitter. On Monday 3 August 2020, @kaylenciga [tweeted](#), “My mom would always say to us that we must never “bawela” (rhalela) people’s things because you just don’t know how they got them. Be happy with what you have and what you can afford in the mean time.” This gained traction the following day with over 600 retweets and over 2 600 likes. On Tuesday 4 August 2020, @BlackZA echoed these sentiments in a [tweet](#) that read, “Jealousy begins when you start having opinions about things that don’t concern you in other people’s lives.” This tweet received 123 retweets and 300 likes. On the same day, @AfriTumic [tweeted](#), ““People will love you and support you when it's beneficial” - Nicki Minaj”. This tweet generated 124 retweets and 671 likes.

## **Affirmations**

Many Twitter users shared their personal affirmations, motivations and goals. On Monday 3 August 2020, @fancyface\_XO [tweeted](#), “Praying for a successful academic semester Red heart Praying for healthy relationships and God to continue letting people in my life exit if they’re only here for a season. May I learn the necessary lessons. Learn from my mistakes. And strive to be a better me than yesterday 🙏🏾”. This received considerable attention the next day with 233 retweets and nearly 660 likes.

On Tuesday 4 August 2020, @foyinog shared a two-part [thread](#) with an initial tweet that read, “an affirmation 🕊️ good things are coming my way. i welcome abundance and prosperity into my life. my cup will overflow. every cent i pour out will return to me tenfold. my blessings are only beginning.” This tweet generated over 1 400 retweets and over 4 000 likes.



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## Education and Entrepreneurship

*This theme looks at people sharing funding initiatives and opportunities. A hair salon business is highlighted under the entrepreneurship narrative.*

### Educational Funding

“NSFAS applications for 2021 are now OPEN... Kindly RETWEET for awareness!” [tweeted @robzinterris](#), announcing that the tertiary funding scheme is open for applications. The tweet received over 4 800 retweets and 4 400 likes. Meanwhile, [@CeeAmony shared her friend’s university crowdfunding initiative which he started after being financially excluded from UCT](#). The tweet reads “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. 🙌👍🙌👍🙌👍” and received over 2 400 retweets and 940 likes.

### Entrepreneurship

On the 4th of August 2020, [@Alukiesblinke](#) shared a tweet with pictures promoting his brother’s salon business that was recently opened, writing “Hello guys my big brother opened a beautiful saloon in PTA CBD The Man Cave is ready to welcome you. 266 Francis Baard street, Pretoria CBD BOOK NOW! 0824551469. Kindly retweet this please 🙌🙌🙌❤️.” The tweet received over 4 100 likes and 2 500 retweets.





## Other Trends

### Women's Month

@\_LadyRea [tweeted](#) that Dischem will be doing pap smears and breast exams for R180 during the month of August in celebration of Women's month. Her tweet was well received with more than 7 500 retweets and nearly 6 000 likes.

Also on the topic of women's month, @HulisaniRavele [tweeted](#) that corporates should spare female employees the women's day brunches and soirées and rather use the money to bump their salaries up so that they are in line with that of their male counterparts. This post has been retweeted more than 2 300 times and received close to 5 500 likes.

### Bobby Motaung suspended

The official Kaizer Chiefs Twitter account (@KaizerChiefs) [tweeted](#) an update at 16:02 saying that as part of their policies, they have decided to suspend Football Manager Bobby Motaung. The post was retweeted more than 2 000 times and received over 3 000 likes. 17 minutes later, @SuperSportBlitz [tweeted](#) details for the public to better understand the decision taken by the Kaizer Chiefs. They explained that "The suspension comes as a result of videos circulating on social media wherein Motaung is seen "taking part in festivities during what looks like the lockdown period".



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## About CABC

The Centre for Analytics and Behavioural Change (CABC) is a non-profit organisation based at UCT's 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.



Issued by the Centre for Analytics and Behavioural Change. See [Cabcc.org.za](http://Cabcc.org.za) for daily reports  
A deep analysis on any of these issues is available on request.

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