

Project: Promoting Democracy and an Equitable Society

Project Series: GBV and Misogyny

Social Media Analytics Report 8: Organisational Author Analysis

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1. Introduction

This report aims to generate a deeper understanding of gender discrimination through an analysis of public social media. It provides an overview of research into the online conversation about the relationships between men and women in South Africa. The findings discussed in this report are shared with other researchers, civil society organisations, government institutions and digital activists to inform policy and practice. They are also used by the [heCareZA](#) programme to engage men specifically in self-reflection and healing through creative communications and dialogue facilitation. The long-term goal of the heCareZA programme is to engage with a broad network of men and support them to effectively promote gender equality, dismantle the cycle of gender discrimination and curtail the perpetration of Gender-Based Violence (GBV). This is done through online and offline dialogue facilitation.

Masculinity and gender roles in the digital era is an area of immense interest. The use of memes, sharing of content from influencer accounts and other forms of online content may have real-world implications on men's conceptualisations of masculinity and subsequently their behaviour¹.

The research process includes the creation, testing and refinement of data. The broad data parameters are used as a benchmark in an ongoing social media comparative analysis (see Appendix C). Relying on quantitative and qualitative research findings, this report is the latest instalment in a series of reports written in support of our own internal initiatives to counter misogyny and reduce Gender-Based Violence and Femicide and to provide partner organisations and allies with useful data that will allow them to plan and develop their communication. In it, data metrics are used to provide a high-level overview of the broad conversation about the relationships between men and women in South Africa. To support the [heCareZA](#) programme, opportunities to engage are also identified and a summary of findings is presented.

The primary source of data for this report was sourced from the social media platform X, formerly known as Twitter. Recent estimates drawn from X's (then Twitter) advertisement reports in early 2022 indicate that 2.85 million South Africans are active on the social media platform.² This represents just under 5% of the population, so it is important to keep in mind that the results are not indicative of the sentiment and thought of the population at large. However, the opportunity for narratives to break out from social media platforms like X and influence traditional media and policy decisions has been reported on frequently in South Africa and beyond³.

¹ Shefer & Ratele, 2023

² <https://datareportal.com/reports/digital-2022-south-africa>

³ Bosch, 2017 ; Mpofu, 2019

Content Warning: This report contains sensitive content, such as discussions of sexual violence and abuse, which may be triggering to readers.

Note: Due to the rebranding of the social media platform 'Twitter' to 'X' mentions of the social media platform in this report will use Twitter/X as the platform name to facilitate ease of reading and record keeping.

Note 2: This is one in a series of 2 reports focusing on 16 Days of Activism and organisational campaigns. Report 7 focuses on engagement in regard to 16 Days of Activism content as well as general conversation in the Gender-Based Violence space⁴.

2. Findings Summary

- Organisations within the GBV and Misogyny space online are present across a variety of social media platforms. Each organisation selected has a presence on Facebook and Twitter/X. While 17 organisations are present on Instagram, 16 are present on YouTube, 14 are present on LinkedIn and 6 are present on TikTok.
- Social Media platforms predominantly based on text-input, such as Twitter/X, Facebook and LinkedIn account for followership more so than engagement, while video or image type content based social media platforms such as TikTok, YouTube and Instagram account for engagement more than followership.
- While 20 organisations engaged in social media on 16 Days of Activism, the social media engagement on the scourge of Gender-Based Violence plaguing our country was not as impactful as it could have been if: 1). Social media was used more effectively; 2). There was a coordinated effort between civil society and government for constructive public and social media discourses on this important issue.
- The low social media engagement on the 16 days of activism also raises concerns regarding:
 - GBV-media and news fatigue that appears to be creeping in, following the growing trend of news avoidance⁵.
 - The 16 days of activism campaign appears to have lost its meaning on social media which calls for deep introspection and a renewed energy to revive the campaign and inspire public interest in new ways that captivate the attention of especially young people.

⁴ See Report 7: https://cabc.org.za/wp-content/uploads/2024/01/CABC_EU-GBV_Mis.-Report-7_-February-2024.pdf

⁵ <https://reutersinstitute.politics.ox.ac.uk/news/five-things-news-media-can-do-respond-consistent-news-avoidance>

- The public and other resources that are invested in the 16 days of activism that does not have the desired impact.

3. Supporting Project Outputs and Opportunities for Engagement

- Social Media platform use for campaigns may be directed toward the strengths of each platform. With Twitter/X, Facebook and LinkedIn for example, the strategy appears to be to amass a large following to expand your reach with content. YouTube, Instagram and TikTok instead, seem to require constant direct engagement to expand the reach of content. This is from an initial assessment and will require more analysis. (see [4.2](#)).
- TikTok is underused in the organisational landscape. In the present analysis, 6 organisations were present on TikTok - yet the platform accounted for 3rd largest source of followership and 2nd largest source of engagement in the GBV space. Organisations should seek to keep pace with the changing social media environments to boost the visibility of their mission, vision and actions (see [4.2](#)).
- Women For Change and Keep The Energy, organisations which hold the 1st and 2nd rank for followership and engagement respectively, may garner higher engagement due to the nature of their social media posts. These posts (see [4.3.1](#) and [4.3.2](#)) communicate the individual toll of the crisis of GBV in the country and amplify calls for individual and systemic justice.

4. Organisational Author Analysis

This report is concerned primarily with visualising and drawing insight from the social media presence and behaviour of organisations which seek to positively impact in the Gender-Based Violence space. These organisations have been selected through desktop research, personal knowledge and presence on 6 major social media platforms, Twitter/X, Facebook, Instagram, TikTok, Youtube and LinkedIn.

Post selection, each organisation had their social media profiles assessed for Share of Voice (SOV), a measure of proportional followership, in comparison with other selected organisations, across all platforms. Concurrently, organisational profiles were assessed for average engagement across their last 10 posts, to calculate a secondary proportional measure, Share of Engagement (SOE). These metrics have been analysed individually. Each statistic or value was assessed in January 2024.

Finally, the organisations selected have been assessed solely on social media activity, this is important to note as the share of engagement and share of followership for each organisation, among others, does not reflect

on-the-ground engagement, policy or legislative work or embedded media organisations may host on their websites which do not report views or downloads.

20 organisations are present in the current analysis. They are:

- Women For Change
- Keep The Energy
- Sonke Gender Justice
- Shukumisa
- POWA (People Opposed to Women Abuse)
- Rape Crisis
- TEARS
- End GBVF Collective
- The Justice Desk
- Saartjie Baartman Centre
- Father A Nation
- Heartlines
- WMACA (Women and Men Against Child Abuse)
- MannedUpConversations
- Soul City Institute for Social Justice
- Shared Value Africa Initiative
- Childline
- MenEngageAfrica/Alliance
- Gender Links
- Kwanele

Each organisation is explored in further detail in Section [4.4](#).

4.1 Cohort Overview

The 20 selected organisations collectively held a followership of 815,293 profiles. These followers are not necessarily unique profiles, as individuals may choose to follow one or more of the organisations represented in the analysis. The most represented accounts in terms of followership were Women for Change, accounting for 34.7% of all followers. Keep The Energy, accounting for 19.2%, Soul City, accounting for 8.4% and Sonke Gender Justice, accounting for 6.8% of all followers. The remainder of the cohort held a proportional

followership between 0% and 4% individually, representing the remaining 30.9% of followership data (see Figures 1). This means that there are only four South African organisations out of the 20 selected in this analysis that are harnessing the capabilities of social media as much as possible.

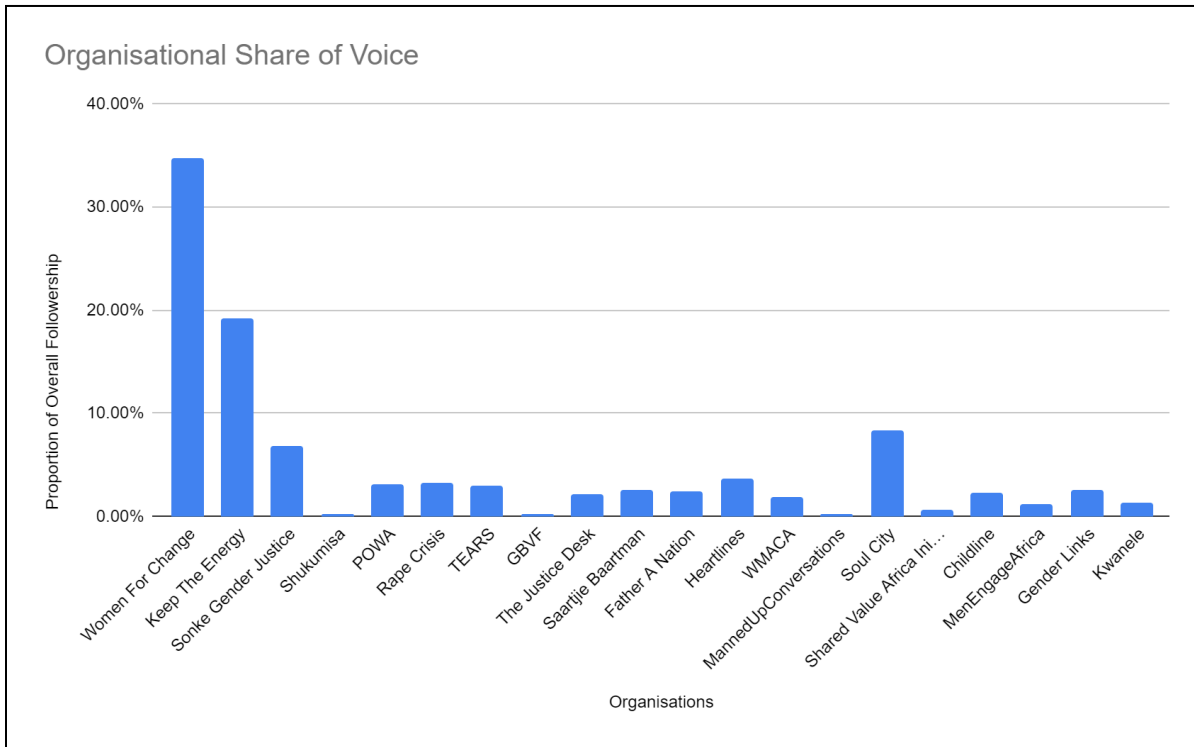


Figure 1: Accounts visualised by followership (Bar)

In terms of Share of Engagement (SOE), Women for Change accounted for 43.1% of engagement, followed by Keep The Energy, at 26.3% and Kwanele at 12.8%. The remainder of the cohort accounted for between 0% and 5% individually representing the remaining 17.8% of the engagement data (see Figures 2).

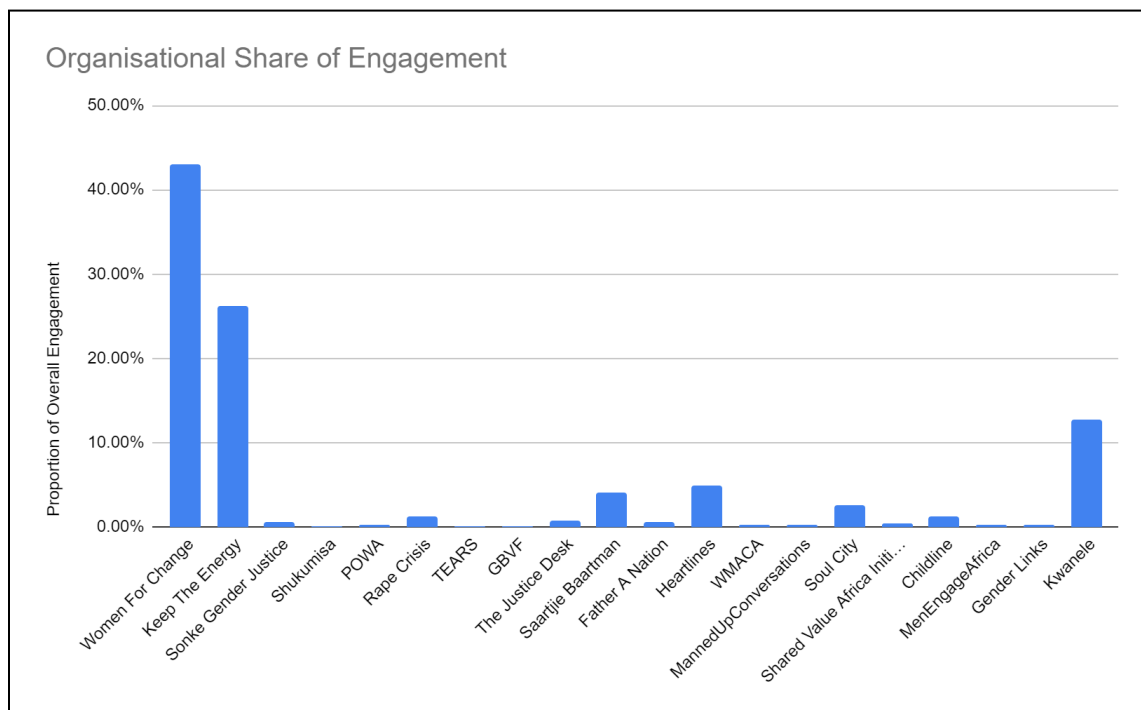


Figure 2: Accounts visualised by Share of Engagement (Bar)

4.2 Platform Overview

Data Reportal's 2023 Report on South African social media use estimates 25.8 million social media users in the country⁶. In South Africa, Facebook is estimated to have 22.15 million users, YouTube is estimated to have 25.8 million users, Instagram is estimated to have 5.65 million users, TikTok is estimated to have 11.83 million users, LinkedIn is estimated to have 11 million users and Twitter/X is estimated to have 3.65 million users.

Accounts were assessed across 6 major social media platforms (see [Section 5](#)). Of these platforms, all organisations were present on Twitter/X and Facebook. 17 organisations present on Instagram, 6 on TikTok, 16 on YouTube and 14 on LinkedIn. Organisational presence is visualised in Figure 3 below. See Appendices F and G for individual platform breakdowns by organisation.

⁶ <https://datareportal.com/reports/digital-2023-south-africa>

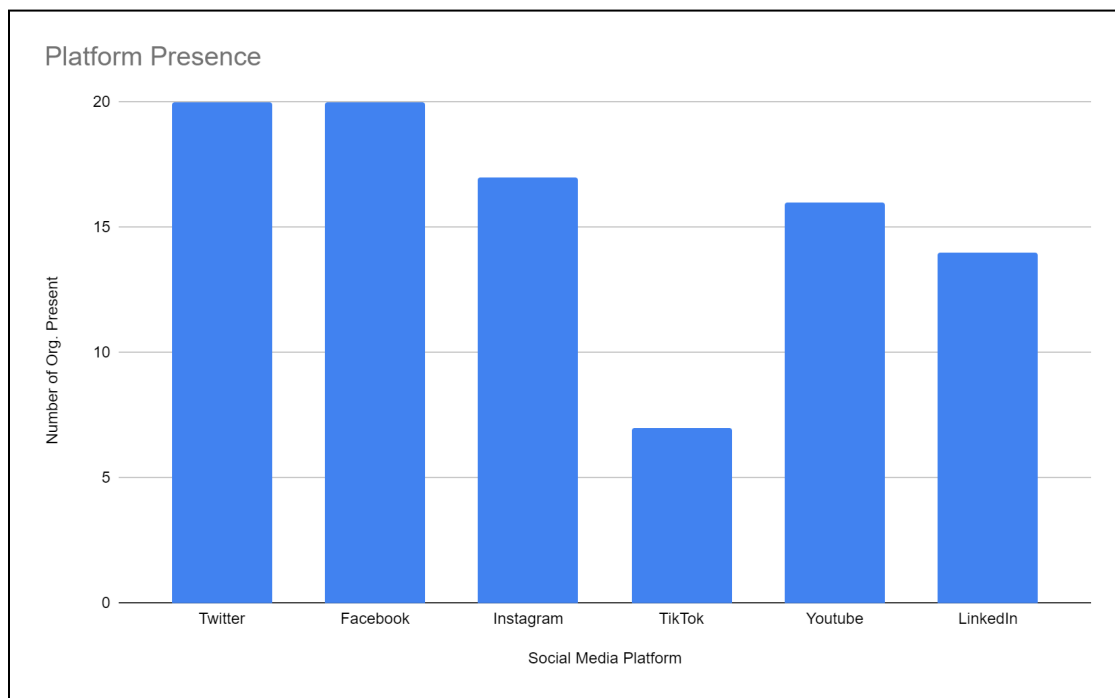


Figure 3: Platform Use Amongst the Cohort

Followership was one of the contributions to analysing Share of Voice. By platform, Facebook accounted for the largest share of followers at 42.6%, followed by Instagram at 28.6%, TikTok at 12.4%, Twitter/X at 11.2%, LinkedIn at 3.3% and YouTube at 2% (See Figure 4)

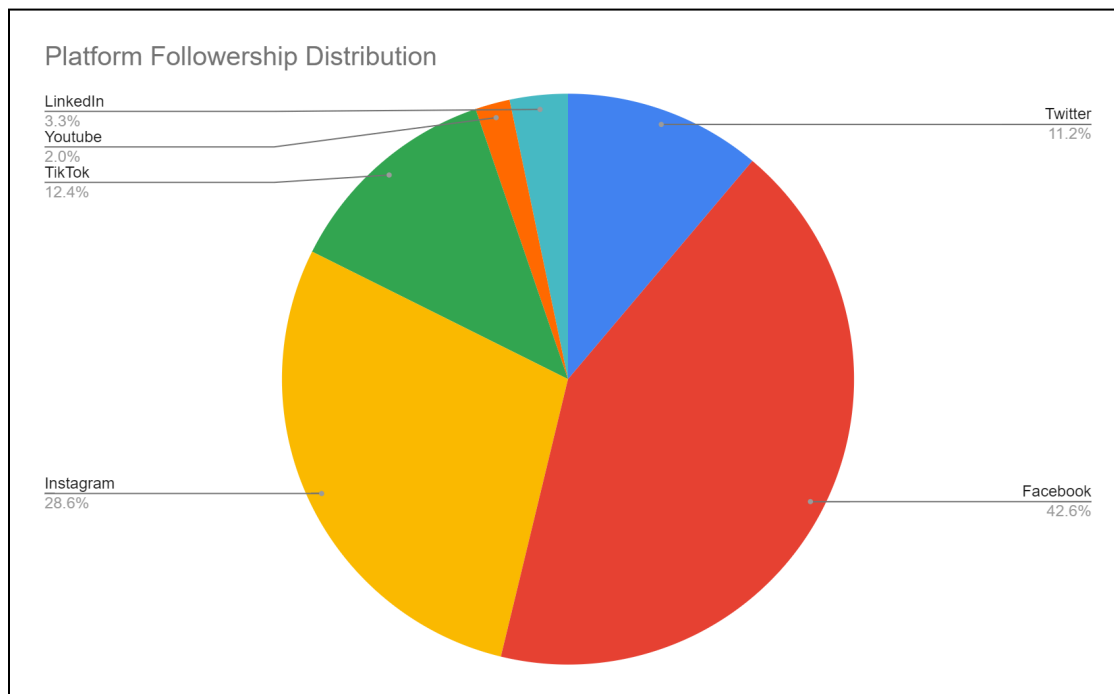


Figure 4: Followership Contribution by Platform

Platforms were further assessed for contribution to engagement. Engagement predominantly stemmed from Instagram at 61.3%, followed by TikTok at 15.6%, YouTube at 13.8%, Facebook at 4.5%, Twitter/X at 4.4% and LinkedIn at 0.5% (see Figure 5). This is an interesting finding because it tells us that while a civil society organisation may have a large following on Facebook, people are far more likely to engage with content from these organisations if their content is posted on Instagram. Some factors that could influence this behaviour include the age groups that most frequently use Facebook compared to Instagram, if a browser window or an app is used or if the purpose behind the usage of these platforms is different. This presents an excellent opportunity for further study to better equip civil society organisations as they plan their social media strategy.

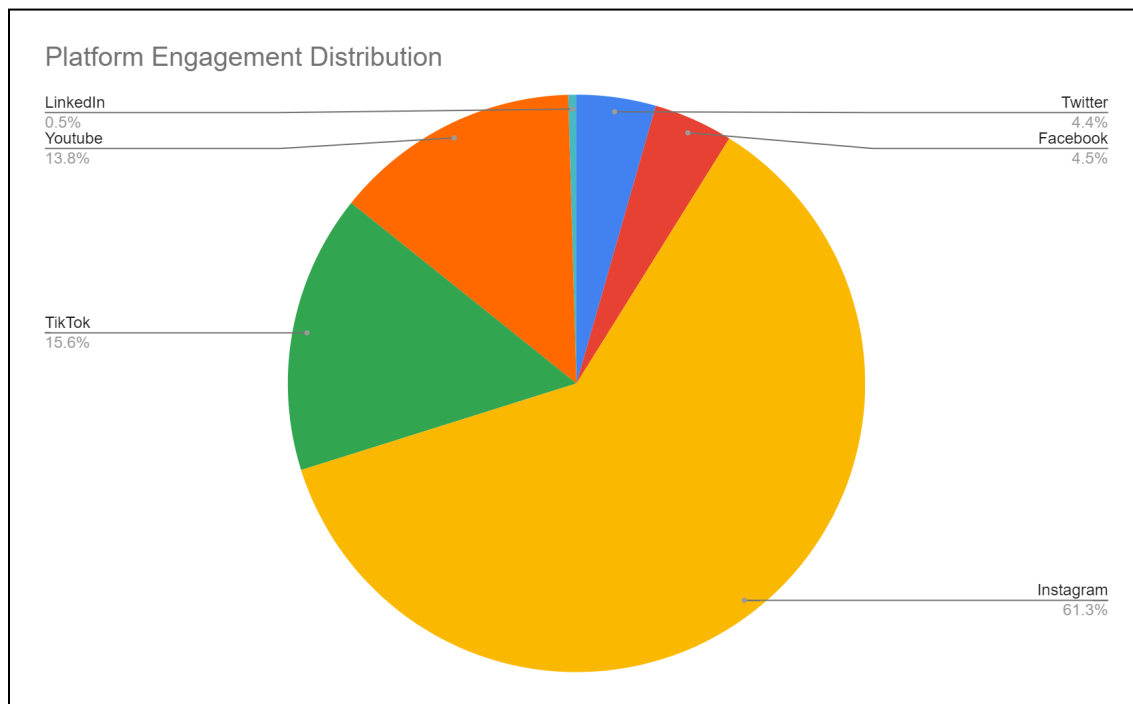


Figure 5: Engagement Contribution by Platform

Another reason could be because of the type of content that is predominantly on these different platforms. Platforms which are traditionally text-based, here Facebook, Twitter/X and LinkedIn account for followership more so than engagement. While platforms dominated by the posting of multimedia content, here Instagram, TikTok and YouTube account for higher levels of engagement rather than a large followership. The number of followers is added next to the level of engagement in Figure 6 below.

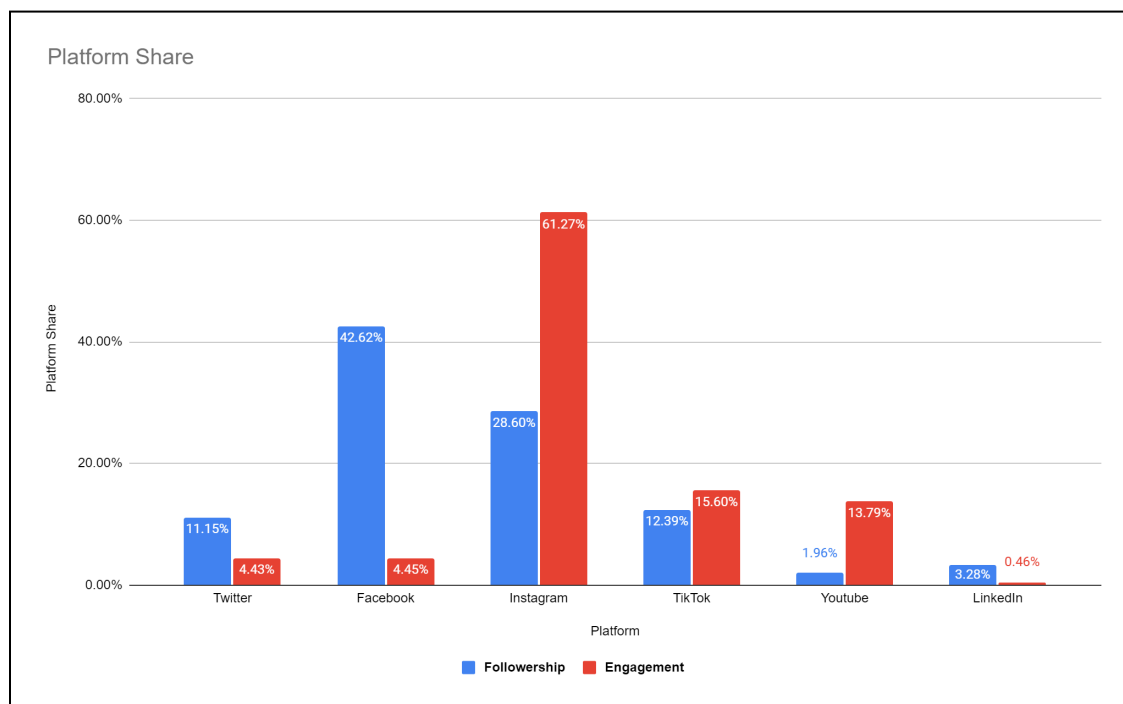


Figure 6: Platforms compared by Cumulative Followership and Engagement contributions

4.3 Organisational Spotlight

The 20 organisations selected for the purpose of this analysis are explored in further detail below. These organisations work in diverse ways across modalities, both digital and on-the-ground, to support equality and the rights of all to life and safety - with a specific focus on working toward the end of victimisation, misogyny and Gender-Based Violence within the country.

While the organisations each hold a variety of accounts across differing social media platforms, this analysis is squarely focused on the social media presence and engagement received by these accounts, and is in no way designed to reflect the exceptional work the organisations engage in throughout South African society on the ground.

4.3.1 Women For Change

Women For Change (WFC) has the largest followership and average engagement per post in the cohort. The organisation is involved in a variety of activities designed to bring attention to the crisis of Gender-Based

Violence in South Africa and utilises social media as a vehicle for driving positive change⁷. Women for Change has 283,152 followers across all assessed platforms and receives, on average, 10,163 interactions per post.

With a presence on all social media platforms selected, the organisation amplifies cases and outcomes of Gender-Based Violence and femicide alongside the dissemination of accessible educational material. WFC furthermore creates an online community and provides support for individuals both online and on the ground. The visceral nature of WFC's posts garners strong visibility, engagement and reflection (see Figure 7)

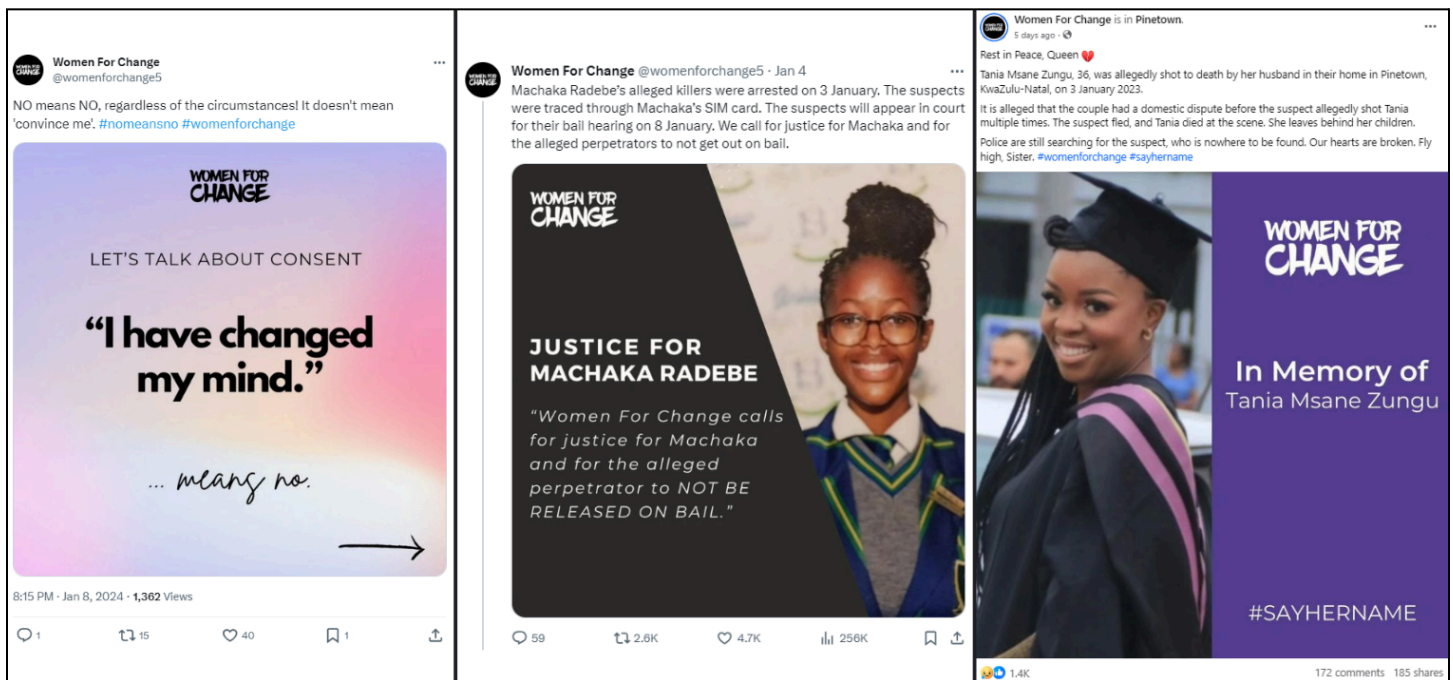


Figure 7: Examples of Posts from Women For Change on Twitter/X and Facebook

4.3.2 Keep The Energy

Keep The Energy, a social media based archive of cases of Gender-Based Violence is the second most followed and engaged account in the cohort. Similarly to WFC, the various accounts belonging to the organisation across different social media platforms bring to the fore the stories of victims and survivors to

⁷ <https://womenforchange.co.za/about-us/> ;
<https://www.timeslive.co.za/news/south-africa/2023-11-09-women-for-change-reaches-10-million-people-a-month-as-abused-women-log-on-for-online-lifeline/>

ensure continued visibility and public consciousness of the scourge of Gender-Based Violence in South Africa⁸ (See Figure 8). Keep The Energy has 156,546 followers across all platforms except TikTok, YouTube and LinkedIn and receives, on average, 6,195 engagements per post.

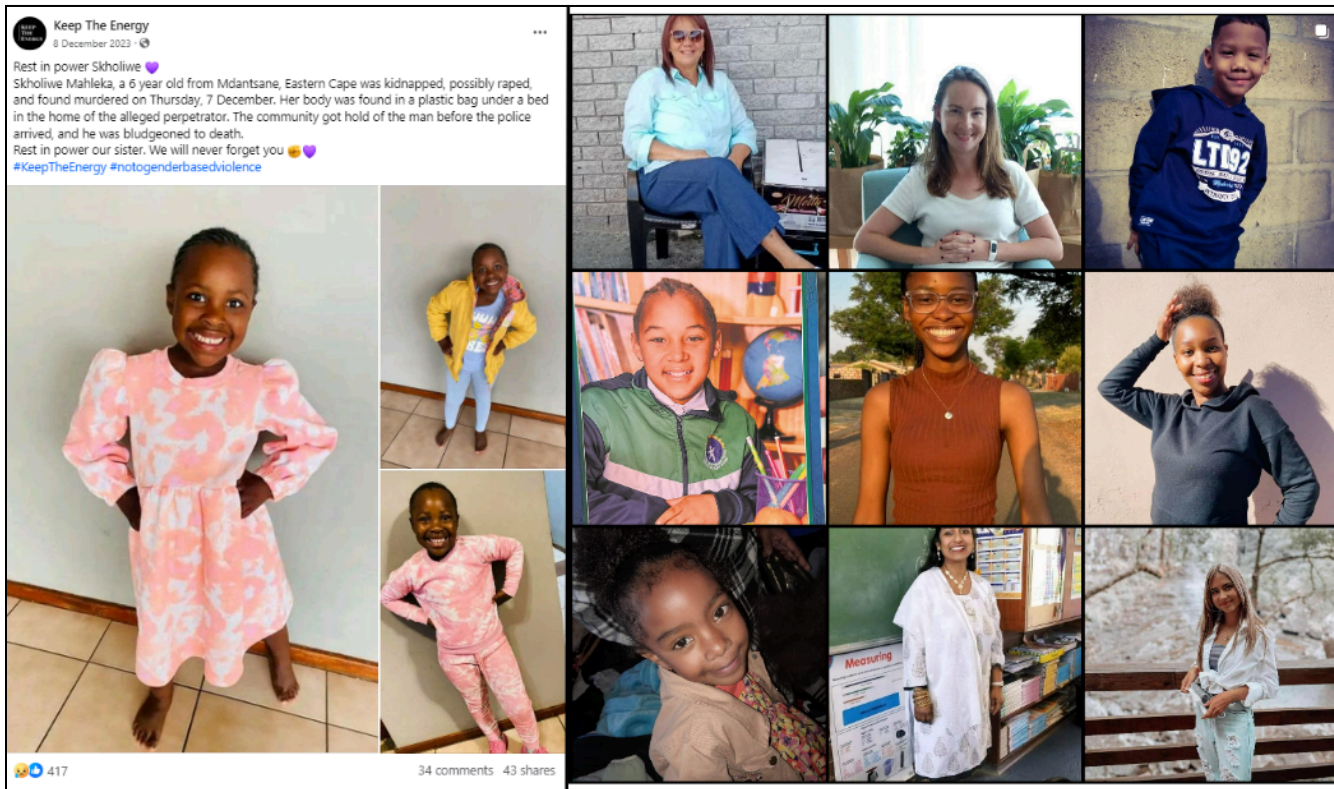


Figure 8: Examples of posts from Keep The Energy on Facebook and Instagram

4.3.3 Sonke Gender Justice

Sonke Gender Justice (SGJ), founded in 2006, is an organisation which reports, funds, researches, engages and produces multimedia content related to gender, Gender-Based Violence, social justice, health and policy, among other focus areas and outputs. The organisation furthermore supports organisations involved in advocacy and intervention related to gender and social justice⁹.

⁸

<https://www.dailymaverick.co.za/article/2021-10-11-keep-the-energy-the-man-behind-heartfelt-social-media-tributes-to-gbv-victims-aims-to-change-attitudes/>

⁹ <https://genderjustice.org.za/about-us/about-sonke/>

SGJ is present on all major social media platforms, except for TikTok, and even has a presence on soundcloud - an audio-based media platform¹⁰. Posts from the organisation tend to highlight events and share information on progress toward achieving a just society wherein the organisation has been involved (see Figure 9). Sonke Gender Justice has 55,387 followers across all platforms and receives, on average, 125 engagements per post.

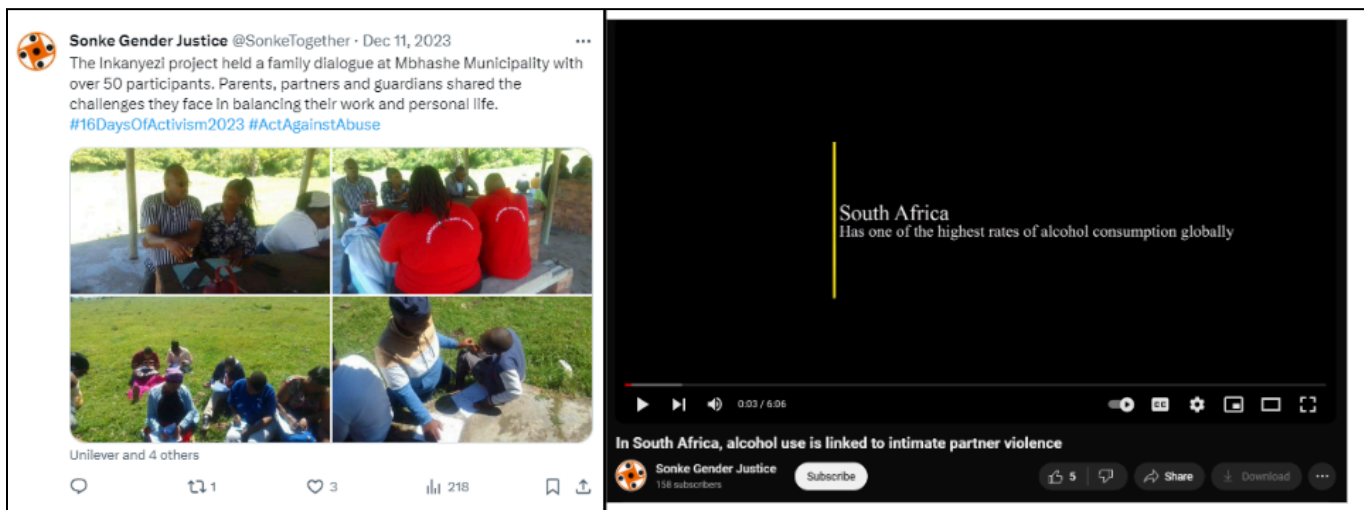


Figure 9: Examples of posts and content from Sonke Gender Justice on Twitter/X and YouTube

4.3.4 Shukumisa

Shukumisa is a coalition of organisations across a variety of sectors focused on gendered norms and sexual violence. The organisation engages, among others, in policy review, information dissemination, representation and advocacy¹¹. Shukumisa is present on both Twitter/X and Facebook, albeit having last posted on Twitter/X in 2019 and Facebook in 2021. The coalition shares posts related to training, accessible resources and broader member-based updates (see Figure 10). Shukumisa has a cumulative followership of 2,331 accounts and receives on average 7 engagements per post.

¹⁰ <https://soundcloud.com/sonkegenderjustice>

¹¹ <https://shukumisa.org.za/about-us/>

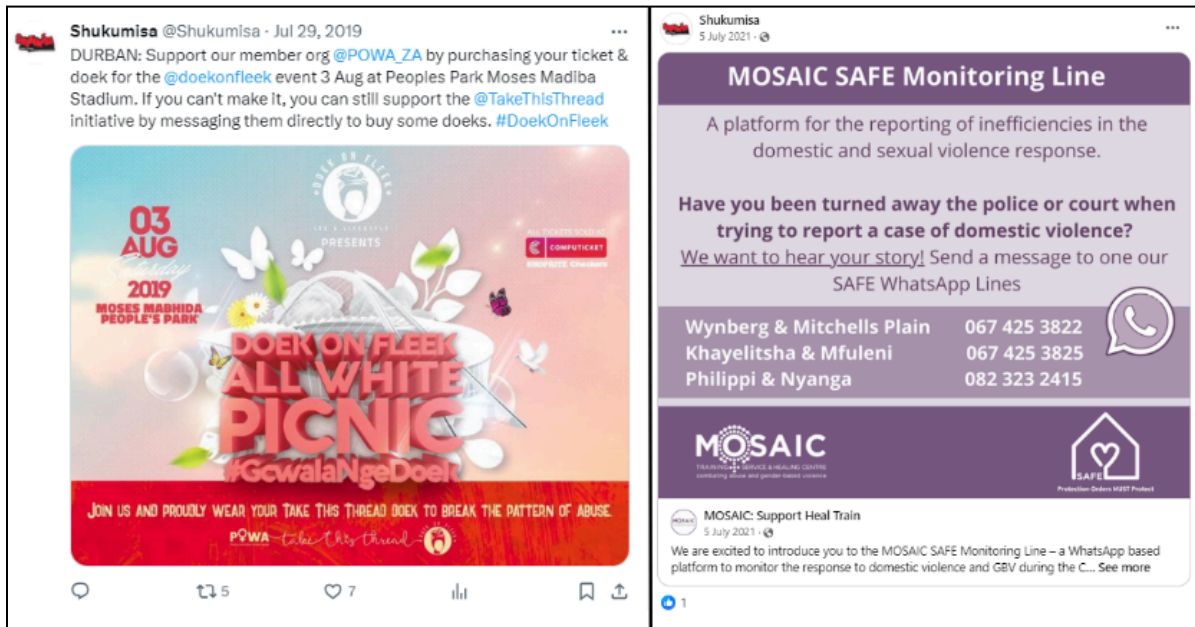


Figure 10: Example Posts for Shukumisa from Twitter/X and Facebook

4.3.5 POWA

People Opposed to Women Abuse (POWA), established in the late 1970's, is an organisation focused on survivor support alongside research and advocacy¹². The organisation is present on Twitter/X, Instagram and Facebook. POWA posts predominantly share supportive messages, resources, high-end media as well as organisational updates (see Figure 11). POWA holds a cumulative followership of 25,138 accounts and receives on average, 58 interactions per post.

¹² <https://www.powa.co.za/>



Figure 11: Example Posts from POWA on Twitter/X and Facebook

4.3.6 Rape Crisis

Rape Crisis Cape Town Trust is a survivor support, advocacy and activist organisation. Rape Crisis produces accessible guides on topics such as the dispelling of rape myths and step-by-step guides on accessing support¹³. Counsellors aligned with the organisation provide first-step support for survivors at Thuthuzela care centres¹⁴ - a relationship expressed in posts made by the organisation's various accounts (see Figure 12). Rape Crisis is present on all selected social media platforms with the exception of TikTok and holds a cumulative followership of 26,293 accounts, receiving on average, 288 interactions per post.

¹³ <https://rapecrisis.org.za/>

¹⁴ <https://rapecrisis.org.za/programmes/road-to-justice/thuthuzela-care-centres/>

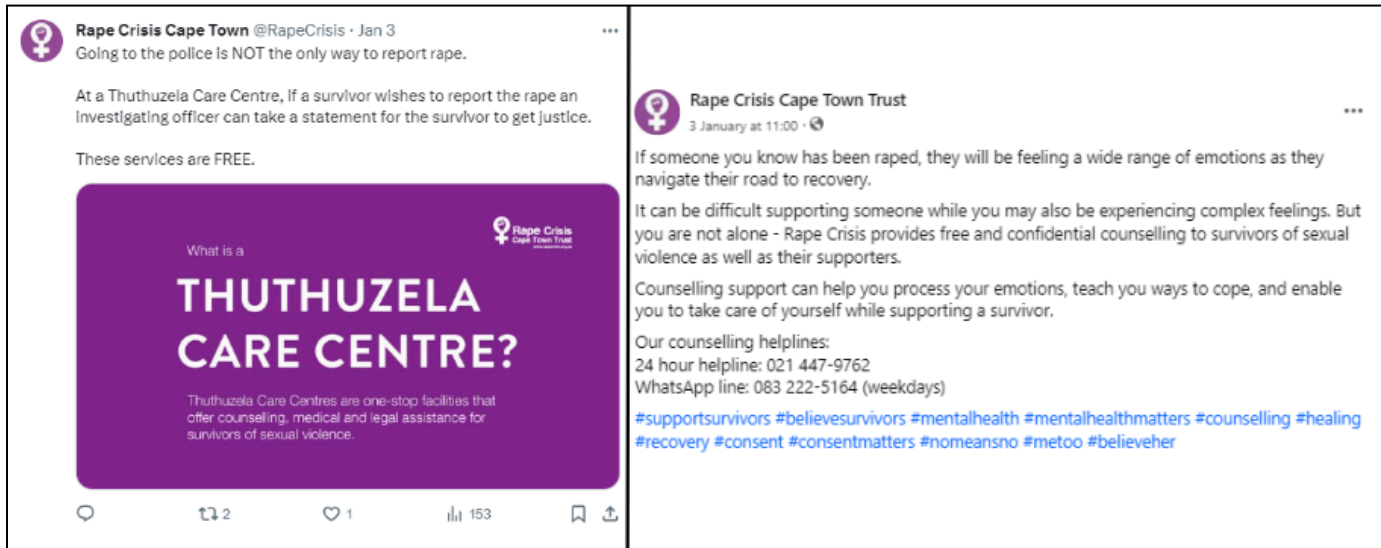


Figure 12: Example Posts from Rape Crisis on Twitter/X and Facebook

4.3.7 TEARS Foundation

The TEARS foundation engages broadly in facilitating interventions for survivors of GBVF, the provision of educational material and reporting on South Africa's GBV crisis, and conducts research into perceptions and attitudes related to GBV¹⁵. On social media, TEARS is active across all platforms selected, with the exception of TikTok. Posts made by the organisation's accounts tend to drive accounts toward use of the organisation's services and focus on the dissemination of educational material (see Figure 13). TEARS has 24,510 followers across all platforms and receives on average 27 engagements per post.

¹⁵ <https://tears.co.za/>

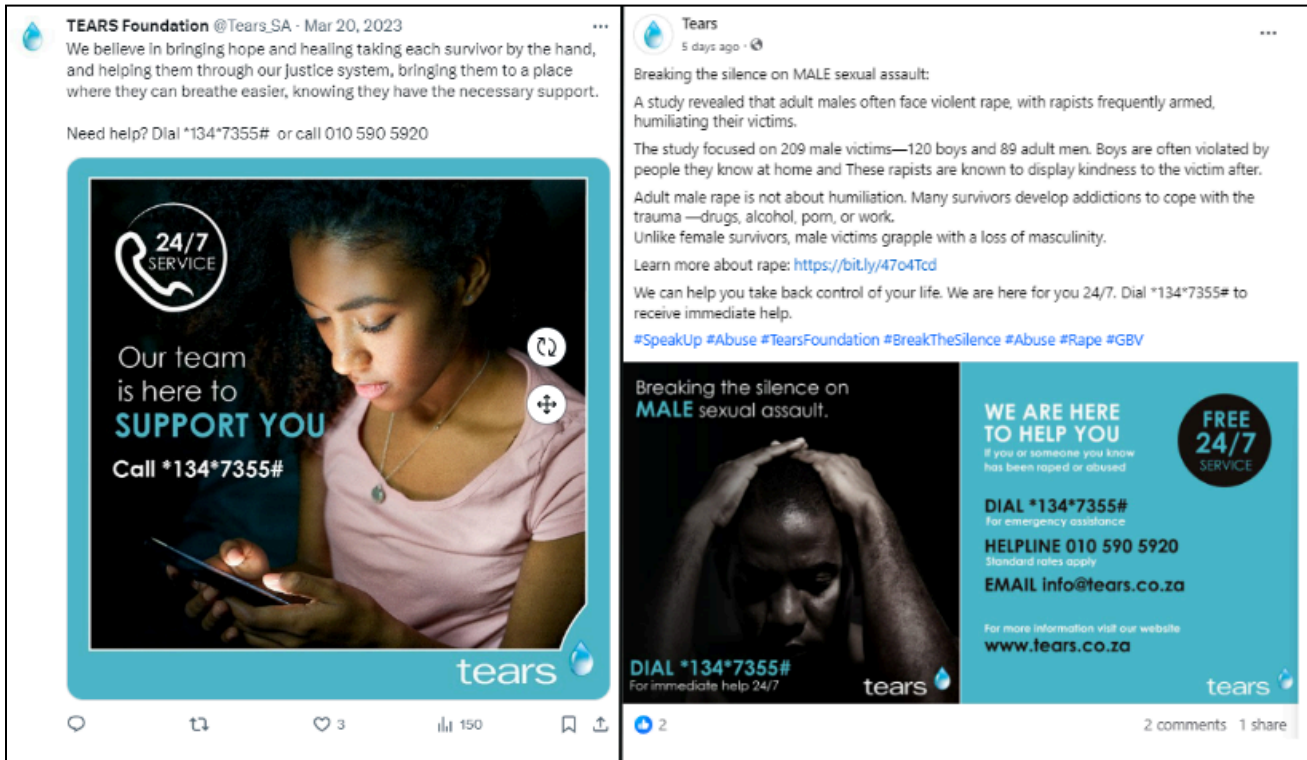


Figure 13: Examples of Posts from TEARS Foundation on Twitter/X and Facebook

TEARS notably is present as a resource through the TikTok platform, when the word rape or content related to sexual assault is entered through the platforms search bar (see Figure 14). Connections such as these highlight the important role civil society organisations play in providing support across a variety of channels, both digital and physical. Furthermore, it brings to the forefront the difficulty of analysing impact through social media data alone as noted in the introduction to this section.

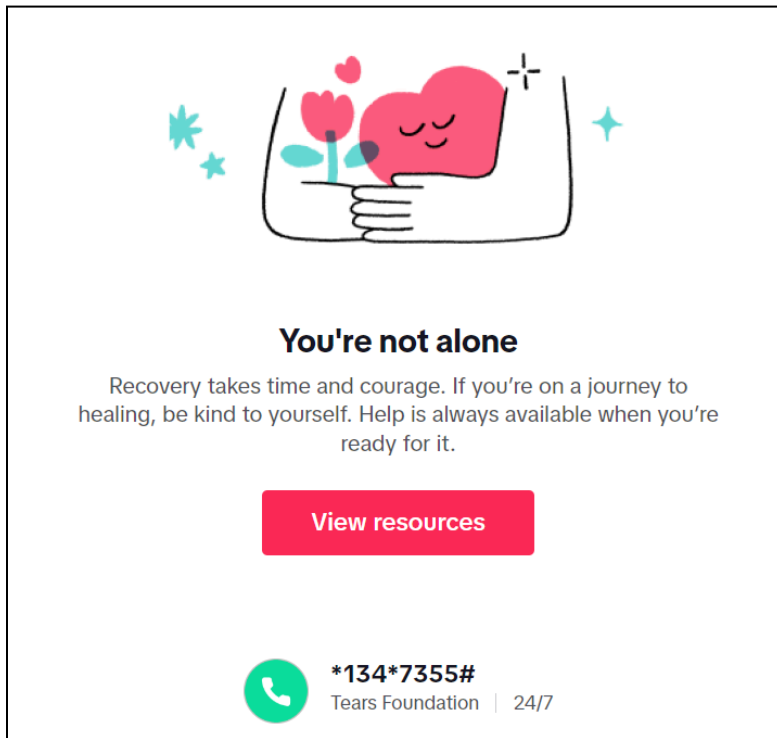


Figure 14: TEARS Foundation is foregrounded when searching for TikTok videos containing the word Rape

4.3.8 End GBVF

EndGBVF is a volunteer-based, impact-focused collective of individuals dedicated to actioning the objectives as laid out in the 2nd Presidential Summit on GBVF and holding power to account in the struggle against Gender-Based Violence¹⁶. The organisation produces reports, hosts events and supports and connects organisations, deemed 'Amplifiers', to enact positive change in their respective focus areas and communities. The organisation predominantly posts content related to their events, activities and resources but has not posted since June 2023 (see Figure 15). End GBVF Collective has a cumulative followership of 2,484 accounts and receives 23 engagements per post on average.

¹⁶ <https://gbvf.org.za/about/>

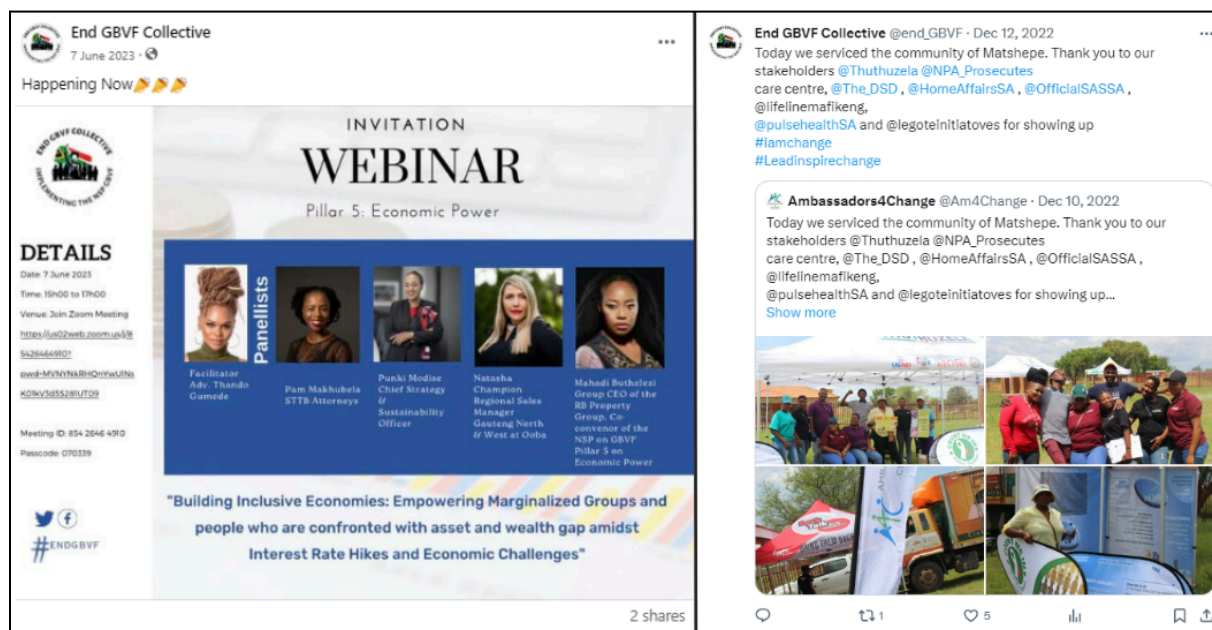


Figure 15: Example Posts from End GBVF on Facebook and Twitter/X

4.3.9 The Justice Desk

The Justice Desk is a human rights organisation with a focus on advocacy, education, access as well as organisational and individual support in service of activists and communities. The Justice Desk, among other focus areas, works with survivors of Gender-Based Violence as well as in the mentoring and provision of positive role modelling for young men¹⁷. The organisation is present on all selected social media platforms bar TikTok. The Justice Desk makes use of their social media accounts to share volunteering opportunities, highlight the achievements of young people, share organisational updates and drive public participation in targeted campaigns to alleviate individuals and communities in duress (see Figure 16). The organisation has 17,480 followers across all of its accounts and receives 161 engagements per post on average.

¹⁷ <https://www.justicedesk.org/aboutus>

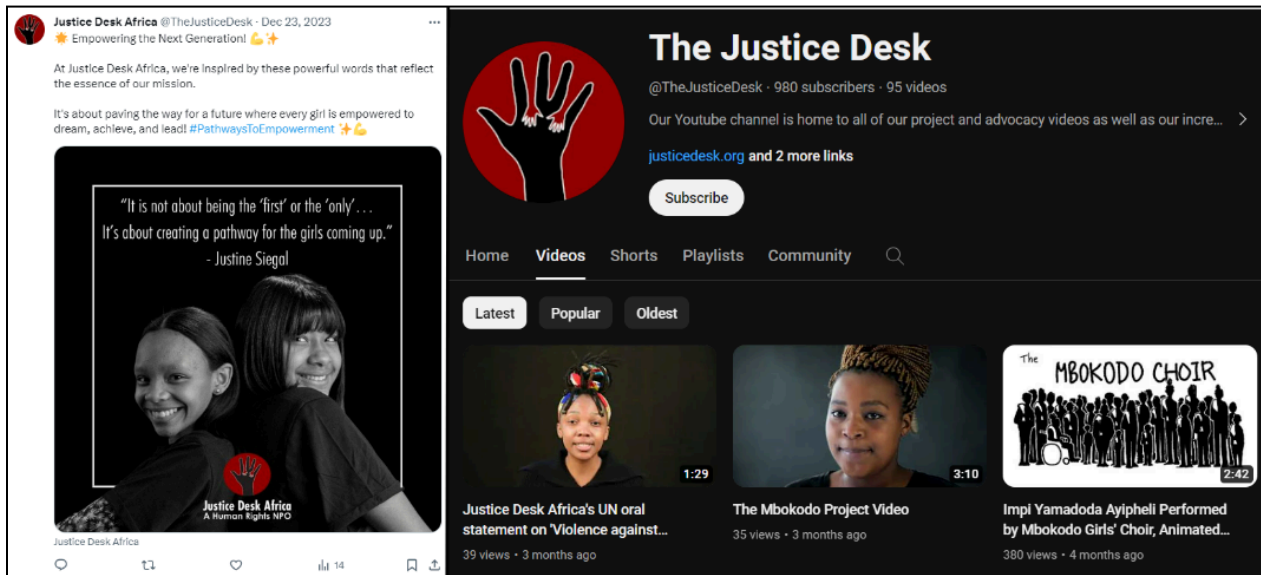


Figure 16: Examples of posts from the Justice Desk on Twitter/X and YouTube

4.3.10 Saartjie Baartman Centre

The Saartjie Baartman Centre for Women and Children is a community centre based in Cape Town. The organisation provides research services, safe shelter and ameliorative intervention to survivors, and their dependents, of GBV¹⁸. The organisation has accounts on Instagram, Facebook, YouTube and Twitter/X. Posts from these accounts share updates on the work the centre engages in and the commemoration of special time periods, such as 16 Days of Activism (see Figure 17). The organisation has not posted on Twitter/X since April 2018. The centre has a combined followership of 20,477 accounts and receives 964 engagements per post on average, with the caveat that the centre's YouTube channel only has 2 videos, which received high engagement.

¹⁸ <https://www.saartjiebaartmancentre.org.za/>



Figure 17: Examples of posts from the Saartjie Baartman Centre on Facebook and Instagram

4.3.11 Father A Nation

Father A Nation is an organisation with a specific focus on mentoring, empowering and uplifting men to stand against Gender-Based Violence and embody positive masculine virtues. The organisation accomplishes this through in-person engagement as well as the provision of personal development courses and resources, most notably video or image-based outputs (see Figure 18)¹⁹. The organisation has a cumulative followership of 19,565 accounts and receives 153 engagements per post on average.

¹⁹ <https://www.fatheranation.co.za/>

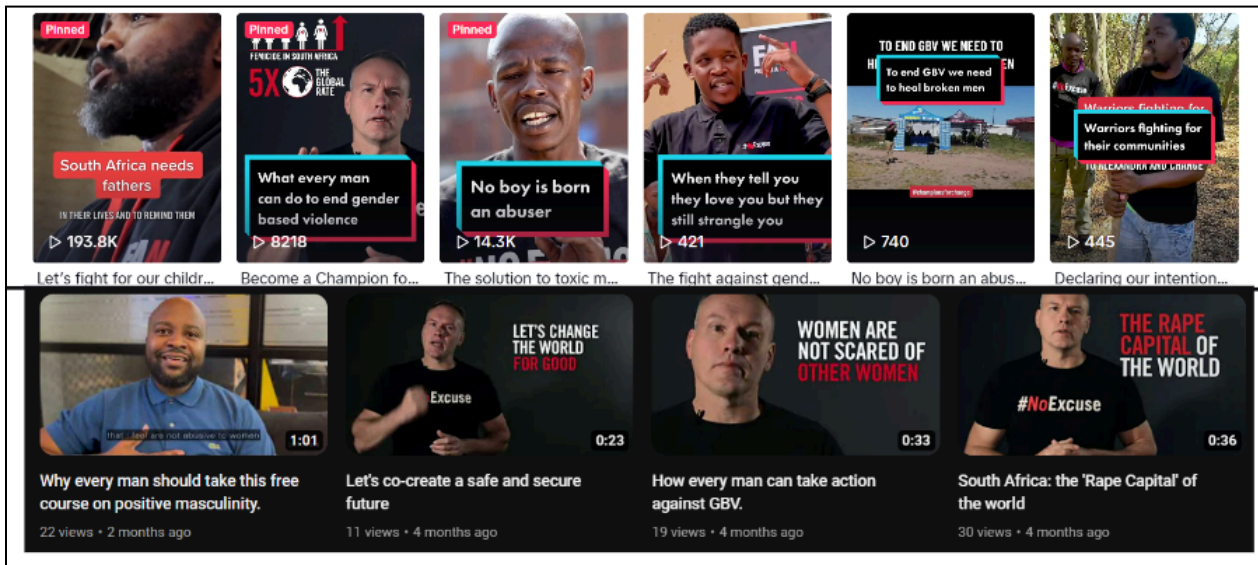


Figure 18: Examples of Posts from Father A Nation on TikTok and YouTube

4.3.12 Heartlines

Heartlines is an NGO which conducts research, produces multimedia content, courses and reports, and hosts workshops to drive positive change and embed strong values in individuals²⁰. Alongside these, the organisation runs a programme focused on fathers called 'Fathers Matter'. The organisation posts content on a variety of social media channels with strong engagement and followership across owned channels (see Figure 19). Heartlines has a cumulative followership of 29,577 accounts and receives, on average, 1,168 interactions per post.

²⁰ <https://www.heartlines.org.za/home>

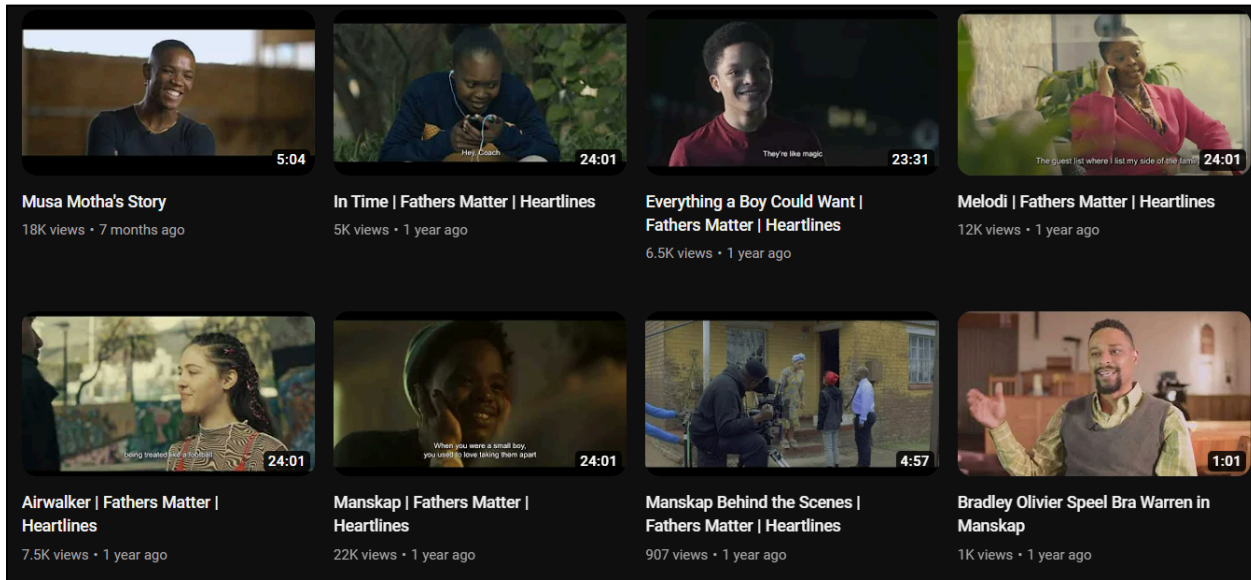


Figure 19: Videos created by Heartlines on their YouTube Channel

4.3.13 WMACA

Women and Men Against Child Abuse (WMACA) is an organisation focused on the rights and protection of children. The organisation accomplishes this goal through advocacy, intervention, protection and the production of educational resources, as well as the running of children's clinics in Johannesburg²¹. WMACA is active on all social media platforms selected except for TikTok. The organisation posts updates about their work about advocacy and media (see Figure 20). WMACA has a combined followership of 15,578 accounts and receives on average 75 engagements per post.

²¹ <https://www.wmaca.org/about-us/>

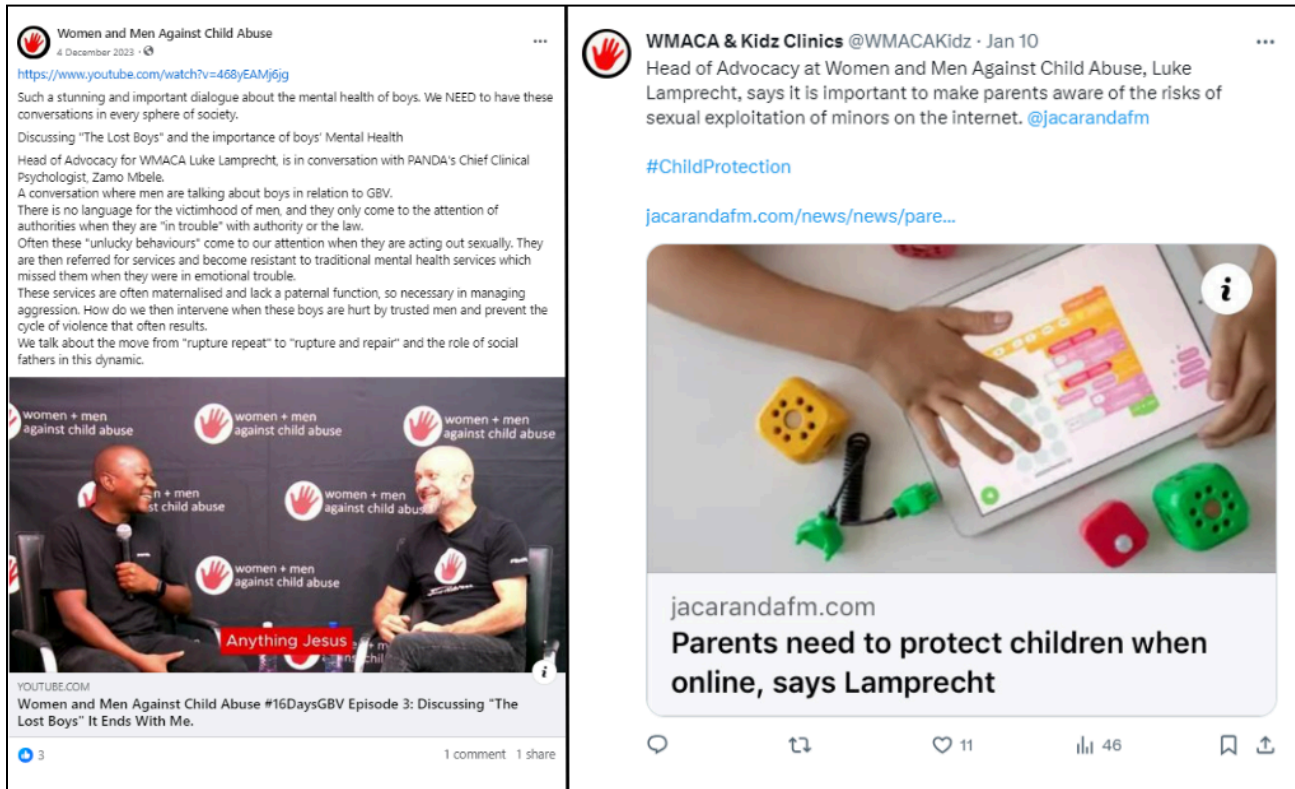


Figure 20: Examples of Posts from WMACA on Facebook and Twitter/X

4.3.14 MannedUpConversations

MannedUpConversations is a podcast focused on boys, men and masculinity. The podcast seeks to inspire men to embody positive values through the sharing and discussion of perspectives and experiences of men²². MannedUp predominantly posts content related to their series of podcasts with full videos available on YouTube and snippets available on TikTok (see Figure 21). MannedUpConversations has a cumulative followership of 1,668 accounts and receives 50 engagements per post on average.

²² <https://mannedupconvos.com/>

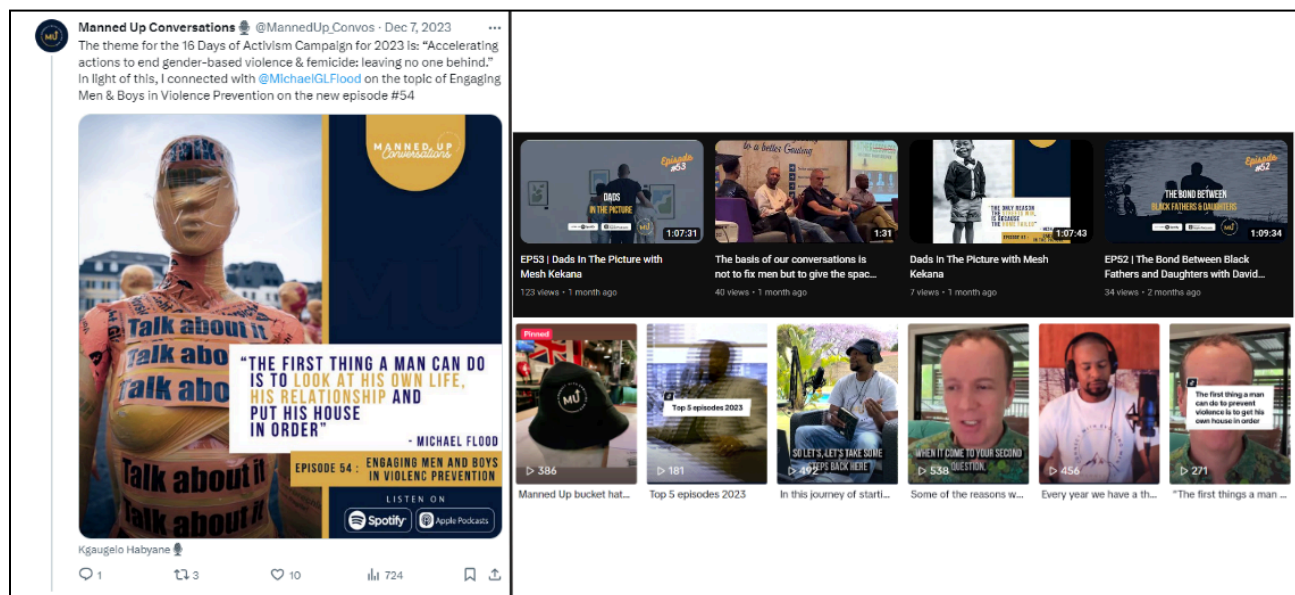


Figure 21: Examples of Posts from MannedUpConversations on Twitter/X, TikTok and YouTube

4.3.15 Soul City

Soul City Institute for Social Justice is an organisation founded in 1992 dedicated to engendering gender equality in South African society and eliminating GBVF²³. Soul City engages in a variety of activities, most notably the production of high-end media, such as Soul Buddiez. The institute furthermore engages in community and capacity through clubs and workshops, alongside a plethora of other activities such as advocacy and campaigning. The organisation is present on all selected social media platforms, with a focus on sharing educational and advocacy-based messaging on text-based platforms as well as media content on media-based platforms (see Figure 22). Soul City has a cumulative followership of 68,535 accounts and receives on average 598 engagements per post.

²³ <https://www.soulcity.org.za/about>

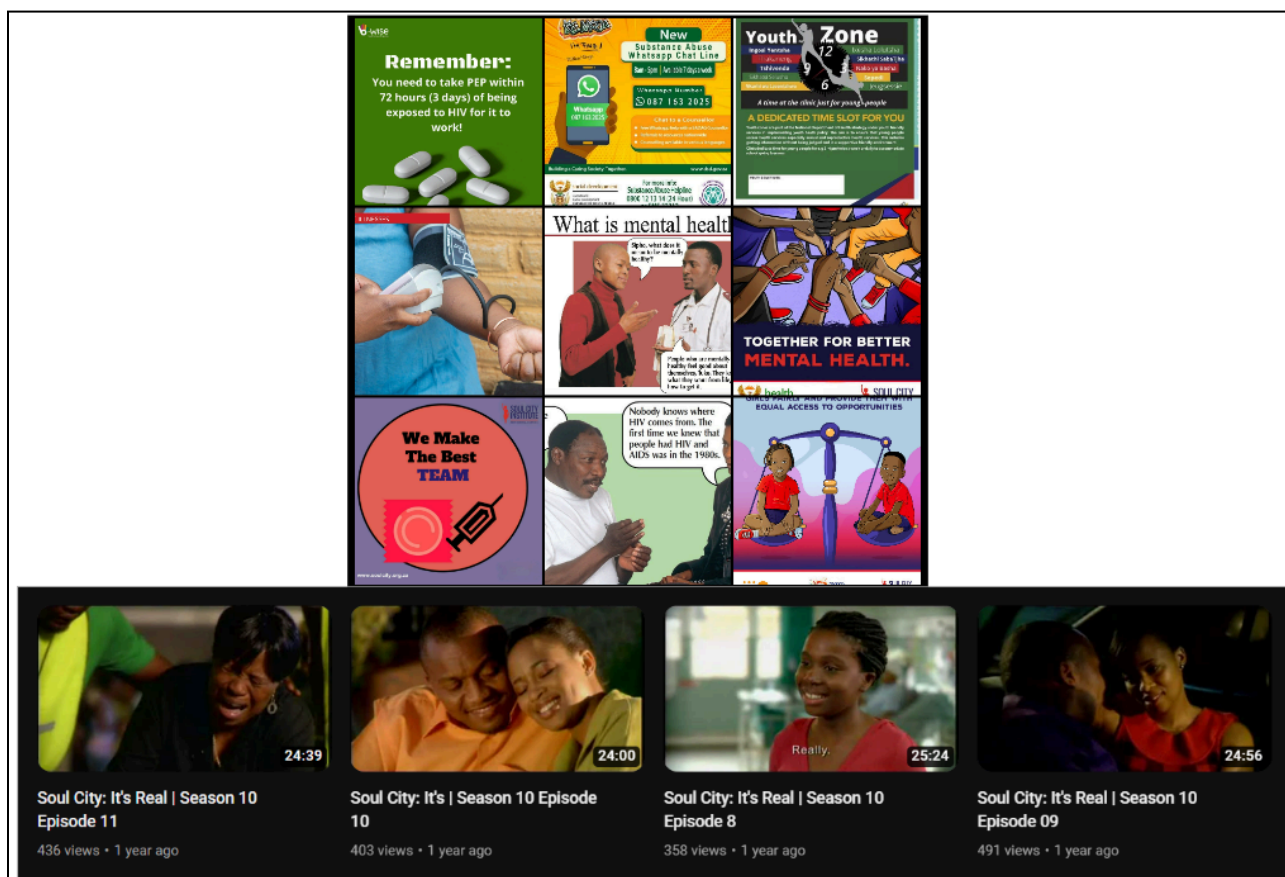


Figure 22: Examples of posts shared by Soul City Institute on Instagram and YouTube

4.3.16 Shared Value Africa Initiative

Shared Value Africa Initiative (SVAI) is a business network which encourages the private sector and profit-driven organisations to engage beyond the bottom line to the triple bottom line, incorporating social and environmental impacts and opportunities in traditional business strategies, and with the United Nations Sustainable Development Goals²⁴. One of the organisation's focus areas is gender equality and Gender-Based Violence research and advocacy. SVAI is present on all social media platforms bar Instagram and TikTok. The organisation engages in building awareness and advocacy through their social media channels (see Figure 23). SVAI has a cumulative followership of 5,580 accounts and receives 92 engagements per post on average.

²⁴ <https://svai.africa/about/>

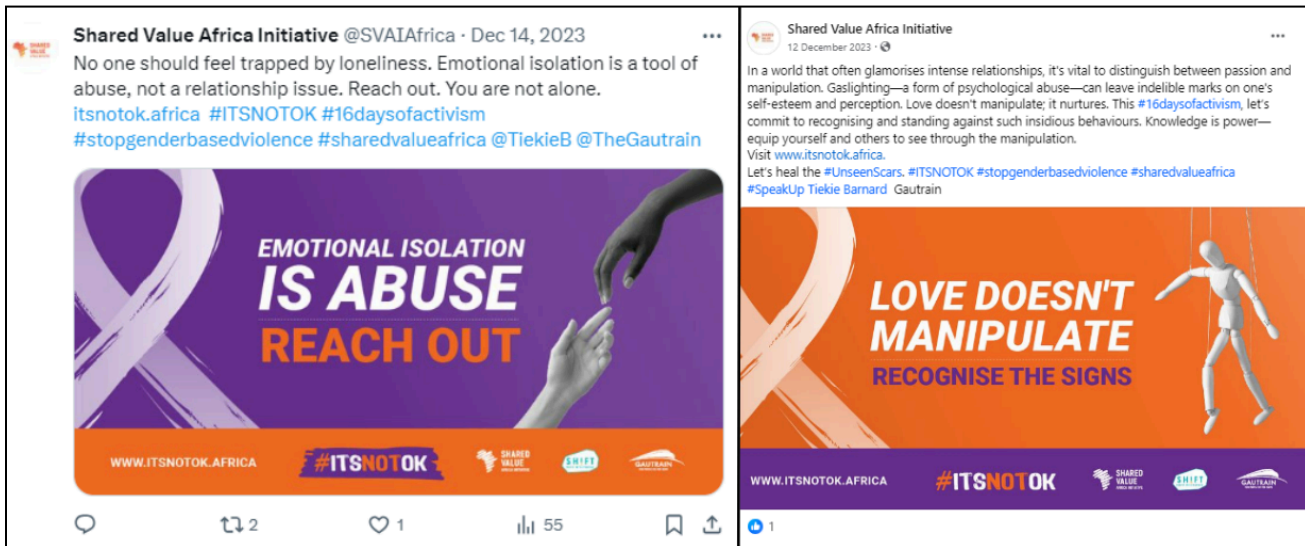


Figure 23: Examples of posts from SVAI on Twitter/X and Facebook

4.3.17 Childline

Childline is an organisation which runs a free helpline designed to assist children, staffed by trained counsellors. The organisation furthermore trains individuals and designs educational materials for children, teenagers, parents and teachers²⁵. The organisation is present on all social media platforms except for TikTok. Channels owned by Childline share useful infographics and awareness content (see Figure 24). Childline has a cumulative followership of 18,718 accounts and receives 304 engagements per post on average.

²⁵ <https://www.childlinesa.org.za/>

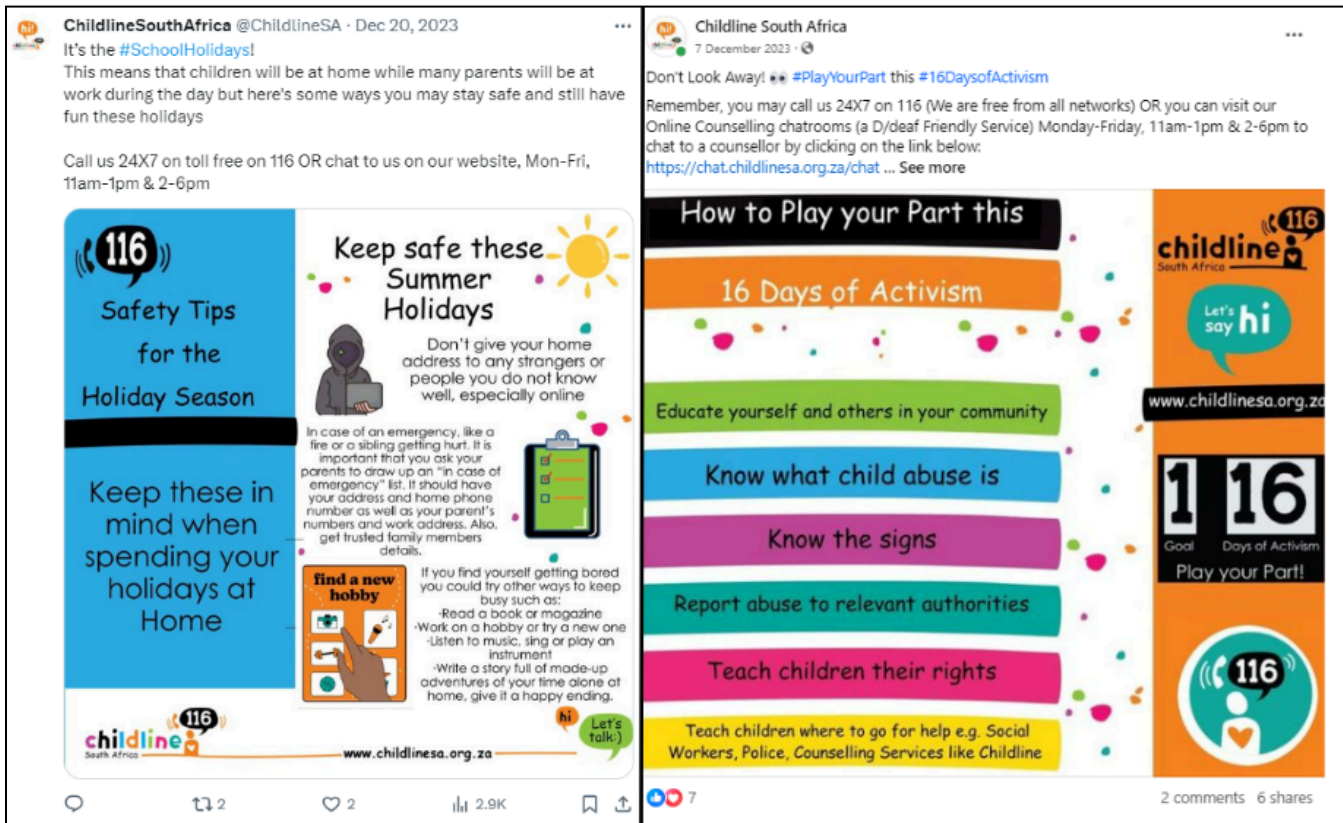


Figure 24: Examples of posts from Childline on Twitter/X and Facebook

4.3.18 Men Engage Africa/Alliance

Men Engage is a global organisation focused on empowering men to be active participants in the promotion of equal rights for all and the development and embodiment of healthy masculinities²⁶. The organisation has various social media accounts and where possible an Africa specific account has been selected for analysis. Men Engage is active on all social media platforms except for TikTok. The organisation uses its social media presence to share insights drawn from men and to update interested parties in the network's activities (see Figure 25). Men Engage has a cumulative followership of 10,009 accounts and receives on average 71 engagements per post.

²⁶ <https://menengage.org/about/>



Figure 25: Examples of posts from Men Engage on Twitter/X and Instagram

4.3.19 Gender Links

Gender Links is an organisation present throughout Southern Africa, focused on the protection and promotion of women's rights. Gender Links works with a network of partners to advocate for, train and research aspects of women's rights. The organisation is present on all selected social media platforms and uses its social media presence to share information produced by itself and partner organisations and updates on the progress of women's rights in the region (see Figure 26). Gender Links has a cumulative followership of 21,007 accounts and receives on average 51 engagements per post.



Figure 26: Posts by Gender Links on Twitter/X and Facebook

4.3.20 Kwanele

Kwanele is an organisation which runs a platform, soon to be powered by Artificial Intelligence (AI) - ‘ChatGBV’, which seeks to protect and support survivors of and those affected by Gender-Based Violence as well as to advocate against GBV²⁷. The organisation is present on all selected social media platforms. The organisation uses its owned channels to share information on their platform as well as developments on social media (see Figure 27). Kwanele has a cumulative followership of 11,258 accounts and receives on average 3019 engagements per post - heavily weighted toward a post which went viral on the left of Figure 27 below.

²⁷ <https://kwanelesouthafrica.org/>



Figure 27: Examples of posts by Kwanele on Instagram and Twitter/X

While these organisations try to find their voice through social media, the analysis presents an interesting finding in that larger campaigns aimed specifically at GBVF, like 16 days of activism, appear to fall short of generating interest, as shown through engagement by South African social media users. A new pact between government and civil society is required to revive the campaign. A deeper understanding is also required to pinpoint the reason behind the lack of engagement in this type of public service campaign. It may be possible that social media users could be facing GBV fatigue (a situation where there are too many messages out about a certain topic being presented online, previously seen during the COVID-19 pandemic when social media users experienced COVID fatigue based on the volume of conversation²⁸) or there may be an element of news avoidance taking place. Another assumption is that civil society organisations may be drowned out in bigger conversations because their core focus is not social media marketing, which includes an understanding of how to drive reach and more importantly, engagement. Organisations in this position may find it necessary to consult with individuals or organisations who have the competency and capability to help thoughtfully plan out social media strategy to ensure that they are making the most of the tools that are available to a large audience.

²⁸Sun & Lee, 2023



Reach Out for Help

Lifeline: 021 461 1113

GBV Command Centre: 0800 428 428

Rape Crisis Centre: 021 447 9762

Sonke Gender Justice: 021 423 7088

You can also send a please-call-me to a Social Worker by dialling *120*7867#

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Appendix

Appendix A: heCareZA Ethical Considerations

In our work, we abide by specific ethical principles to ensure that we do no harm. We are particularly influenced by the recommendations made by the Partners for Prevention in their report, “Using social media for prevention of violence against women.” (Liou, 2013). Below, we list these recommendations and explain how they relate to our work.

Anonymity and confidentiality: All research findings will be sufficiently aggregated to ensure that no one community or individual can be identified. Where case study findings are presented, we will change sufficient detail to ensure that the source of the information cannot be identified. In our study, we focused exclusively on content that is publicly available. Nonetheless, we are aware that the boundaries between public and private are dynamic and often blurred in the social media space (Markham, 2018). For example, although social media users may consent to sharing their content publicly and with “third parties” at the point of sign up (Samuel & Buchanan, 2020; Williams et al., 2017), they may not agree to their words and personal identities being subject to academic scrutiny and publication. Therefore, to ensure our research is ethically responsible and that we protect the privacy of social media users, we do not include their names, Twitter handle or profile picture.

Stigmatisation: We will be scientifically rigorous in our dissemination of research findings and highlight that GBV and VAW are cross-cutting phenomena that exist in all communities and socio-economic groups. We will reiterate that these issues do not exist in one setting and are not perpetrated by specific ethnic groups.

Retraumatization and counselling: The heCareZA programme involves the facilitation of dialogue from an empathetic perspective. Rather than judging or shaming men, our facilitators are trained to support constructive conversations amongst men that address the cycle of violence, problematic social norms, and challenge discriminatory language and actions, from outright insults to sexist jokes. Moreover, we encourage perpetrators of GBV to reach out for healing.

Since this is a sensitive topic, and mental health is a growing concern among South African men we regularly post contact numbers for the GBV Command Centre, who has 24/7 counselling for survivors and perpetrators

or to the non-profit, free counselling service of Families South Africa (FAMSA). In the event that we identify anyone that needs more comprehensive support, we always refer them directly to these same support services. Lastly, we also share appropriate referral contact numbers on the heCareZA website and on our regular social media posts.

Informed consent: In our analysis of mass data on public social media, we will not be able to ask everyone for consent. However, as mentioned above, all of this data is publicly available and will be rigorously aggregated to ensure that all identities and communities are protected.

For the change agents, we will send a message to men who speak out against GBV online, and we will invite them to visit the website or join the Facebook group. The nature of the Facebook group is that they can leave the group at any time without any negative repercussions. We will not seek informed consent from all Facebook group members.

Appendix B: Exclusions

NOT ("uncle waffle*" OR "imali" OR "DiepCity" OR NoBhuti OR Showmax OR TheWife OR YomZulu OR YomXhosa OR Inja OR Umshado OR Igcwale OR Mnakwethu OR "Ari Lennox" OR Uyihlo OR #ad OR bbnaija OR bbmzansi OR sundowns OR mamelodi OR "hook ups" OR "sugar mommy" OR "sugar mamas" OR "strings attached" OR "find a blesser" OR "dating for singles" OR #teamnaturalhair OR #skeemsaam OR #voteforlasizwe OR #yourkeytofinancialfreedom OR #singleandmingle OR #nofuxxgiven OR #podcastandchill OR #squarerootcreatives OR "Meghan Markle" OR "Jeremy Clarkson" OR "Buckingham Palace" OR "World Cup" OR "Super Cup" OR "Section 89" OR Ramaphosa OR Zuma OR State OR RET OR Football OR "Prince Harry" OR Messi OR Morocco OR #BBTitans OR #BigBrotherTitans OR DM OR "Follow & Retweet" OR #thewifeshowmax OR #t20worldcup OR crypto OR #eth OR #btc OR NFT OR #gamblingtwitter OR #bitcoin OR bitcoin OR #nsfwtt OR #fifaworldcup OR #betredemption OR #gvfip OR #NBA OR #tiktok OR #NFL OR #Soccer OR #Win OR President OR ANC OR God OR Jesus OR Rwanda OR Kagame OR "Heavenly Father" OR Pope OR Pray* OR Holy OR John OR Psalm* OR EFF OR DA OR Christ OR Meghan OR Substance OR Drug OR Church OR Uganda OR Saudi OR @MiaCathell OR Tax OR Euro* OR AOC OR Fascist OR Dudula OR PSAF OR Xeno* OR race* OR Balenciaga OR Politic* OR Citizens OR Vote OR Zimbab* OR #PhalaPhala OR "Phala Phala" OR "State Capture" OR Apartheid OR ZanuPF OR CR17 OR Immigration OR OUTA OR Bank OR Apple OR Android OR #Unplayable OR Netflix OR #PutSouthAfricansFirst OR "Put South Africans First" OR Monarchy OR Eskom OR Loadshedding OR #supportlibraries OR "Please Retweet" OR #Ostfuza OR Ukraine OR Russia OR "Big Brother" OR COVID* OR Corona* OR #PremierLeague OR "Manchester United" OR #Nigeria OR biafra OR Nigeria OR Holocaust OR Taliban OR Afghanistan OR Iran OR "African National Congress" OR "Economic Freedom Fighters" OR "Democratic Alliance" OR #enoughisenough OR #StandUpSA OR #womensart OR #womeninbusiness OR #phyna OR Bloat OR #savewarriornun OR #davidukpo OR #beatriceekweremadu OR #runningiwthtumisole OR #fitness OR Amapiano OR Afrobeat OR Studio OR #Sete OR song OR #Python OR #ai OR #womenintech OR #blackexcellence OR #LuthuliHouse OR #BBTitians OR #womenwhocode OR #NYEEdition OR #datascience OR #malibongwe OR #machinelearning OR #Renewal OR Rwandan OR Pre-season OR "Tory Lanez" OR Belinda OR Migor OR "Belinda Migor" OR Pitbull OR "Riot Police" OR "Timothy C. Roth" OR Roth OR "Chris Brown" OR "#rho*" OR #grammys OR @loveisland OR #onemorefan OR #hazardsofvalentinesday OR SONA OR #sona2023 OR #reddwarf OR

```
#ZeeNunewXVamino OR #KataBiz OR #mufc OR "black history month" OR  
#blackhistorymonth OR taehyung OR "Black seed" OR rhodurban OR "Tshepi Vundla"  
OR "Map Editor" OR MK* OR "Super Nintendo" OR hibernation OR cock OR "andrew  
tate" OR "man* city" OR Arsenal OR Chelsea OR Earthquake OR NTA OR Assam OR  
"Leonardo DiCaprio" OR "Viola Davis" OR Casemiro OR "Cory Booker" OR Bruno OR  
Ronaldo OR #PoliceTrainees OR #Project10K OR continent:"NORTH AMERICA" OR  
continent:"EUROPE" OR continent:"ASIA" OR continent:"SOUTH AMERICA" OR  
continent:"OCEANIA" OR #KhosiTwala OR "Khosi Twala" OR #SheOwnsHerSuccess OR  
#BrutalFruitSheBeen OR #WomenWhoMakeMoves OR #ChangeTheTechnicalTeam OR #FemDom  
OR #bdsm OR #dominatrix OR "Elon Musk" OR Musk OR Khosireigns OR Malema OR ABSA  
OR #worldathleticschamps OR #liveart OR #bbnaijaallstars OR BRICS OR  
#bricssummit2023 OR #senzomeyiatrial OR avon OR #TsatsiiMadiba OR #taxistrike  
OR #orlandopirates OR "Edwin Sodi" OR "Burna Boy" OR "violences sexuelles" OR  
SIU OR DSTV OR Ireland OR "Hip Hop" OR #OccupyJulorbiHouse OR #OutlawsShowmax  
OR #AlwaysRising OR #Auschwitz OR #USOpen OR #PAKWvSAW OR #bokwomen OR  
#makeitcount)
```

Appendix C: Programme Overview & Methodology

heCareZA Programme Overview

The programme is aimed at men and focuses on disrupting the narrative that perpetuates harmful gender attitudes, social norms and standards. We know that “hurt people, hurt people” (attributed to Charles Eads, 1959²⁹). Accordingly, rather than judging men or alienating them through hostile engagement, we focus on deepening our understanding of their experiences and of gender discrimination through online social media in South Africa. Moreover, we harness these platforms as dynamic spaces to foster relationships with men through online dialogue and to engage them as allies in order to reduce gender discrimination and violence. The first step in this transformative process is to conduct in-depth online research to investigate conversations about the interactions between men and women taking place on social media in South Africa. This knowledge will inform our future work that engages men.

Methodology



Using a query designed to capture the broad conversation about interactions between men and women, this report covers February 2023. Stieglitz and colleagues (2018) identified four distinct phases in social media data analysis: (1) discovery, (2) collection, (3) preparation, and (4) analysis. Below, we describe how these phases guided our research project.

Step 1: Data Discovery

²⁹ <https://slate.com/culture/2019/09/hurt-people-hurt-people-quote-origin-hustlers-phrase.html>

- The first step in data discovery was to draw up a list of keywords designed to isolate the broad conversation about interactions between men and women in South Africa on social media. The research and dialogue facilitation teams contributed to this list collaboratively through a shared spreadsheet. The research team focuses on quantitative analysis while the dialogue team focuses on qualitative analysis of the conversation(s).
- To create this list, the research team drew on existing knowledge combined with desktop research, a literature review and a quantitative, analytic review of social media.
- Concurrently, dialogue facilitators recorded relevant insights and keywords gained through their exploratory online dialogue facilitation.
- Our preliminary keyword list comprised 52 words in isiZulu, isiXhosa, Sesotho, Afrikaans, English, and slang.
- We entered this list of words into a social media analytics tool to create a query into conversation about interactions between men and women on public social media in South Africa.
- We used this preliminary query to publish our chapter “Mapping Gender Norms in Public Social Media: A South African Study” ([Treffry-Goatley et al., 2022](#)).

Step 2: Data Collection

- We “collected” the resulting data using our social media analytics platform.

Step 3: Data Preparation³⁰

- We ‘prepared’ the data for analysis by refining the query. Query refinement entails sifting through the data set while looking for posts that are not relevant to interactions between men and women in South Africa. At this stage we also look at relevant posts that have not been included.
- If and when our team finds that some words could be added or removed, they are resolved by introducing additional keywords and/or exclusionary terms to the query. This allows us to analyse as much relevant conversation as possible (see [Appendix B](#)). Conducting this iterative process has allowed researchers to build onto the initial 52 keywords that were used for the “Mapping Gender Norms” study.
- With the goal of delivering the most useful insights possible in this report, we created libraries of categories and tags to focus on the parts of online conversation that were most relevant for this project. This development of the categories and tags was based on two factors:

³⁰ New keywords and exclusions are identified both at the query and tag level on an ongoing basis.

1. *Prominence* - this is assessed quantitatively, using a dashboard that allows us to visualise data points, and qualitatively, using researchers' expertise, desktop research and dashboard work.

2. *Relevance* - a qualitative assessment of whether a focus area is important enough to the strategic goals of the heCareZA project to be included. Our team makes this determination based on subject matter expertise in South African social media dynamics and whether or not further research into the focus area is likely to provide valuable information for the ongoing heCareZA Programme.

Step 4: Data analysis

- We built a dashboard in our social media analytics platform to support our data analysis. This tool produces metrics according to volume, trending topics, news stories, and unique authors in relation to the keyword list.
- Thematic analysis involves studying the emerging patterns in the data and exploring how units of meaning connect to form themes (Braun & Clarke, 2006). Thematic analysis can highlight individuals' perspectives, ideas and experiences, and can be used to generate fresh insight into the social dynamics behind human behaviour. Accordingly, we analysed the collected data thematically to interpret the data and to gain insight into dominant themes and trends.
- The goal of this analysis is to better understand what was said during the reporting period. Thematic analysis was conducted both at the query level and the tag (focus area) level.
- Based on trends observed over the course of several months, an author watchlist section was added.

Appendix D: Share of Voice Dataset

Organisation	Twitter Followers	Facebook Followers	Instagram Followers	TikTok Followers	Youtube Followers	LinkedIn Followers	Sum of Followers	Share of Voice (%)
Women For Change	15,003	84,000	95,369	88,500	21	259	282,893	34.72%
Keep The Energy	1,769	54,000	100,777				156,546	19.21%
Sonke Gender Justice	14,763	27,000	2,468		156	11,000	55,387	6.80%
Shukumisa	731	1,600					2,331	0.29%
POWA	5,591	15,000	4,547				25,138	3.08%
Rape Crisis	6,674	13,000	5,803		97	719	26,293	3.23%
TEARS	1,011	20,000	2,805		68	626	24,510	3.01%
GBVF	877	1,000	440			167	2,317	0.28%
The Justice Desk	1,471	6,300	5,734		975	3,000	17,480	2.15%
Saartjie Baartman	430	19,000	1,039		8		20,477	2.51%
Father A Nation	2,241	9,000	1,175	6,582	113	454	19,565	2.40%
Heartlines	5,400	13,000			10,600	577	29,577	3.63%
WMACA	610	12000	2,715		2	251	15,578	1.91%
MannedUpConversations	332	201	533	377	225		1,668	0.20%
Soul City	15,402	48,000	2,588	668	1,510	367	68,535	8.41%
Shared Value Africa Initiative	1,297	1,700			583	2,000	5,580	0.68%
Childline	2,457	13,000	2,199		62	1,000	18,718	2.30%
MenEngageAfrica	5,137	321	622		929	3,000	10,009	1.23%
Gender Links	9,233	9,200	1,065	220	563	726	21,007	2.58%
Kwanele	316	540	2,923	4,475	4	3,000	11,258	1.38%
Total(s)	90,745	347,862	232,802	100,822	15,916	27,146	815,293	100.00%
% of Platform	11.14%	42.69%	28.57%	12.37%	1.95%	3.28%	100.00%	

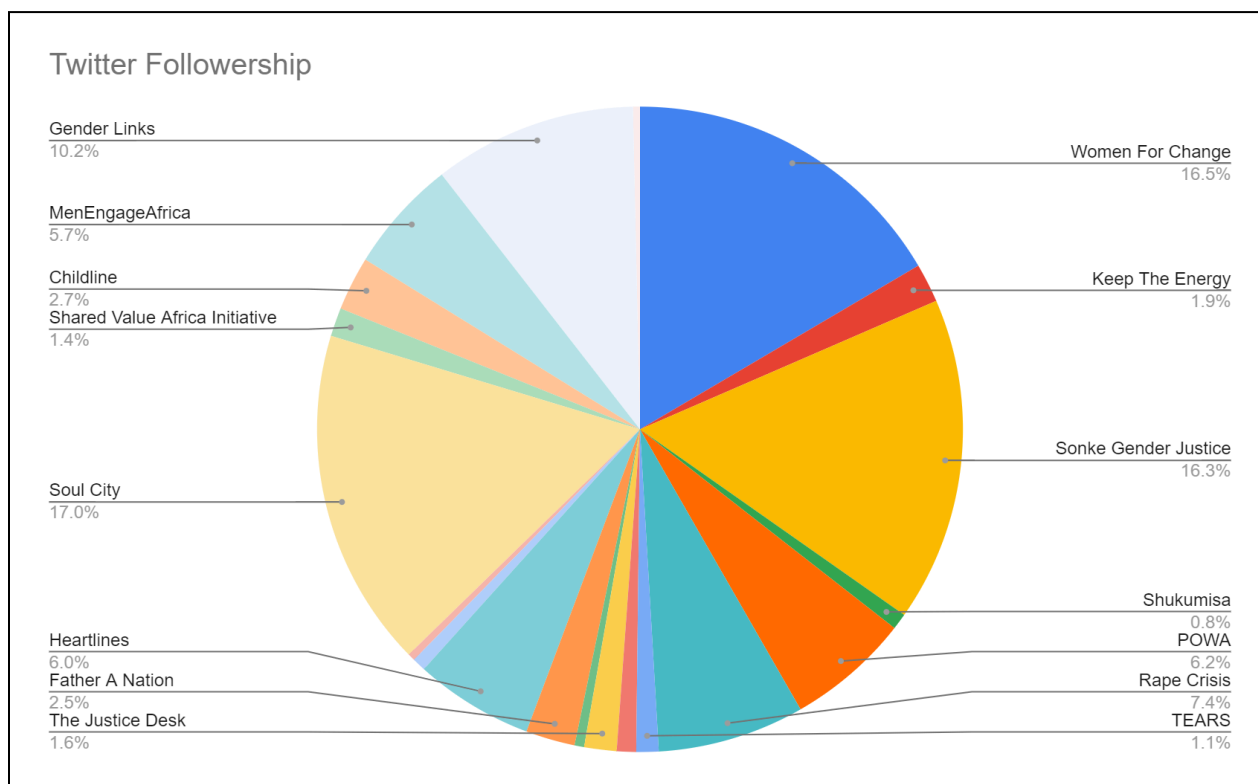
Share								
Missing Accounts			3	14	4	7		

Appendix E: Share of Engagement Dataset

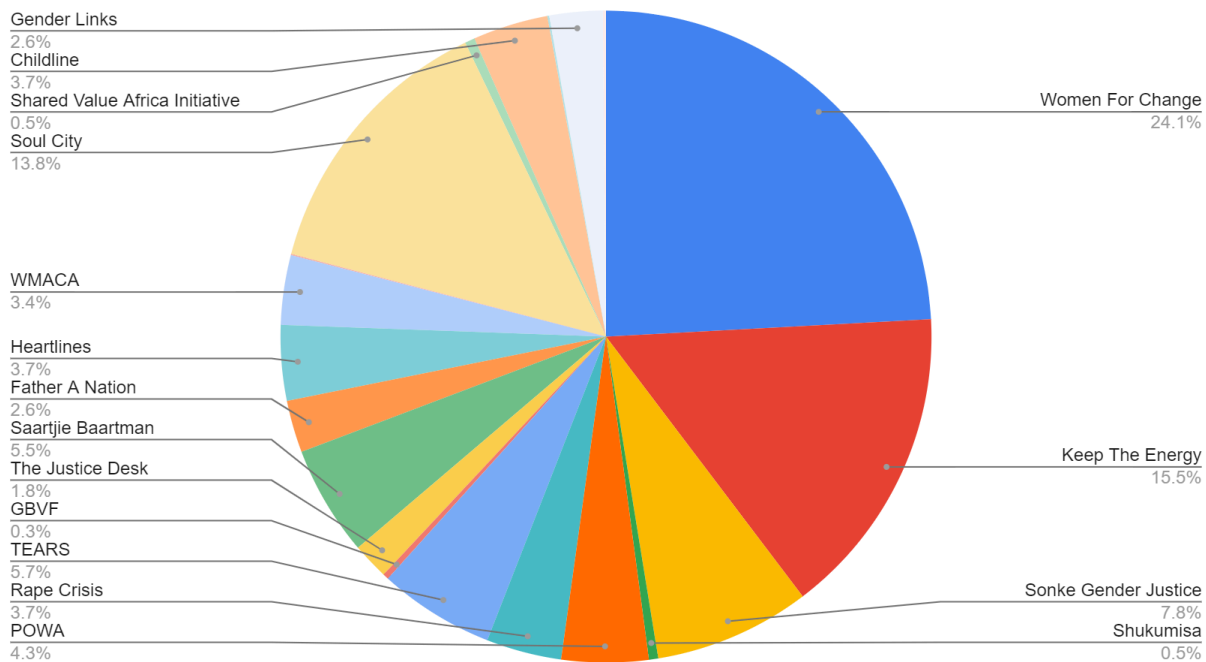
Organisation	Twitter Eng. (Excl. Pinned)	Facebook Eng.	Instagram Eng.	TikTok Eng.	Youtube Eng.	LinkedIn Eng.	Mean Engagement	Share of Engagement (%)
Women For Change	910.8	546.0	5,261.3	3,342.6	98.9	4.3	10,159.6	43.08%
Keep The Energy	33.9	309.4	5,851.9				6,195.2	26.27%
Sonke Gender Justice	7.3	17.2	12.3		67.2	21.1	125.1	0.53%
Shukumisa	4.1	2.8					6.9	0.03%
POWA	3.2	31.4	23.0				57.6	0.24%
Rape Crisis	3.8	6.2	162.9		109.5	5.8	288.2	1.22%
TEARS	8.0	5.5	6.3		7.0	N/A	26.8	0.11%
GBVF	5.4	4.6	10.2			3	20.2	0.09%
The Justice Desk	2.3	9.9	44.1		96.0	8.7	161.0	0.68%
Saartjie Baartman	4.2	17.5	36.1		906.5		964.3	4.09%
Father A Nation	6.2	9.3	20.3	55.3	40.3	21.3	152.7	0.65%
Heartlines	4.6	3.5			1,152.1	7.9	1,168.1	4.95%
WMACA	8.4	9.6	33.9		23.3	N/A	75.2	0.32%
MannedUp Conversations	8.9	3.5	14.9	14.8	7.7		49.8	0.21%
Soul City	3.3	23.7	3.7	233.1	334.3	N/A	598.1	2.54%
Shared Value Africa Initiative	2.1	2.5			77.5	9.9	92.0	0.39%
Childline	7.4	26.2	9.8		260.3	N/A	303.7	1.29%
MenEngage Africa	10.0	7.2	16.0		21.3	16.2	70.7	0.30%

Gender Links	5.6	6.6	12.2	6.0	20.8	N/A	51.2	0.22%
Kwanele	6.2	6.5	2,931.1	28.4	29.3	17.9	3,019.4	12.80%
Total(s)	1,045.7	1,049.1	14,450.0	3,680.2	3,252.0	116.1	23,593.1	100.00%
% of platform share	4.43%	4.45%	61.27%	15.60%	13.79%	0.46%	100.00%	
Missing Active Posts						5		

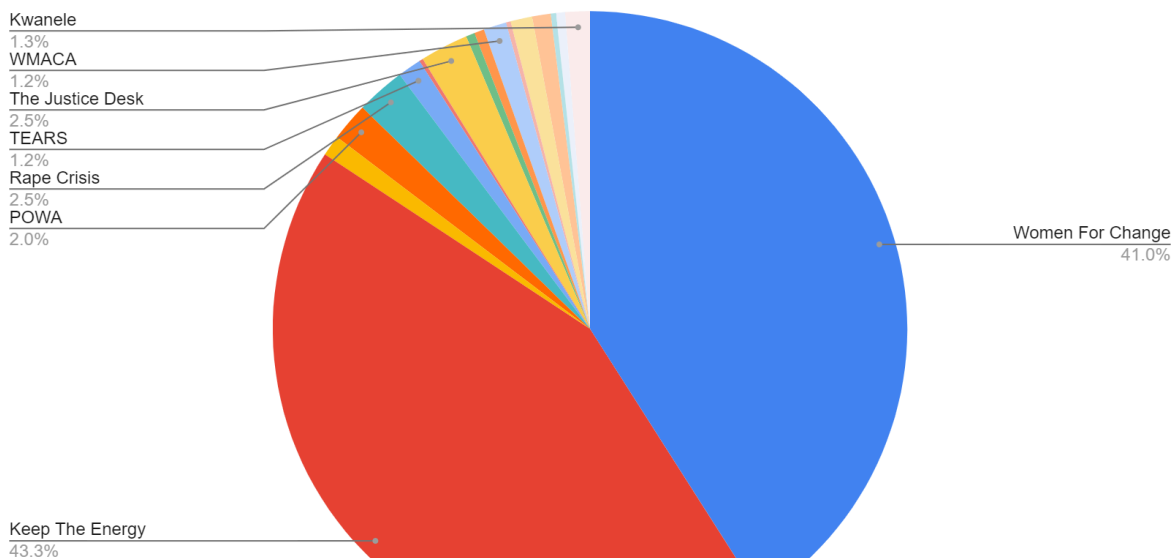
Appendix F: Platform Followership Distribution



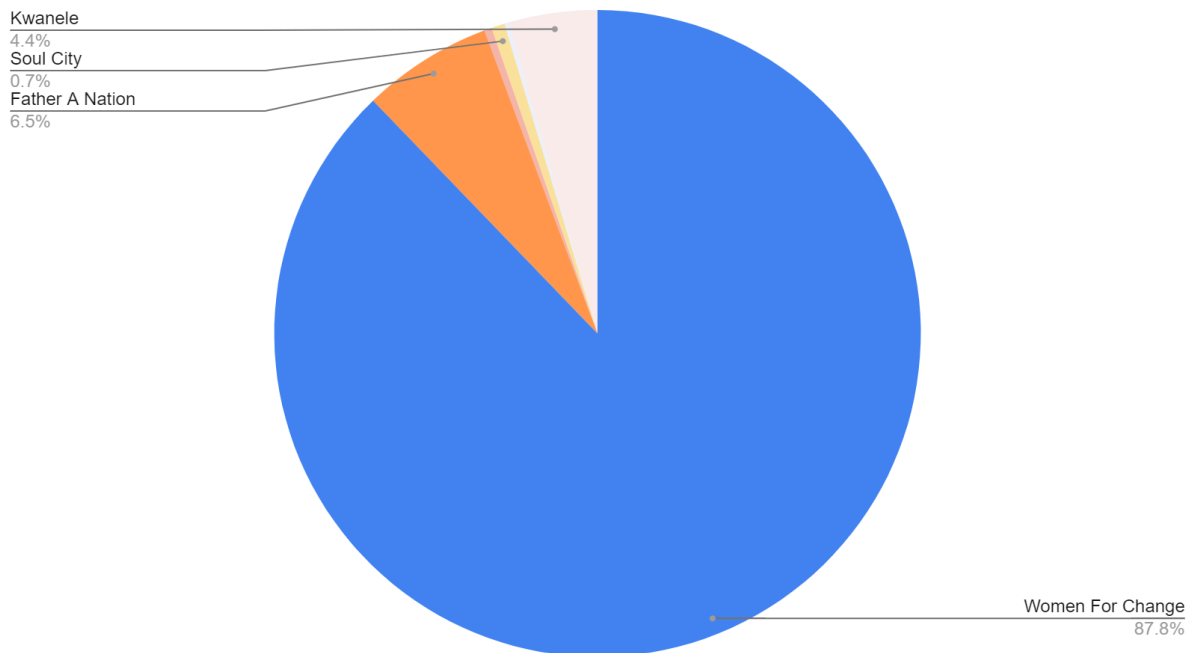
Facebook Followership



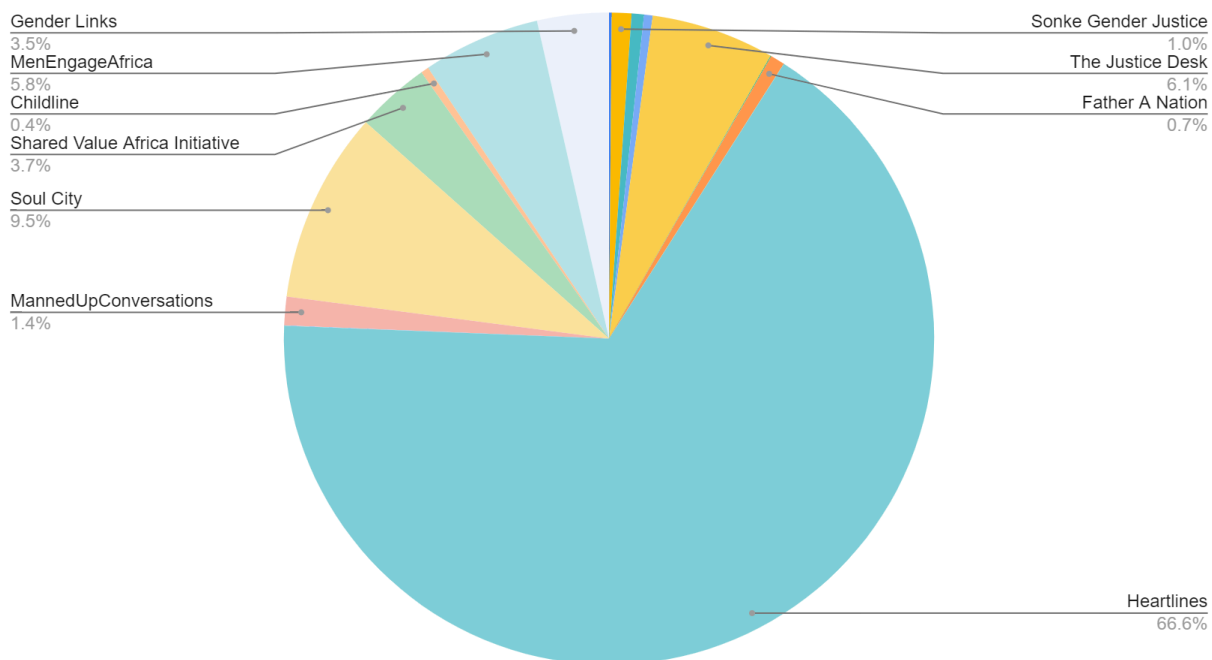
Instagram Followership



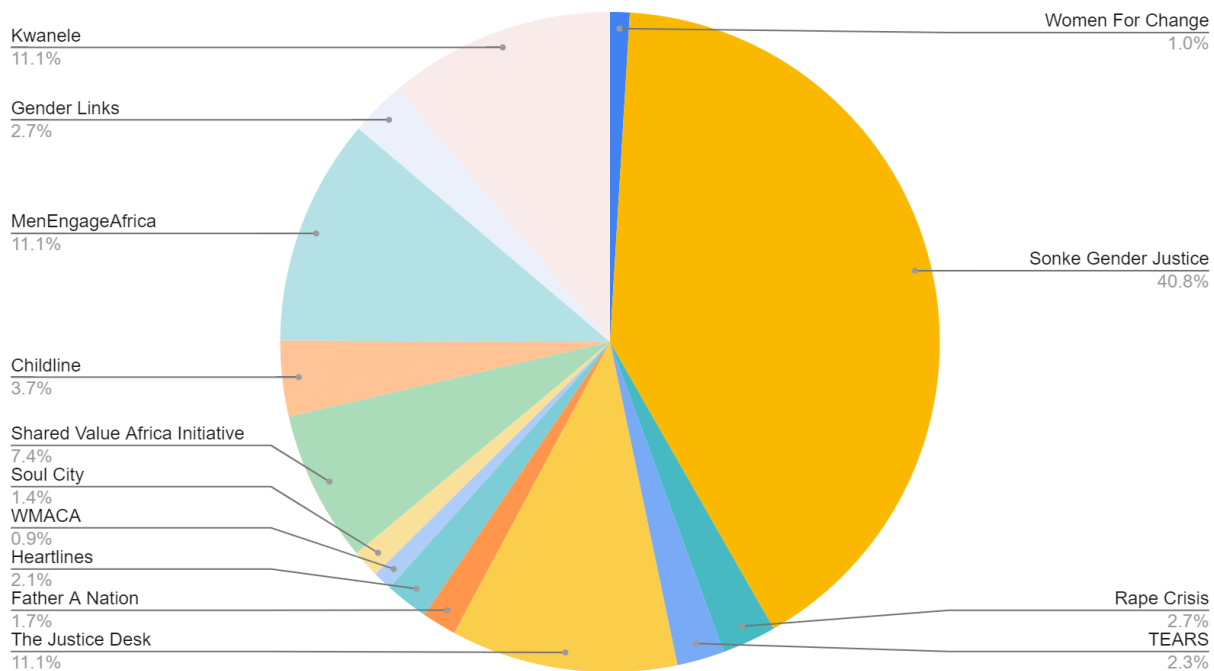
TikTok Followership



Youtube Followership

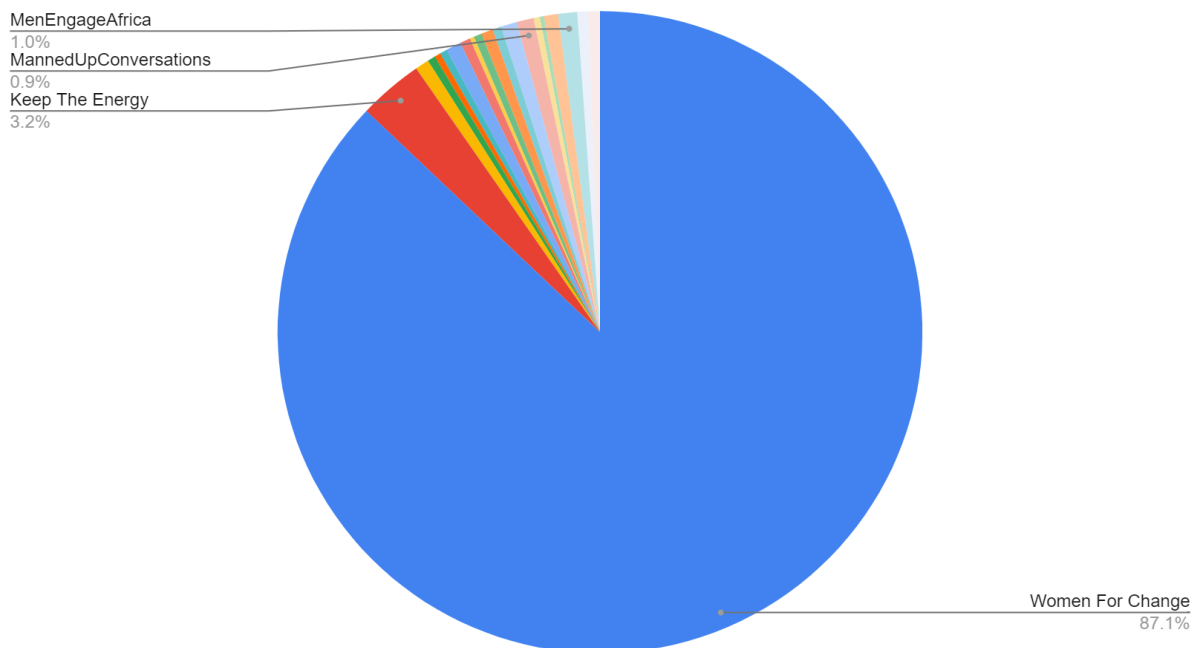


Linkedin Followership

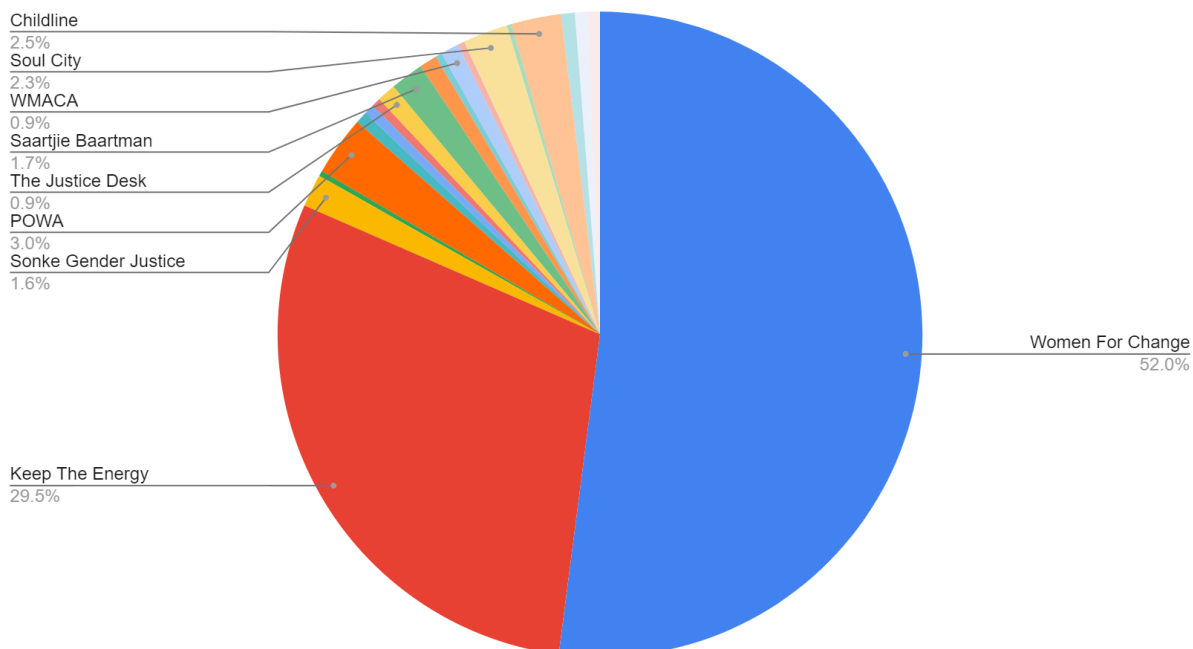


Appendix G: Platform Engagement Distribution

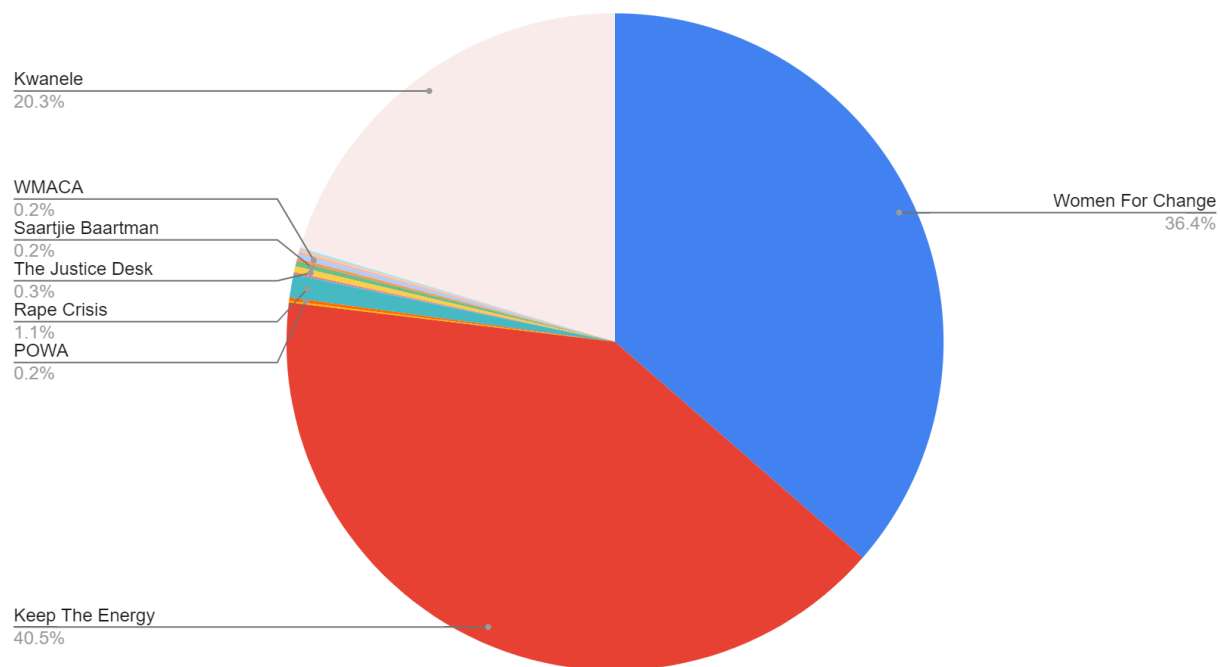
Twitter Engagement



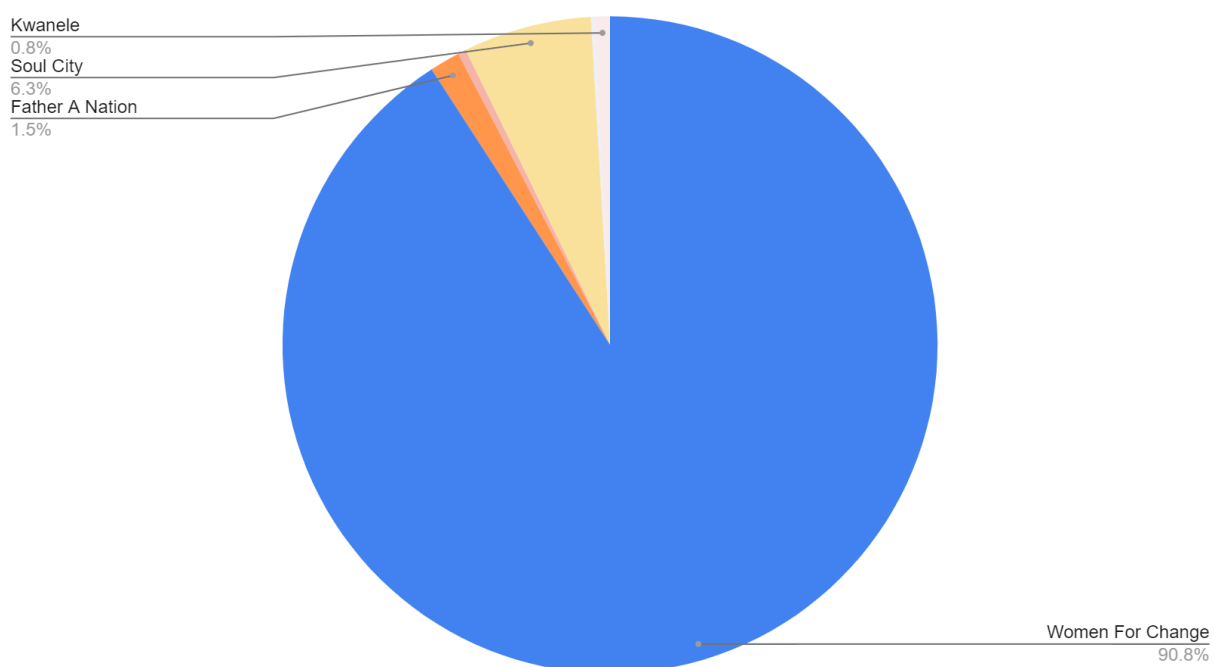
Facebook Engagement



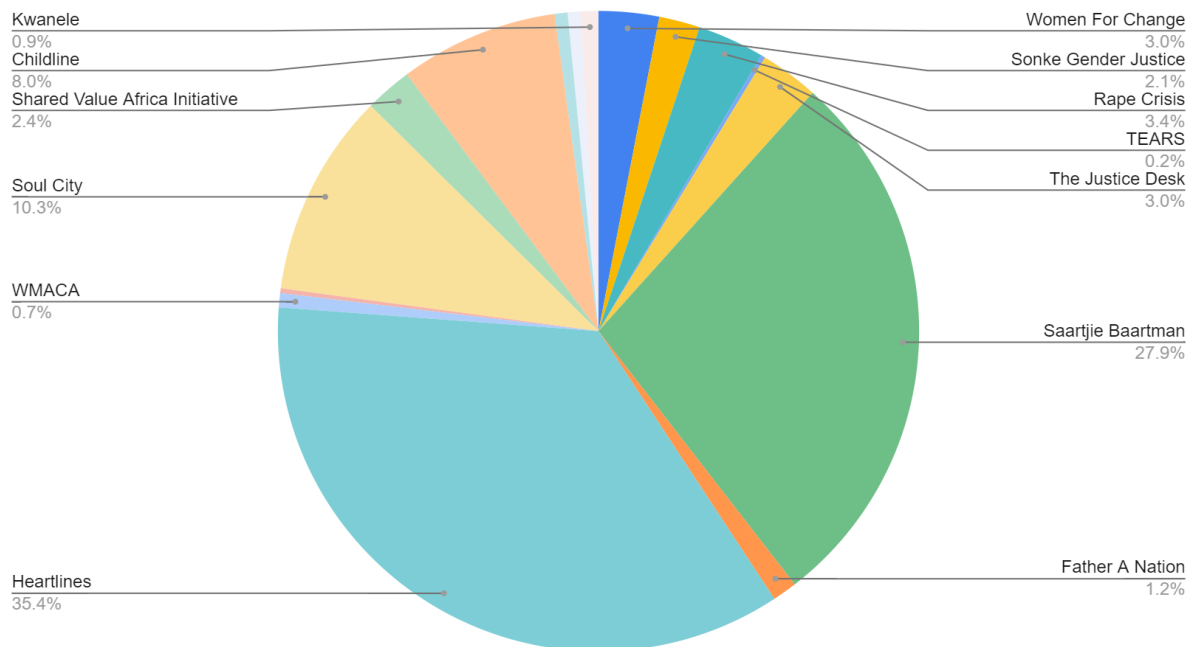
Instagram Engagement



TikTok Engagement



Youtube Engagement



LinkedIn Engagement

