



Factsheet on anti-immigrant social media conversation in South Africa: 30 June 2026

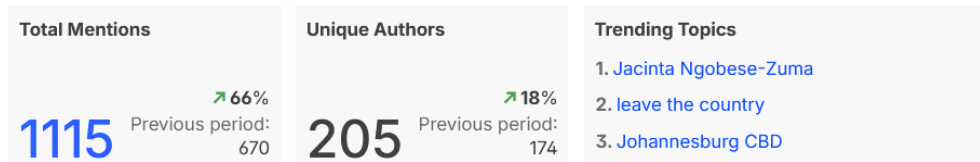
Introduction

This factsheet from the [Centre for Analytics & Behavioural Change](#) (CABC) examines the anti-immigrant conversation taking place across social media platforms, blogs and other online sources in South Africa on 30 January 2026. The date is significant as it marks the deadline of an ultimatum issued by anti-immigrant leaders associated with March and March, who have called for undocumented foreign nationals to leave South Africa. Produced at 19:00, the analysis explores the scale, sentiment and engagement of the conversation, as well as the key themes, narratives, individuals and accounts driving the discourse.

Key metrics

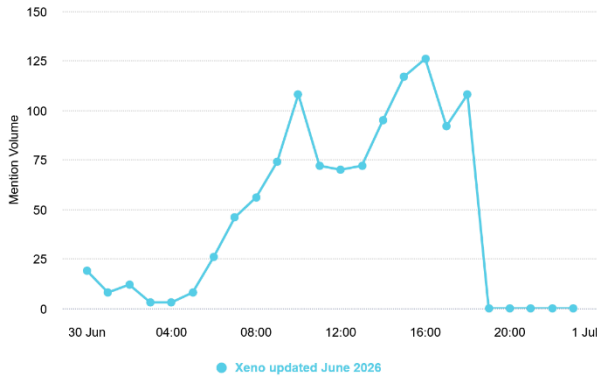
The mention volume which this analysis encompasses is 1115 mentions.¹ The conversation has shown a 66% increase in mention volume compared to the day before. The reach is 6.79 million. Reach measures the total number of individuals exposed to your content or brand mentions across social media and the broader web. The number of authors that this sample entails is 205 unique authors – an 18% increase compared to the day before. The trending topics in order of prevalence are: (1) Jacinta Ngobese-Zuma, (2) leave the country, and (3) Johannesburg CBD.

Key Insights | Xeno updated June 2026 | Jun 30, 2026



Mention volume

¹ A 'mention' is any single piece of online content (like a social media post, blog article, news story, or forum comment) that contains the specific keywords, phrases, or topics being tracked.



The figure on the right shows the mention volume (number of posts) over the course of 30 June up until 19:00.

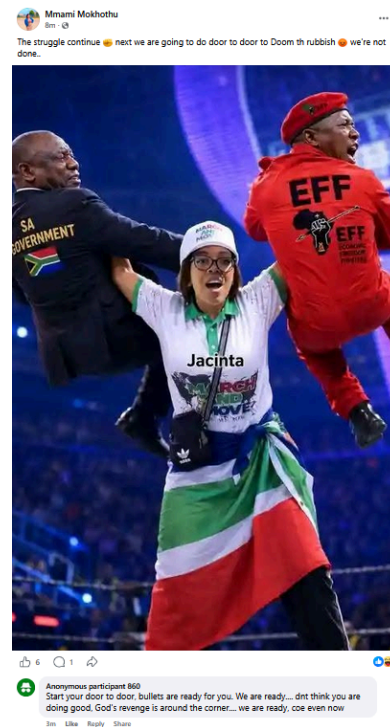
Spikes occurred at:

- 10:00 (108 mentions)
- 16:00 (126 mentions)
- 18:00 (105 mentions)

Sample posts:



[Link](#)



[Link](#)



[Link](#)



[Link](#)

Siphamandla Goge @SiphamandlaGoge · 3h

#March & March leader, Jacinta Ngobese-Zuma announces rolling action every Thursday to march against undocumented foreign nationals in the country. #eNCA



79 604 2.1K 75K

[Link](#)

eNCA @eNCA · 4h

Foreign nationals were removed from a house in Germiston as protests against undocumented migrants continue across the country. The individuals were handed over to the authorities who continue to maintain law and order. Tune in to #eNCA, channel #DStv403 for more live coverage on

[Show more](#)



58 255 780 82K

[Link](#)

Olivia La Grange @Olivia_LaGrange · Follow

Dino, I could just hug you. Thank you for asking. There are MANY

- Dismissing the plight of tge poor, majority black citizens
- Defending illegal immigrant instead of poor SAns who suffer
- Disengaging from the issue
- Employing illegal immigrants
- Not calling out businesses who [Show more](#)

10:47 AM · Jun 30, 2026

9 Reply Copy link

[Link](#)

Shaka Zulu @shwabade_ · Follow

Promo managers removing us from group chats because of our views on the current events. Lmao keep your R500 . Ngithi mabahambe

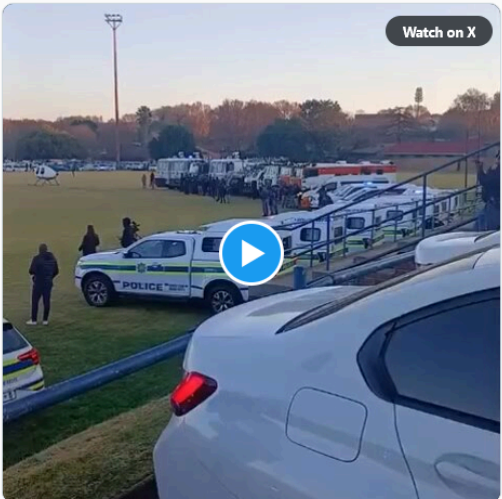
4:37 PM · Jun 30, 2026

65 Reply Copy link

[Link](#)

Ntate Makhasane @DonaldMakhasane · Follow

The police are ready for any wrong doing today. Prisons have been cleared. 30 June will be the new holiday



10:08 AM · Jun 30, 2026

4 Reply Copy link

[Link](#)

Platinum @Platinum134383 · Follow

#June30
#mabahambe
Current situation house to house arresting foreigners 30 June 2026



8:02 AM · Jun 30, 2026

1K Reply Copy link

[Link](#)

Bear [@Brother_Bear07](#) · Follow

A Malawian illegal foreigner says that other Africans tell each other South Africa's laws are lax, which is why most of them come here, they get to do whatever they want. He says he's been caught at the border many times, yet he's still a free man. 🙄🙄🙄



4:22 PM · Jun 30, 2026

1.8K · Reply · Copy link

[Link](#)

nomy [@nomy_mashego](#) · Follow

i have this theory that these huge corporations are benefiting so much from exploiting illegal workers that they're probably pushing the "xenophobia" narrative to avoid being held accountable.

Bonga [@_Bonga](#)

Kinda of a little irony that services like Checkers60 and Mr. D are completely suspended today in my area. Clearly the "problem" may potentially be as big as its perceived to be cause why else would service be disrupted this much.

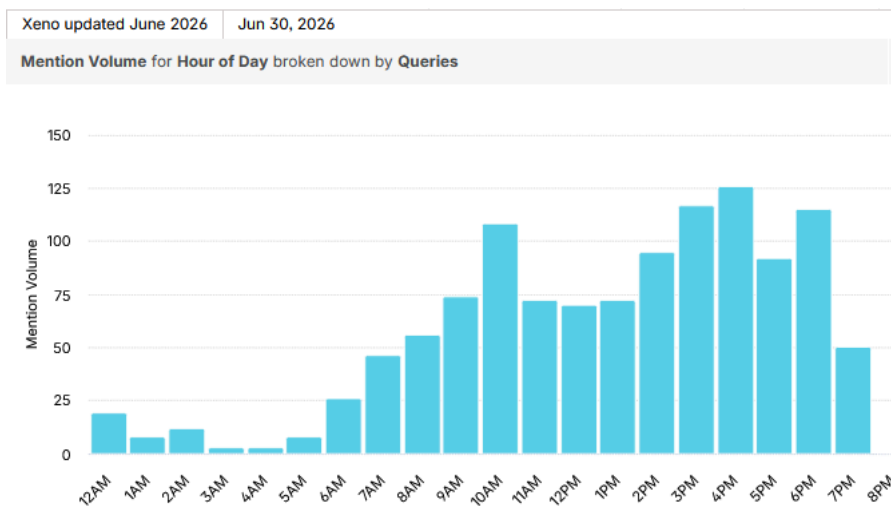
6:54 PM · Jun 30, 2026

Reply · Copy link

[Read more on X](#)

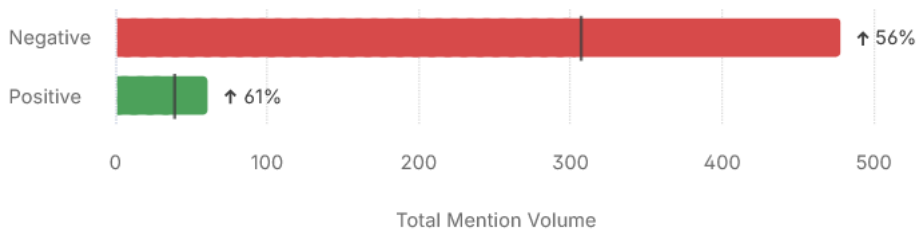
[Link](#)

The figure below shows mention volume by the hour.



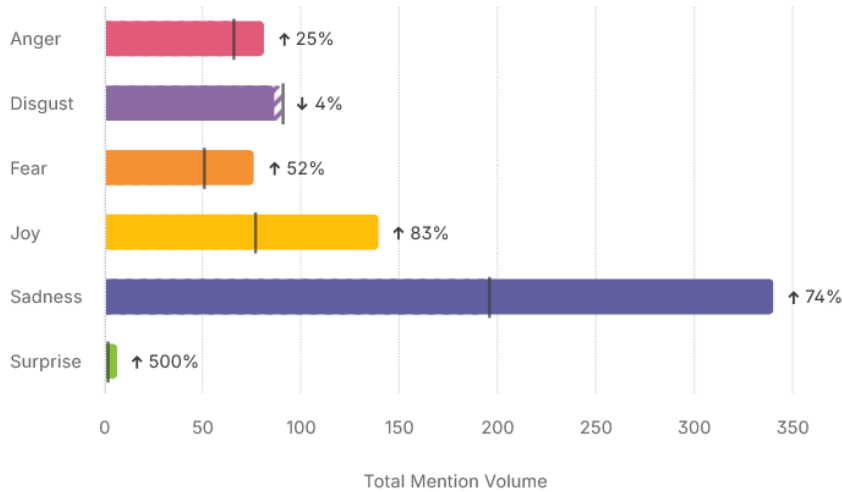
Sentiment

Sentiment in the conversation is predominantly negative, with a 56% increase in negative sentiment compared to the day before and 61% increase in positive content compared to the day before.



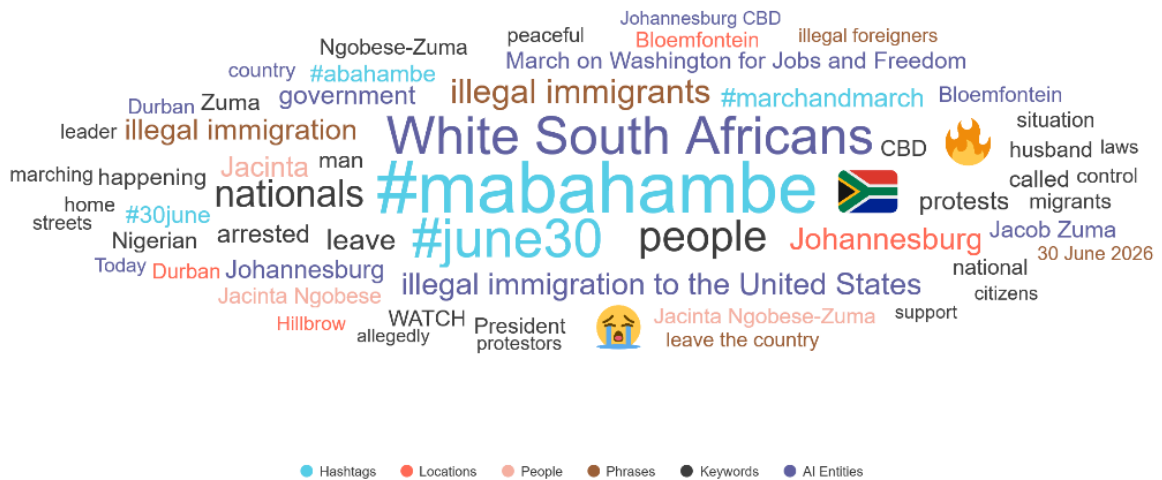
The conversation is generating a range of emotive responses. Notably, sadness is the most prominent emotion, increasing by 74% compared to the previous day. This is followed by joy,

which appears to reflect approval among anti-immigrant voices, including support for foreign nationals leaving South Africa. The discourse is also characterised by expressions of disgust, anger and fear. In the graph, the horizontal line represents the baseline against which these emotional responses are measured.

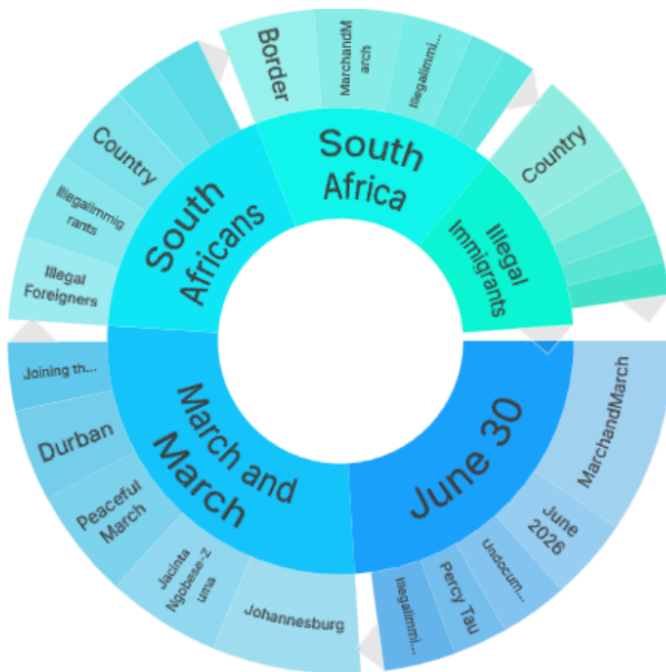


Most popular topics

The size of the word indicates the prevalence of the topic in the conversation. The most prominent keywords in the conversation are ‘#mabahambe’, ‘#June30’ and ‘White South Africans’. The notion of ‘illegal immigration’ is a narrative trope in the conversation. The flag is used both as a location signifier and as a symbol of strong nationalist sentiment within the conversation. The fire emoji is a concerning feature of the conversation as it can signify comment that incites violence or indicates that a specific anti-immigrant action is ‘on fire’ (going well).



The topic wheel below segments the conversation into topics. On 30 June 2026, the Topic Wheel component reveals key discussions centered on immigration, protests, and public sentiment in South Africa.






















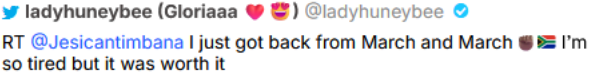












🚨 A **crisis situation** was detected with 20 mentions exhibiting harmful reactions and negative sentiment. Discussions centered on illegal immigrants in South Africa, with strong sentiments and accusations against groups enabling illegal immigration, as exemplified by one user stating, "You are the employers of these illegal immigrants and now you are aggrieved when the locals are reclaiming their country". 🎉 An **overjoyed mention** was identified, indicating a moment of strong positive engagement. This mention highlighted a meeting between President Ramaphosa and March organizers, with one user noting, "Foreigners may stay , these guys are too relaxed around the president".











- **Top Topic: 'March and March'** garnered 261 mentions. This nationwide protest primarily focused on demanding the removal of foreign nationals, with a featured mention describing a "peaceful" march in Pietermaritzburg where protesters demanded foreigners leave South Africa.
- **Top Topic: 'June 30'** generated 232 mentions. South Africans expressed widespread discontent and a strong desire for change, with many indicating readiness for action on this date, as one user noted, "Not even in 1994 were South Africans this united in one cause".
- **Top Topic: 'South Africans'** accumulated 174 mentions. Sentiments focused on prioritizing citizens and addressing illegal immigration, with a call for government action and a sense of unity around these concerns, echoing the sentiment that "Not even in 1994 were South Africans this united in one cause".

Top posters and influencers

The top X posters are (1) @ladyhuneybee, (2) @jabu_Macdonald and (3) NpkTwiceSA.

Top X Posters	Xeno updated June 2026	Jun 30, 2026																													
<table border="1"> <thead> <tr> <th>USERNAME</th> <th>FOLLOWERS</th> </tr> </thead> <tbody> <tr> <td> ladyhuneybee @ladyhuneybee</td> <td>103 056</td> </tr> <tr> <td> Jabu_Macdonald @Jabu_Macdonald</td> <td>99 776</td> </tr> <tr> <td> NpkTwiceSA @NpkTwiceSA</td> <td>91 153</td> </tr> <tr> <td> xolaniXnkosi @xolaniXnkosi</td> <td>90 653</td> </tr> <tr> <td> AshrafGarda @AshrafGarda</td> <td>81 116</td> </tr> <tr> <td> GugulethuBranch @GugulethuBranch</td> <td>80 913</td> </tr> <tr> <td> celestentuli @celestentuli</td> <td>66 643</td> </tr> <tr> <td> _shwabade_ @_shwabade_</td> <td>66 223</td> </tr> <tr> <td> Malatjie_ @Malatjie_</td> <td>59 805</td> </tr> <tr> <td> Mrskillmonger1 @Mrskillmonger1</td> <td>48 356</td> </tr> </tbody> </table>	USERNAME	FOLLOWERS	 ladyhuneybee @ladyhuneybee	103 056	 Jabu_Macdonald @Jabu_Macdonald	99 776	 NpkTwiceSA @NpkTwiceSA	91 153	 xolaniXnkosi @xolaniXnkosi	90 653	 AshrafGarda @AshrafGarda	81 116	 GugulethuBranch @GugulethuBranch	80 913	 celestentuli @celestentuli	66 643	 _shwabade_ @_shwabade_	66 223	 Malatjie_ @Malatjie_	59 805	 Mrskillmonger1 @Mrskillmonger1	48 356	<div data-bbox="671 349 1279 450">  @ladyhuneybee Follow @ladyhuneybee </div> <div data-bbox="671 501 1279 528"> <p>Interests: Sports, Food & Drinks</p> </div> <div data-bbox="671 577 1279 790"> <p>X Statistics</p> <table border="1"> <tr> <td>X Posts</td> <td>1150332</td> </tr> <tr> <td>Following</td> <td>29564</td> </tr> <tr> <td>Followers</td> <td>103056</td> </tr> <tr> <td>Reposted (last 100 tweets)</td> <td>0</td> </tr> </table> </div> <div data-bbox="671 844 1279 960"> <p>Latest mention of: Xeno updated June 2026</p> <p> ladyhuneybee (Gloriaaa 🍷🍷) @ladyhuneybee RT @Jesicantimba I just got back from March and March 🇳🇷 I'm so tired but it was worth it</p> </div>	X Posts	1150332	Following	29564	Followers	103056	Reposted (last 100 tweets)	0
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The most mentioned posters on X are (1) @bhekabk, (2) @newzroom405, and (3) @mdnnewss. This order is sorted by all posts which is comprised of posts and reposts.











Most Mentioned X Posters	POSTS	REPOSTS	ALL POSTS	IMPRESSIONS
 @bhekabk	1	34	35	392172
 @newzroom405	0	34	34	374488
 @mdnnewss	0	25	25	209708
 @chosenone_2026	0	22	22	143702
 @fvckboy_onx	1	19	20	328237
 @crimewatch_rsa	0	19	19	231257
 @tumisole	0	19	19	233666
 @_tee_g	0	18	18	126962
 @joy_zelda	0	18	18	183571
 @advobarryroux	2	15	17	88657

The top three hashtags were (1) #mabahambe, (2) #june30 and (3) #marchandmarch.

Top Hashtags	POSTS	REPOSTS	ALL POSTS ▾	IMPRESSIONS
#mabahambe	12	237	249	4482010
#june30	10	160	170	3229330
#marchandmarch	35	24	59	457973
#30june	3	46	49	987375
#abahambe	4	45	49	504797
#johannesburg	23	2	25	41117
#countryduty	0	18	18	231222
#enternow	0	17	17	131138
#rekaofela	0	17	17	131138
#kuyasetyenzwa	0	14	14	186041








Emojis

The emojis suggest a highly nationalised and emotionally charged conversation. The South African flag signals strong country-based framing, the fire emoji indicates intensity or escalation, and the loudly crying face reflects distress or strong negative emotion. Overall, the pattern points to a polarised discussion marked by heightened emotion and urgency.

Top Emojis	POSTS	REPOSTS	ALL POSTS ▾	IMPRESSIONS
 regional indicator symbol letter z + r...	10	83	93	1541815
 fire	3	50	53	870857
 loudly crying face	5	34	39	550763
	0	24	24	471491
 face with tears of joy	1	19	20	382331
	0	17	17	257270
	0	16	16	167005
 person raising both hands in celebr...	1	15	16	243732
 rolling on the floor laughing	2	14	16	302641
 flushed face	0	15	15	88047

Most engaged mentions across all platforms

The following posts obtained the highest engagement scores:

	TITLE	ENGAGEMENT SCORE ↓
<input type="checkbox"/> 1 <input type="checkbox"/> ☆	<p data-bbox="284 297 730 353">  Olivia_LaGrange (🇷🇵Olivia La Grange🇷🇵) @Olivia_LaGrange </p> <p data-bbox="1117 297 1177 320">27 Jun</p> <p data-bbox="284 365 1169 472"> We just ordered from Checkers Sixty60 The driver said the policr here in Pretoria have been pulling over all foreigners for their paperwork. He is one of a very few driving around because he is local. His words were "It is happening" 🤔🤔🤔🤔🤔🤔🤔🤔🤔🤔🤔🤔 Put South Africans First https://t.co/pBd2PGBEat ↗️ </p>  <p data-bbox="284 660 427 689">  X x.com ↗️ </p>	13652
<input type="checkbox"/> 2 <input type="checkbox"/> ☆	<p data-bbox="284 734 722 790">  DonaldMakhasane (Ntate Makhasane) @DonaldMakhasane </p> <p data-bbox="1149 734 1177 757">9h</p> <p data-bbox="284 801 1153 884"> South African Agent for change and Brave young Jacinta Zuma has hit the streets to fully implement the June 30 Abahambe movement. Starting July, no illegal foreigners will be in the country 🙌🙌🙌🔥 https://t.co/BggUJlQVM ↗️ </p> <p data-bbox="284 907 427 936">  X x.com ↗️ </p>	5363
<input type="checkbox"/> 3 <input type="checkbox"/> ☆	<p data-bbox="284 981 683 1037">  Malatjie_ (Village Lawyer 🇷🇵🇺🇦🇵🇸🇯🇵) @Malatjie_ </p> <p data-bbox="1117 981 1177 1003">26 Jun</p> <p data-bbox="284 1048 1106 1070"> By the way these are not actual retirees. These are young people misusing our visa conditions. </p> <p data-bbox="284 1108 427 1137">  X x.com ↗️ </p>	4656

Conclusion

The online conversation on 30 June 2026 was characterised by a significant increase in volume and participation, reflecting the heightened attention surrounding the deadline of the ultimatum issued by anti-immigrant activists associated with March and March. The discourse was predominantly negative and emotionally charged, with sadness, anger, fear and disgust featuring prominently, alongside expressions of approval from anti-immigrant voices.

Key narratives centred on demands for foreign nationals to leave South Africa, concerns around so-called "illegal immigration", and assertions of national identity and unity among supporters of the protests. The prevalence of nationalist symbols, particularly the South African flag, and the use of emojis associated with intensity and distress underscore the polarised nature of the discussion.

The detection of harmful and crisis-oriented content further indicates that the conversation contained elements that may contribute to hostility and social tension. Overall, the findings suggest that 30 June served as a significant flashpoint in South Africa's online anti-immigrant discourse, marked by heightened mobilisation, strong emotional reactions and narratives that have the potential to deepen divisions and exacerbate xenophobic sentiment.