

#FagaruJotna

Study on the Social Media Campaign #Fagaru Jotna

Senegalese Youth/Sexual and Reproductive Health/Social Networks



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1. Introduction

As access to internet becomes increasingly widespread in Senegal, social networks are attiring more and more people. In 2013, almost 6% of the population were active Facebook users, and every day approximately 3500 Tweets were produced in the country. Around 2 million Senegalese used internet and at least 75% of them were enrolled at social media platforms. (Hafidh, 2013) The most utilized social media among the Senegalese is Facebook; in 2014, 57% of the country's active internet users had a Facebook profile. Second most popular social network is YouTube (24%), third is Google+ (23%) and fourth comes Twitter (16%). (Southwood, 2014)

Senegalese youth are active internet users and accustomed to search for information through ICT. Insufficient access to internet and slow connections, especially in the rural areas, hinder the access to internet and social media. Nonetheless, Thierno Dieng et al. (2014) note that Senegalese youth regard internet as an important source of information, especially when it comes to finding answers for questions about reproductive health. (Dieng et al, 2014)

1. Objective of the Study

This study explores the usage of the hashtags #Fagaru Jotna and #FagaruJotna. The first objective is to examine whether the campaign has reached its main objectives, which are explained in the following chapter. Secondly, the goal is to find out what kind of information has been distributed through the hashtag, who has distributed it and who are the audiences.

At the end of the study, suggestions and recommendations are given on the basis of the findings as well as previous research. The suggestion and recommendations are put together in view of future campaigns using a hashtag to share information for youth, especially in the Senegalese context.

1.1 Objectives of the campaign #Fagaru Jotna

The campaign Fagaru jotna was launched on the 5th of April 2015 during the National Youth Week (3.4.2015-10.4.2015). *Fagaru Jotna* is a Wolof term and can freely be translated as "be prepared to protect yourself". The hashtag has been created by UNFPA Senegal in cooperation with a Senegalese association for youth sexual and reproductive health Parole aux Jeunes. Mandiaye Pety Badji,

communications consultant at UNFPA Senegal and the founder of Parole aux Jeunes, was the principal person in charge of the campaign. The general objective of the campaign was to spread information and arouse discussion on youth sexual and reproductive health through social media, using the hashtag #FAGARU jotna¹.

Main objectives:

- To produce 5000 tweets on facebook and twitter using the hashtags #Fagaru Jotna/#FagaruJotna/#Fagaru #Jotna.
- To share information on the problems relating to youth sexual and reproductive health and HIV/AIDS
- To enhance the dialogue on questions relating to sexual and reproductive health in order to raise awareness on maternal mortality, family planning, comprehensive sexuality education, female genital mutilation, child marriages, demographic dividend and gender based violence.
- To give access to quality information on the main themes of the National Youth Week.

Target group:

- Youth and young adults

2. Methodology

Selecting a methodology to study a hashtag on social media proved to be a difficult task. The main problem concerning data collection on a hashtag is that internet data is in a constant flux. For example, if one writes #FagaruJotna on the search field on Twitter or on Facebook, he/she will only see a limited number of tweets or posts. The number and quality of tweets/posts depend on the account that is used for the search, on the rapidity of the internet connection, on the date and time, and various other variables. In order to get accurate information on the usage of a hashtag, a coding tool should had been placed since the beginning of the campaign (see Harris et al. 2014).

On Twitter, the data is more manageable than on Facebook due to the fact that most of the tweets are accessible regardless of the account that is used to launch the search². Facebook, on the other hand, shows only a handful of posts when doing a search on a hashtag. In addition, the posts appearing are in a random order and tend to show only the posts done by the owner of the account that is

¹ During the campaign, the hashtag shaped into the form #FagaruJotna, which eventually became a more popular hashtag than #Fagaru jotna. The combination of two hashtags #Fagaru and #Jotna has also been used in the beginning of the campaign.

² A small number of Twitter users decide not to make public tweets. In this occasion, tweets are only shown to the approved twitter followers, much like in Facebook.

used to launch the search. Thus, Facebook hashtag are practically impossible to track. Facebook was not created for hashtag, such as Twitter, and hashtags have been integrated to Facebook later on. It is also debated whether hashtags boost the level of post reach on Facebook or do they actually hinder the spreading of the post. (Edgerank Checker 2013; McHugh, 2013)

2.1 Twitter

Two different methods were used to collect data on Twitter. First, a semi-qualitative research that observed altogether 196 tweets using the hashtags #FagaruJotna or #Fagaru Jotna was conducted. The main interest was to find out the different themes that have been brought up using the hashtags. Other main objectives of the study were to look into who is tweeting and to what kind of an audience. The emphasis was put on tweets that had obtained most retweets, thus revealing the most popular³ tweets.

Second, a research tool Followthehashtag was used to derive quantitative data on the hashtag #FagaruJotna from Twitter.

2.1.1 Semi-qualitative research

An approach that favors the most popular tweets was applied to study the 196 tweets. This method was chosen, first of all, because the limited time to conduct the research did not allow the analysis of all the appearing tweets. Secondly, the approach of putting the focus on tweets that had retweets allowed the distinction of different audiences (retweeters)⁴. Only the tweets that had 4 or more retweets during the time period from April 5th to October 4th 2015 were taken into account⁵.

The data collection and analysis was organized in the following manner:

- The data was collected using either the twitter account of @UNFPASenegal or @MariaHaapasalo – the decision on the account was done after determining which one of the two accounts gave more results on the data collection day.
- The search was conducted with two hashtags: #FagaruJotna and #Fagaru.
- The data was collected on monthly basis (6 months in total), concentrating on one month at a time during one day.

³ The word popular is used here, even though most retweeted tweets may not be the most popular ones if inspected with another approach (for example studying the impressions of a tweet). Nonetheless, a high number of retweets assures the popularity of the tweet at least in one way: those retweeting help disperse the tweets and thus make it more “popular” .

⁴ Most of the tweets using #FagaruJotna or #Fagaru do not have retweets

⁵ This does not mean that all the existing tweets with 4 or more retweets were analyzed, as the search did not bring up all the tweets (as explained in the previous chapter).

- This was due to the fact that it was impossible to return to the same set of data on a following day (or even after reloading the page)
- First the tweets were coded and categorized according to the most prominent theme.
 - As the tweets consist of only 140 characters, it was quite simple to distinguish one main theme
 - The themes developed into their gradual form as the data collection progressed
 - First the themes were quite detailed but as the work progressed, some initial themes could be combined into larger, more general, themes
- The second category was the “tweeter” – the person, organization etc. who had produced the tweet
- Third, the retweeters of the tweets were distinguished
 - This meant distinguishing all the persons, organizations etc. who had retweeted, and placing them into suitable categories.
 - The categorization evolved as the data collection proceeded.
 - This was the most time consuming phase of the data collection because in order to distinguish and categorize the retweeters all the accounts of the retweeters needed to be accessed.
- The first coding was done with Microsoft Word
 - In addition to establishing the different categories, general remarks on the content of the tweets were noted for each month
- The data was organized with Excel
- For the Findings chapter, more general themes were established in order to give the reader an overall picture of the main themes
 - These were formed on the basis of the more detailed monthly themes and finally organized with Excel

The categorizations were not always evident. Especially the distinction of retweeters was quite problematic. The main categorization was done on the basis of the information that the retweeter had shared on his/her twitter account. For example, the retweeter was categorized as journalist, if he/she declared to be such on his/her account. Furthermore, in some cases a retweeter was categorized as an activist/citizen even if he/she did not specifically declare this, if his/her tweets concentrated heavily on social issues.

2.1.2 Followthehashtag

The Followthehashtag tool enables its user to have information about tweets, retweets, impressions, geographical locations of tweets and so on. Nevertheless, it does not create qualitative data, which is why the semi-qualitative method was also utilized.

Followthehashtag data was created on the 22th of December 2015. The system takes into account all tweets using the hashtag #FagaruJotna. As this tool allowed only one hashtag to be analysed at a time, #FagaruJotna was chosen

instead of #Fagaru. This choice was not made only because of the fact that #FagaruJotna had become more popular, but also because the hashtag #Fagaru had already been used in other instances before the launching of the campaign⁶.

The results provided by Followthehashtag are useful to a certain point but have to be taken with reservation. For example, the data claims that most of the tweets originate from Guediawaye, even though it is most likely that the majority of tweets come from Dakar. In the matter of fact, Dakar is not even showing on the list of cities where the hashtag has been used. Thus, the tool has some weaknesses and some of the data it has created cannot be taken into account. Nonetheless, it provides interesting quantitative information that cannot be obtained without using such tool.

2.2 Facebook

As hashtags on Facebook proved to be extremely hard to study using a consistent method, this study only scratches the surface of the information shared on Facebook. The original idea was to analyze discussions taking place on Facebook that include the hashtag #FagaruJotna. Unfortunately this approach needed to be disregarded as only a few actual discussions appeared using the search. This seems to be mainly due to two reasons: First of all, one cannot see any private discussion, if one is not “friends” with the people involved in the discussion. Thus, only public comments are shown to all Facebook users. (Cook, 2015) Secondly, due to the sensitive subjects that #FagaruJotna handles, the Senegalese seem reluctant to engage in discussions on Facebook, especially on public pages.

Due to the aforementioned limitations, this study settles for briefly describing the usage of the hashtag on Facebook. Observations on the hashtag search (#FagaruJotna) on Facebook were made during one day, using the accounts of UNFPA Senegal, Maikki Haapasalo (Maria Haapasalo) and Parole aux Jeunes. The emphasis was put on the comments relating to the hashtag.

2.3 Problems and Limitations

As explained in the previous chapter, problems and limitations affected the data collection enormously. Especially on Facebook, data collection was practically impossible due to the changing and biased⁷ nature of the data. There are tools to get accurate information on hashtags on Twitter but not on Facebook. In fact, a much-cited study reveals that using hashtags on facebook can hinder the spreading of posts (Edgerank Checker 2013). Due to these limitations, this study

⁶ Hashtag #Fagaru has been used already since 2012.

⁷ Biased because the search on a hashtag favors posts that are done using the account of the searcher.

concentrates on examining the hashtags #FagaruJotna and #Fagaru mainly in the context of Twitter.

The approach applied to twitter has its own problems and limitations. This study concentrates on the most “popular” tweets (4 or more retweets), which leaves more than half of the #FagaruJotna tweets without attention. One cannot thus make broad generalizations from the findings.

In addition, the emphasis on the most “popular” tweets favors the tweets done by persons/organizations with lots of followers. This excludes the users of the hashtag that do not necessarily have great numbers of followers, and who cannot thus attain many retweets. The data is thus biased towards the tweets created by tweeters that have lots of followers. Nevertheless, the examination of the “popular” tweets can be seen as a more fruitful approach because it brings up the themes that tend to be retweeted the most, as well as the most influential tweeters of the hashtag.

The categorizations of themes and retweeters are also somewhat problematic, as categorizations are always a decision that the researcher has to make in order to present his/her findings in an understandable way. To reduce bias, a method was applied where categories were developed on the basis of the data content, not on a pre-decided set of categories.

Also, as the coding of data was done manually, small calculation mistakes might have occurred.

3. Findings

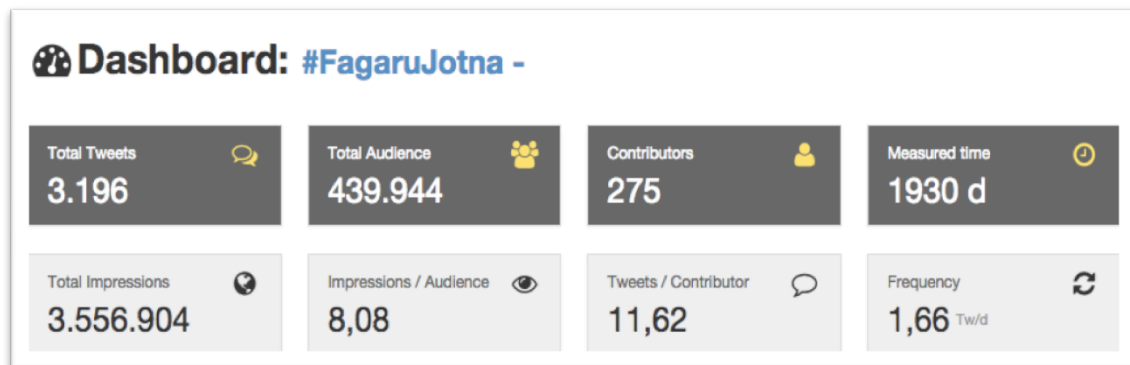
3.1 Twitter

Compared to Facebook, Twitter is generally used for more “professional” purposes. Even though Twitter is only the fourth utilized social network in Senegal, its position as “opinion formers” platform makes it an important medium for knowledge sharing. (Southwood, 2014) Twitter can thus be a useful channel especially for advocating purposes.

3.2 Followthehashtag data on Twitter

This chapter will be present the data created by Followthehashtag that is considered reliable and relate to the objectives of this study.

3.2.1 Dashboard



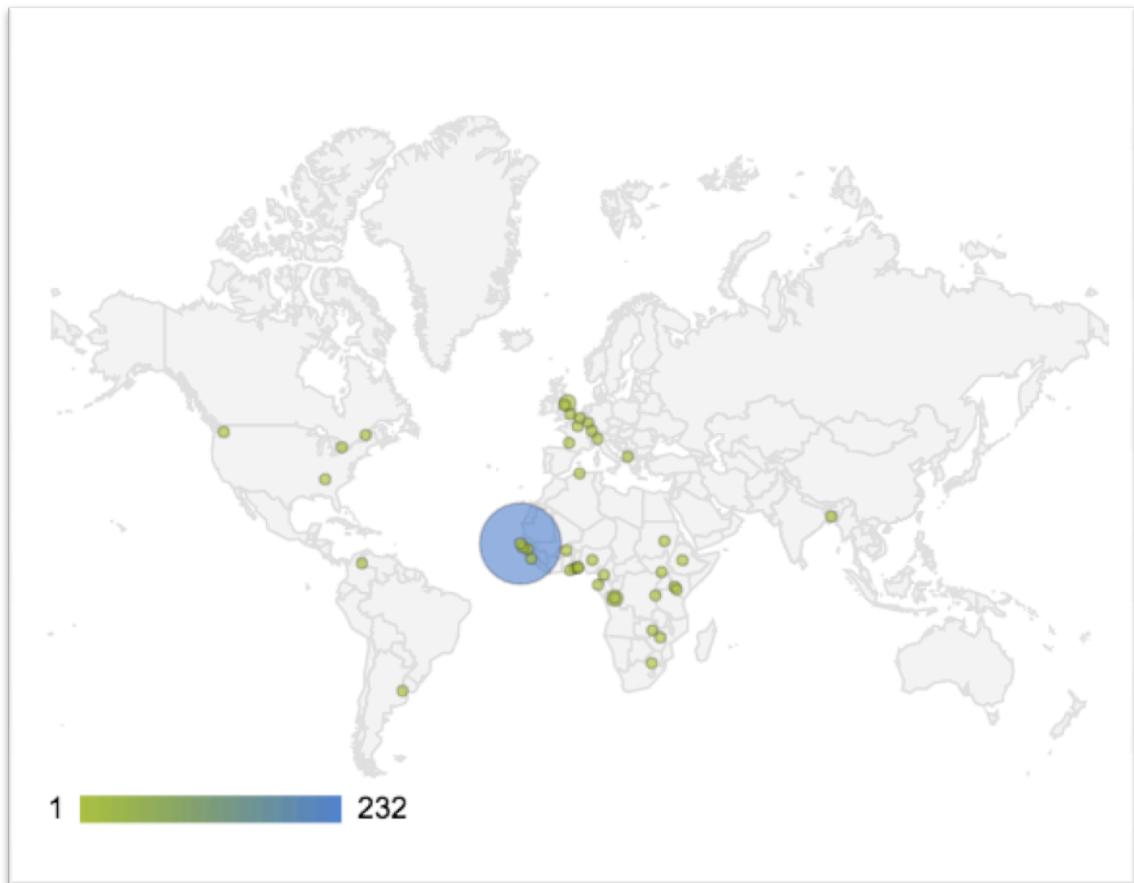
As can be seen in the table above, #FagaruJotna has been tweetet altogether 3196 times on twitter until the 22nd of December 2015. This alone suffices to show that the objective of 5000 tweets/posts including #Fagaru Jotna or #FagaruJotna has been attained, taking into account that in addition to the 3196 tweets, there are all the Facebook posts, as well as all the tweets and posts using the hashtags #Fagaru jotna/#Fagaru #Jotna.

Explanations for each dashboard section:

- **Total tweets:** Total tweets in measured date range
- **Total impressions:** Total potential tweet impressions in followers timelines. Result of multiplying each contributor keyword repetitions and its followers number and adding all contributors potential impressions
- **Total audience:** Total potential audience, result of adding each contributor followers number.
- **Impressions / Audience:** Impressions per user of a tweet with searched keyword
- **Contributors:** Amount of people who has tweeted the searched keyword
- **Tweets/Contributor:** Average number of tweets per contributor
- **Measured time:** Amount of time measured for the current search
- **Frequency:** The amount of tweets emitted per second/minute/hour/day

3.2.2 Geolocation

The Geolocation shows that the hashtag has been used also outside of Senegal. Especially other Africans have used the hashtag, but it has also been tweeted in Europe and America, and once in Bangladesh.

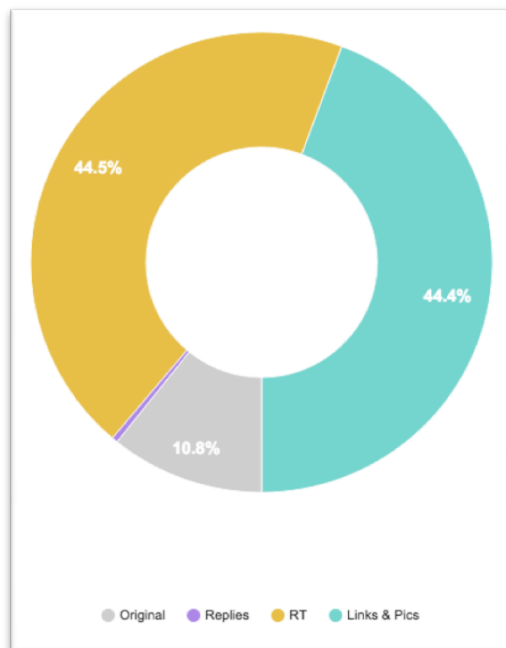


The hashtag has been especially widely used in Congo. This is probably due to the fact that a group of youth leaders have formed their own Parole Aux Jeunes group in Congo, in cooperation with Mandiaye Pety Badji, the founder of the Parole aux Jeunes association in Senegal. The Congolese have also created their own hashtag #Mibatela, which is the equivalent of #FagaruJotna in the Lingala language.

After Congo, the third biggest user of the hashtag #FagaruJotna is Nigeria and fourth biggest is Benin.

Country	Total
Senegal	1.839
Congo - Brazzaville	27
Nigeria	25
Benin	17
Congo - Kinshasa	14
United Kingdom	13
France	12
Luxembourg	6
United States	5
Zimbabwe	4

3.2.5 Composition of tweets



- The original tweets constitute 10.8% of the #FagaruJotna data
- Retweets make up 44.5%
- Links and pictures 44.4%.

3.3. Semi-qualitative study

For this study, 196 tweets using hashtag #FagaruJotna or #Fagaru were inspected to find out the most influential themes, tweeters and retweeters. Altogether 1182 retweets⁸ were studied.

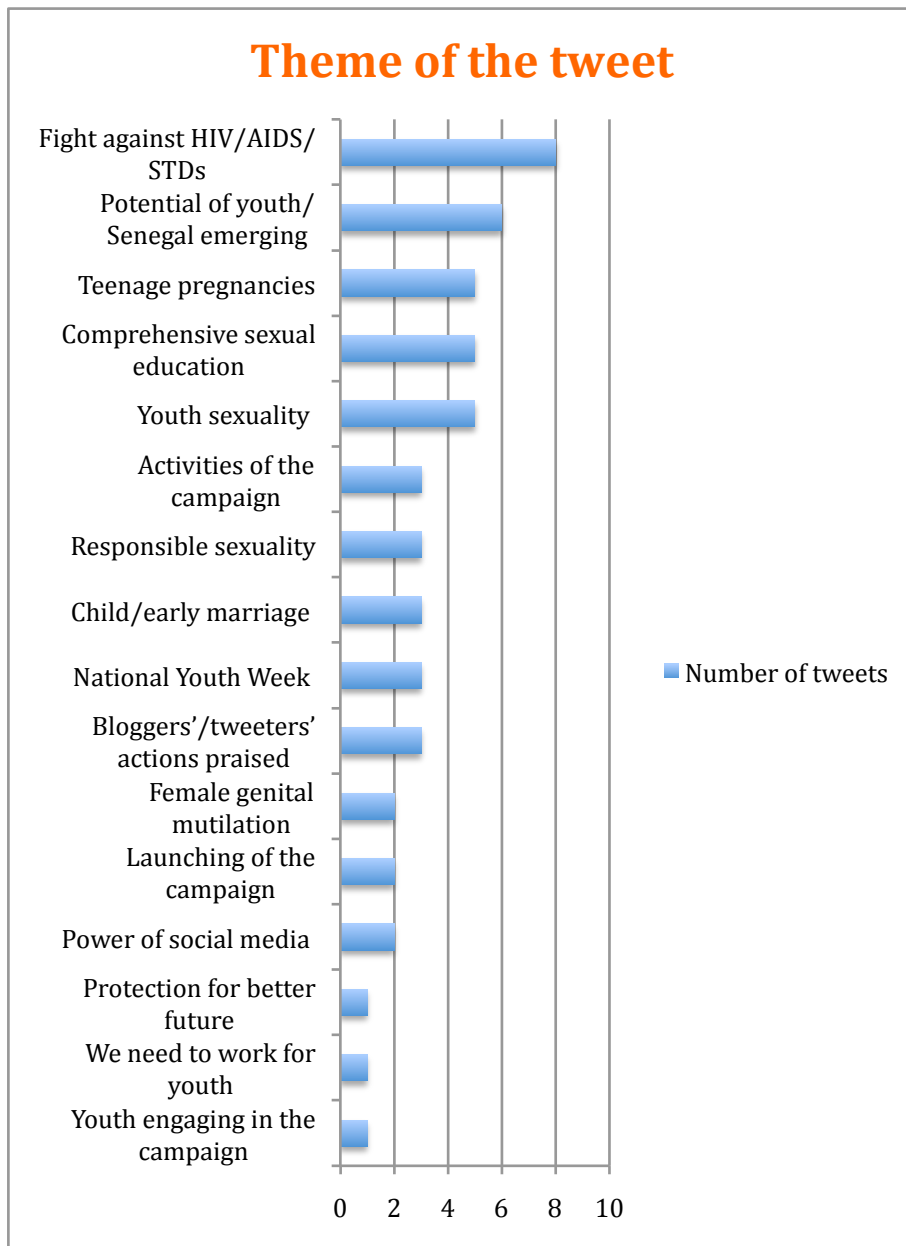
3.3.1 #Fagaru Jotna from April 5 to June 4, 2015

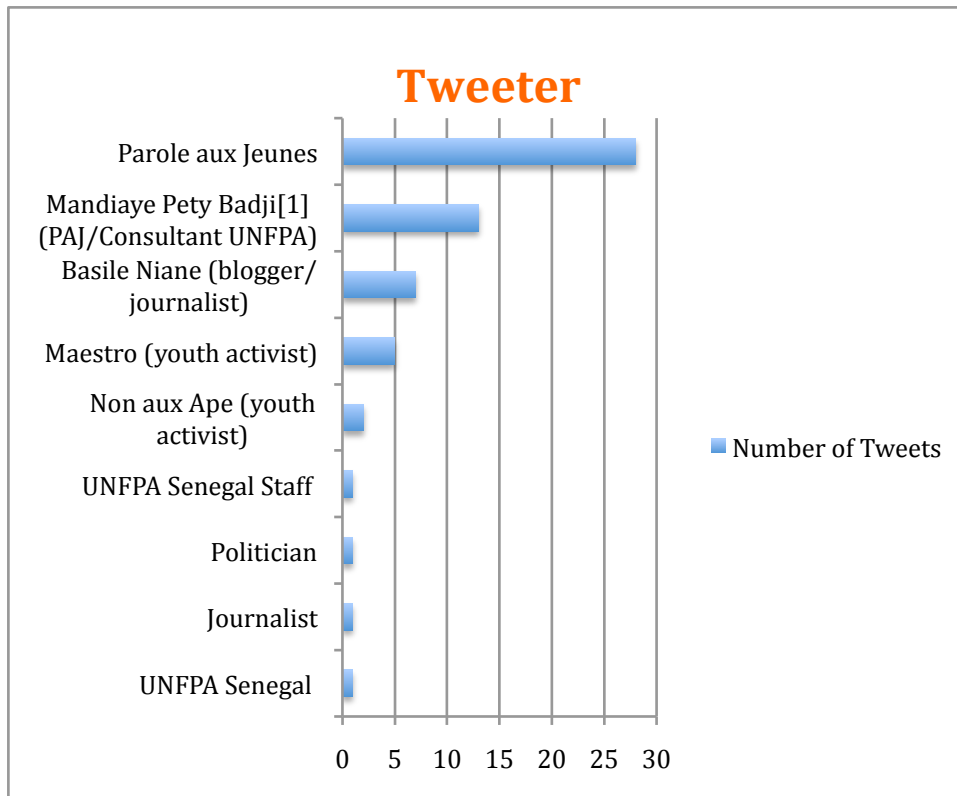
The campaign was launched on the 5th of April with the hashtag #Fagaru Jotna. Altogether 59 tweets with at least 4 retweets were collected from the time period of 5.4.2015-4.6.2015. After this, none of the tweets using #Fagaru reached the limit of being retweeted at least 4 times⁹, as the hashtag #FagaruJotna seems to have become more popular than #Fagaru after one month since the beginning of the campaign.

⁸ These retweets include only public retweets as private retweeters are not shown.

⁹ There might be some tweets retweeted more than 4 times after this time period but as they did not come up using the search on the day in question, they are not analyzed in this study.

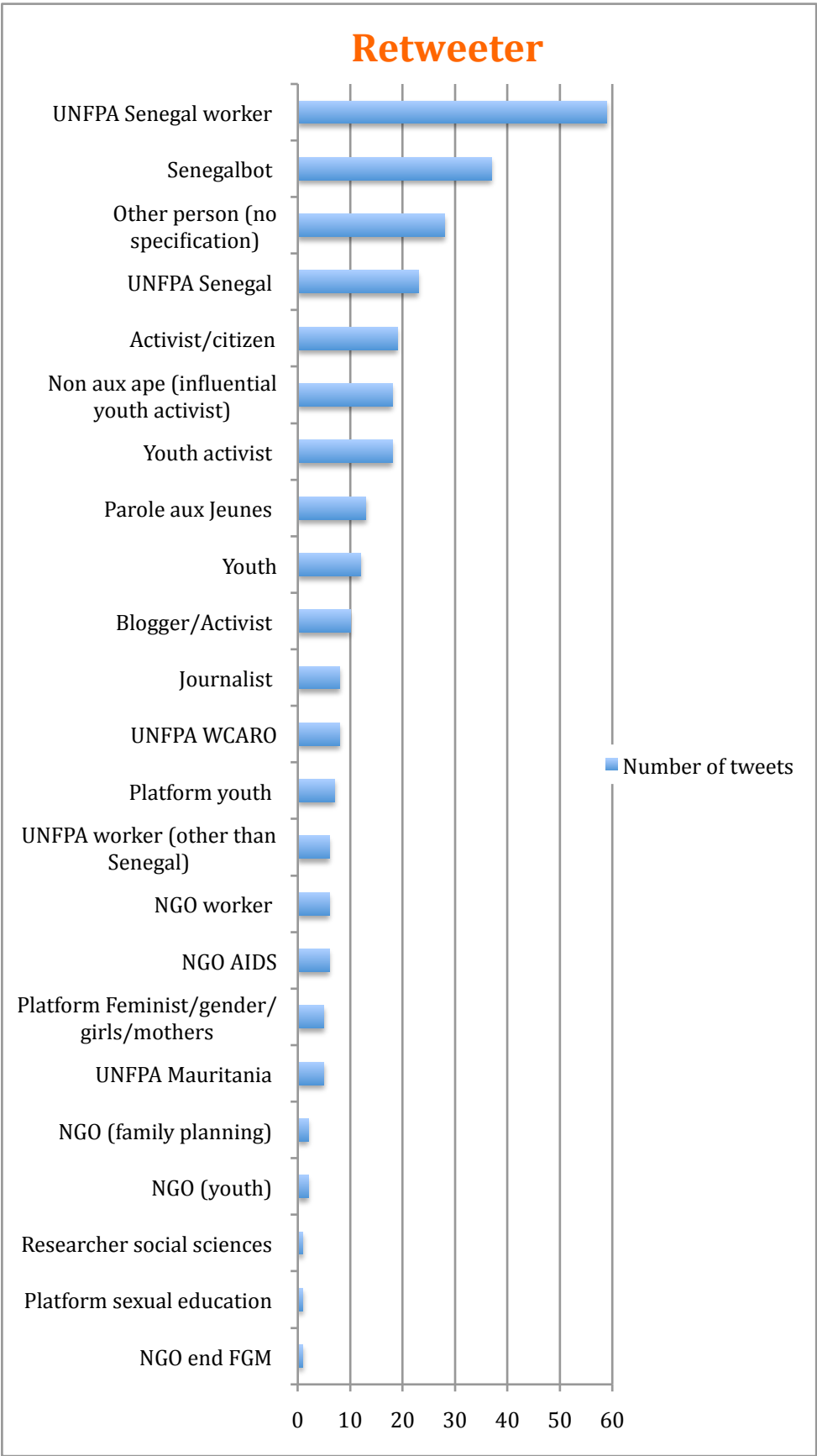
The data on #Fagaru was collected on the 2nd of November 2015.





[1] Names of tweeters are used in this study if they have contributed significantly to the spreading of the hashtag.





The tables above show the main themes of the tweets as well as their tweeters and retweeters.

The most popular themes for the hashtag #Fagaru were Fight against HIV/AIDS/STDs (7 tweets) and Potential of youth/Senegal emerging (6 tweets). Other important themes were youth sexuality, comprehensive sexual education and teenage pregnancies (all with 5 tweets). The messages are most often addressed to youth, including a piece of advice. For example to fight against HIV/AIDS/STDs, youth are reminded that the STD's are a reality and that youth need to protect themselves:



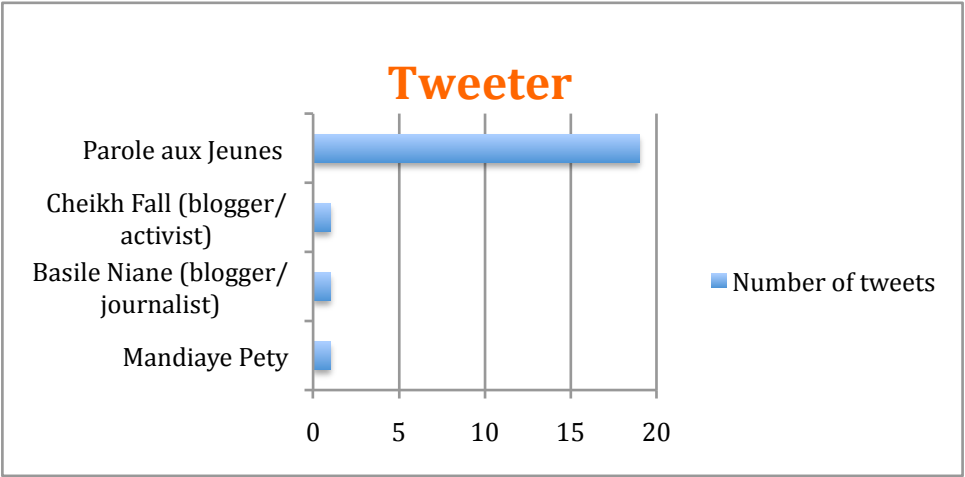
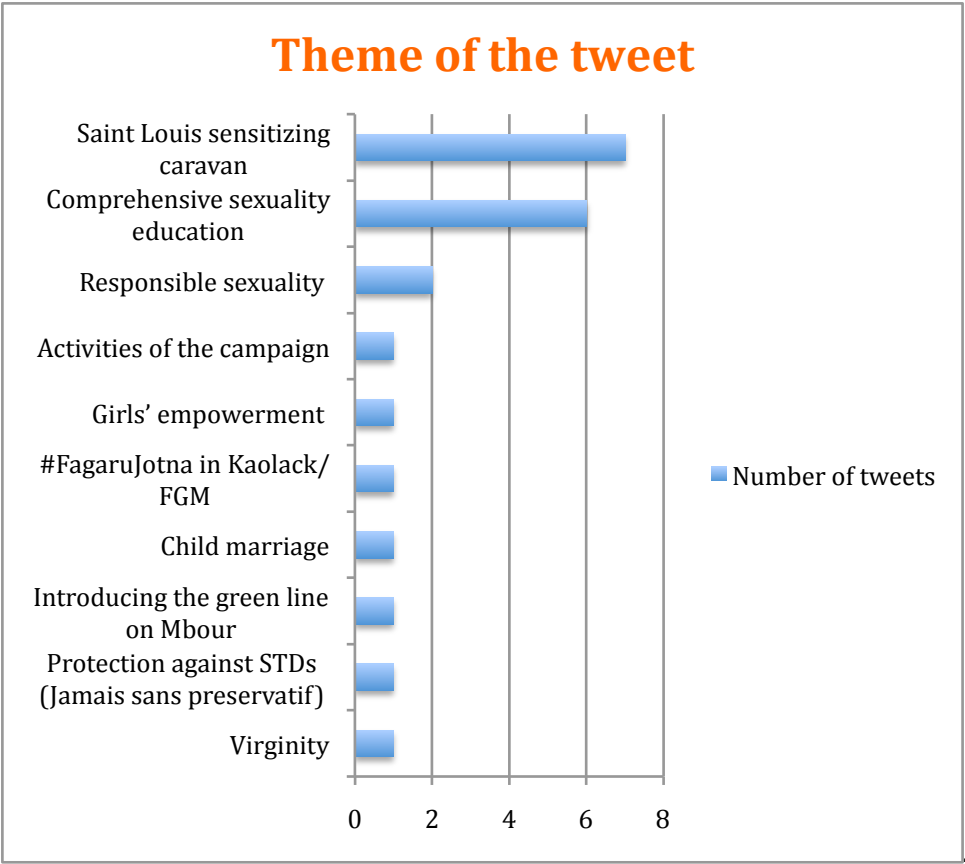
Most of the tweets that obtained more than 4 retweets were created by Parole aux Jeunes (28), Mandiaye Pety Badji (13) and Basile Niane (7). Most active retweeters were UNFPA Senegal workers (59), Senegalbot (37), Other person (no specification¹⁰) (28) and UNFPA Senegal (23).

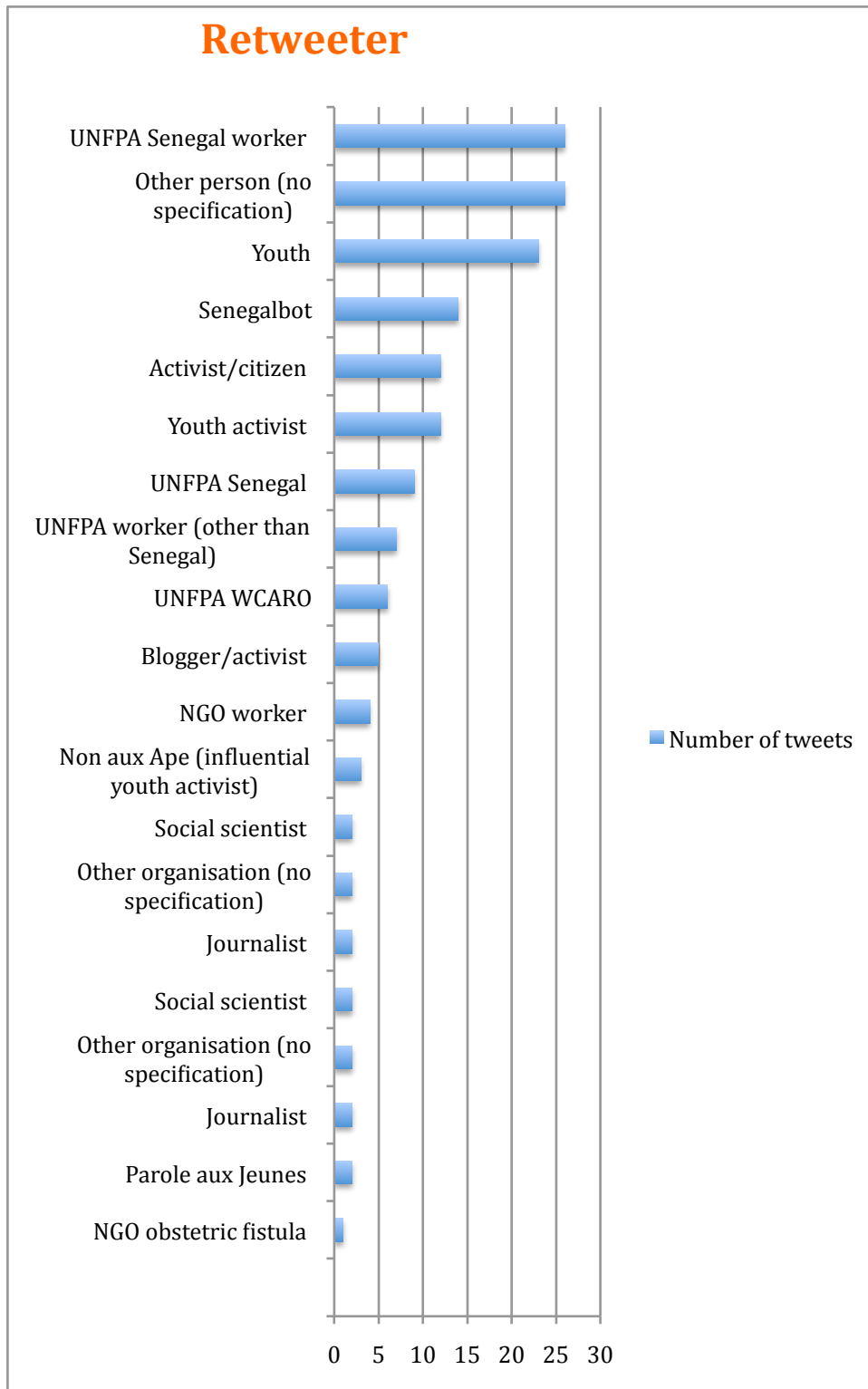
3.3.2 #FagaruJotna from May 5 to June 4, 2015

During this time period, 22 tweets including #FagaruJotna were observed. The data was collected on the 18th of November 2015.



¹⁰ "Other person" categorization was used of persons, who did not indicate any specific field of work or cause on their Twitter profile.





The most prominent theme was #FagaruJotna sensitization caravan in Saint Louis, which was organized during the annual jazz festival. The caravan provided screening for STDs, condoms and sexuality education. The most retweeted tweet was Cheikh Fall’s tweet advertising the sensitization caravan in Saint Louis:



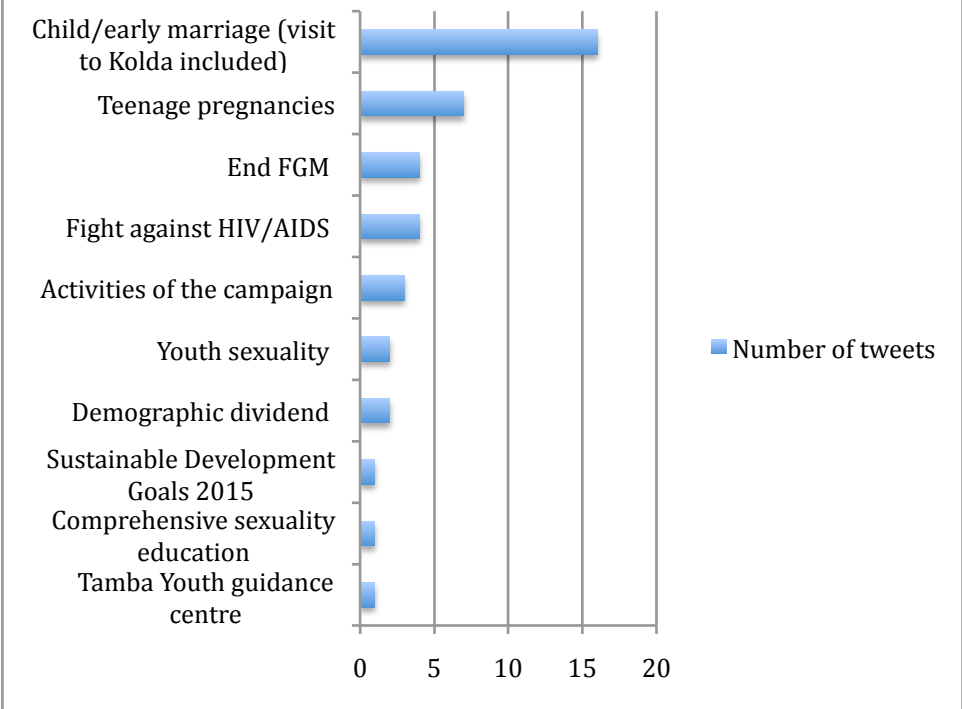
Parole aux Jeunes created most of the tweets (17) during this time period and the most active retweeters were Other person (no specification) (26), UNFPA Senegal worker (26) and Youth (23). The category of youth encompasses persons that are considered young, according to their profile on Twitter. In comparison to “Youth activists”, “Youth” are just “regular” young people on Twitter.

From the 22 tweets that had obtained more than 4 retweets, 20 included photos or videos.

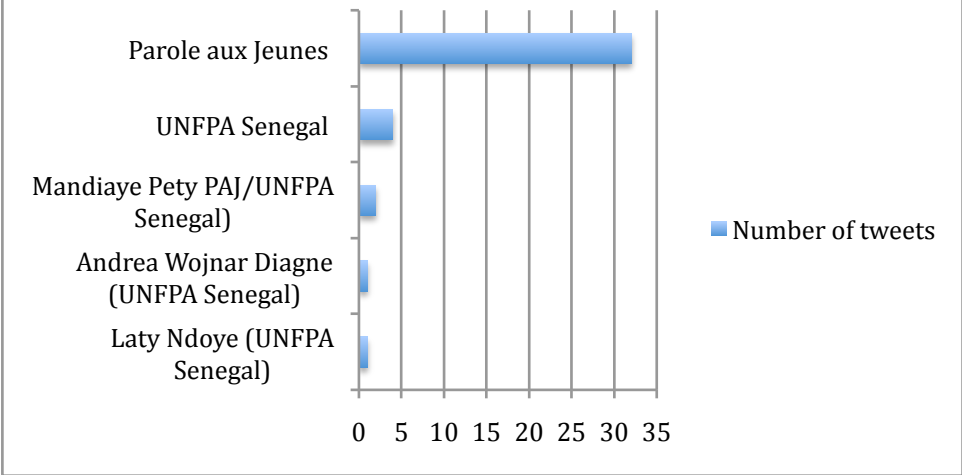
3.3.3 #FagaruJotna from June 5 to July 4, 2015

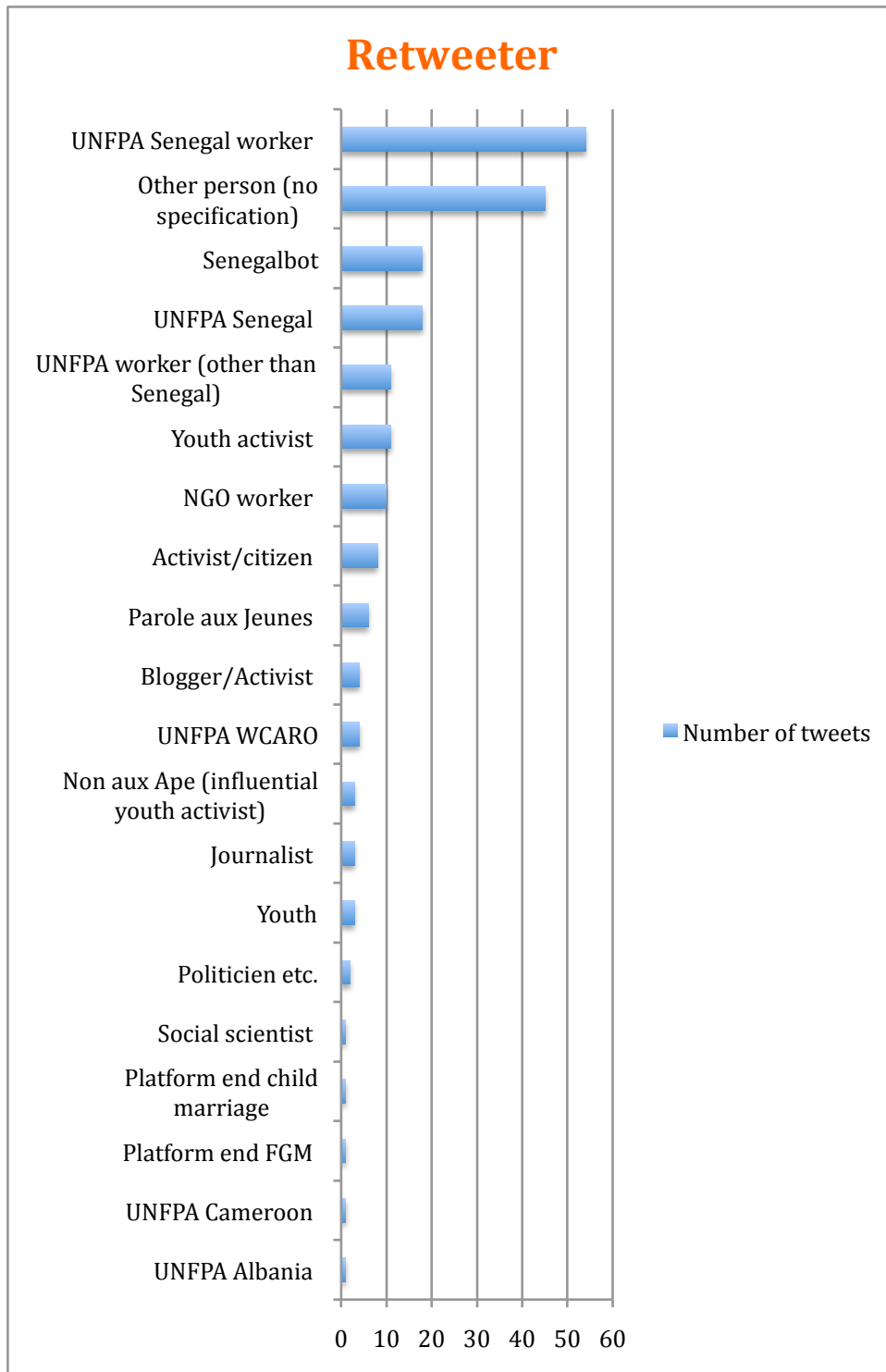
Altogether 40 tweets were collected on the 11th of November 2015.

Theme of the tweet



Tweeter





The most popular theme of the time period in question was noticeably Child/early marriage (16 tweets). #FagaruJotna sensitizing visit to Kolda was included in the theme, as all the tweets handling Kolda handled also Child Marriages. This theme was brought up most often as a slogan, such as “stop child marriage”.

Another prominent theme was again Teenage pregnancies (7 tweets). The most retweeted tweet was created by Parole aux Jeunes:

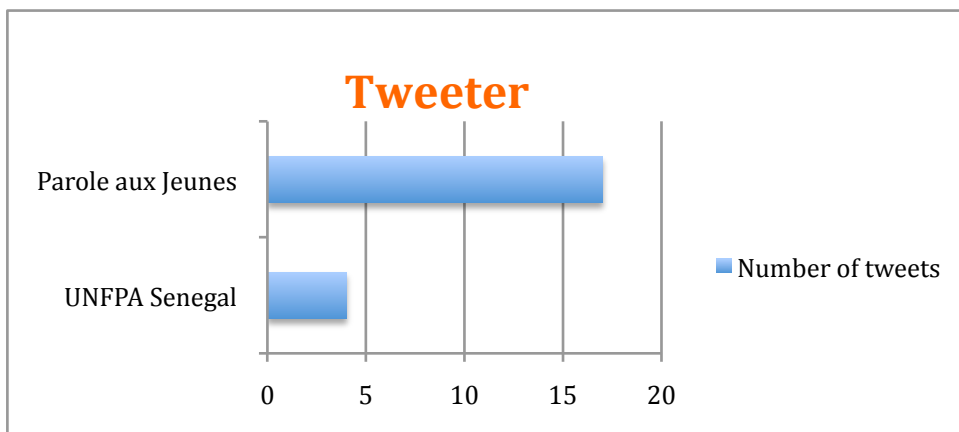
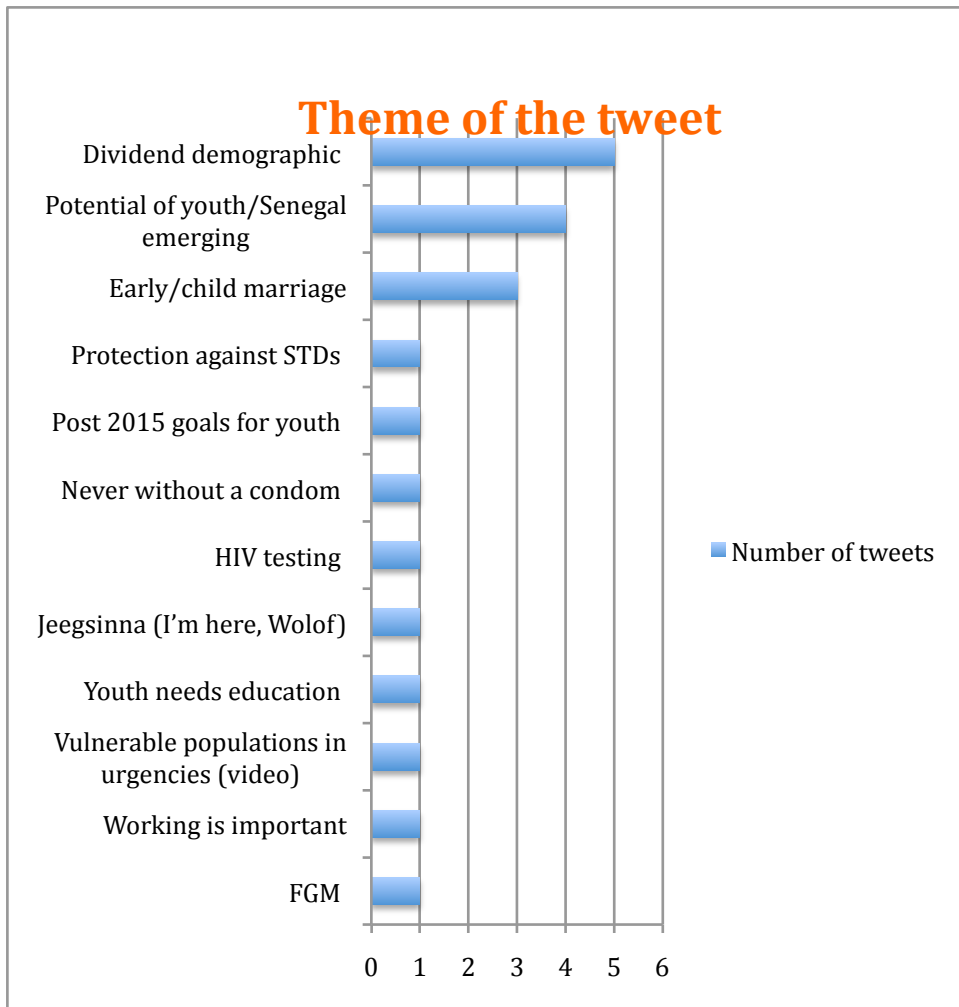


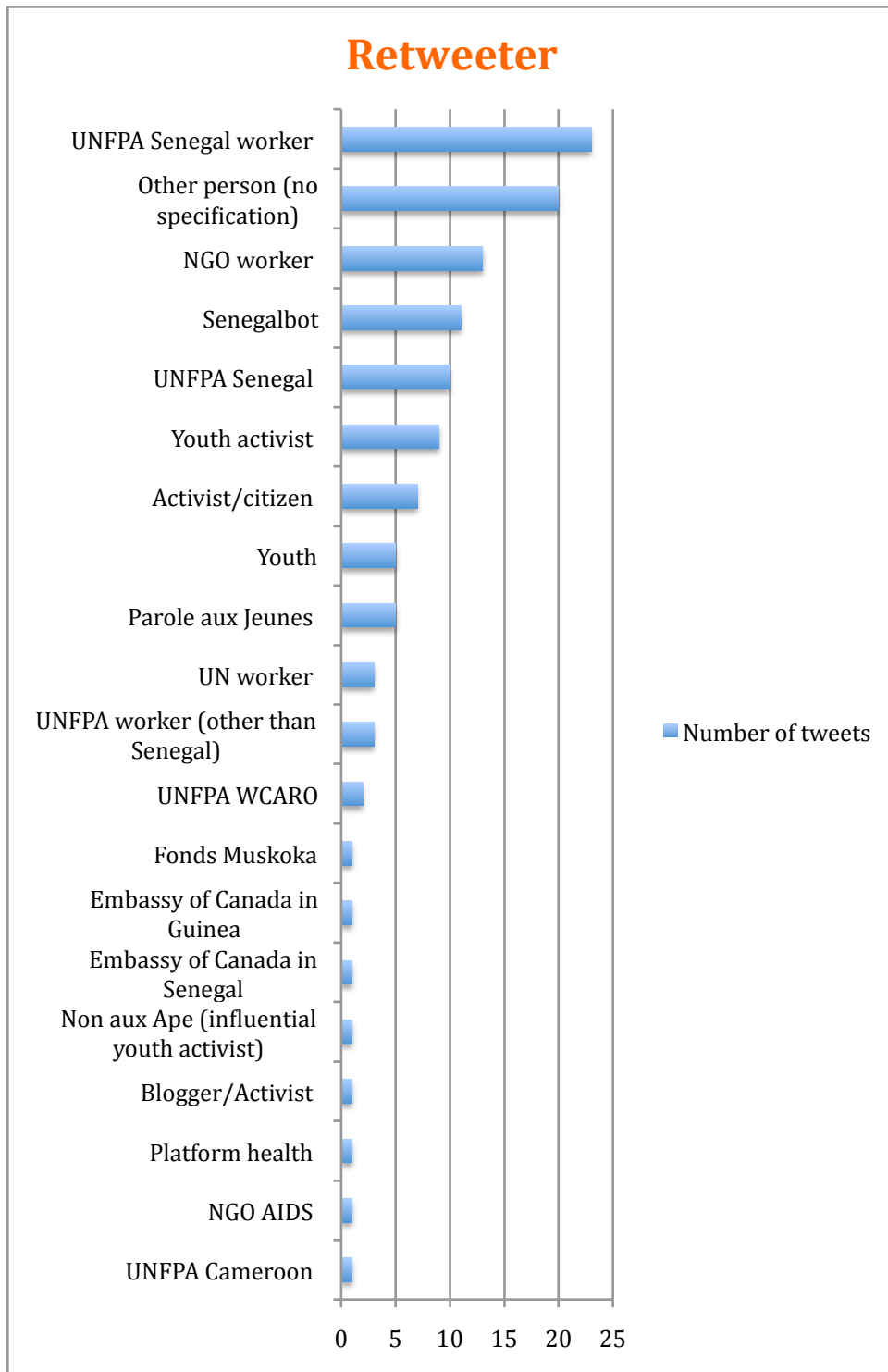
Parole aux Jeunes created 32 tweets out of the 40 tweets observed during this time period. The most active retweeters were again UNFPA Senegal workers (54), Other person (no specification) (45) and UNFPA Senegal (18).

Out of the 40 tweets observed, 36 included photos or videos.

3.3.4 #FagaruJotna from July 5 to August 4, 2015

21 tweets having 4 or more retweets were observed from this time period. The data was collected on the 10th of November 2015.





During this time period, Demographic Dividend (5 tweets) was the most prominent theme among the tweets studied. This theme was often brought up in the form of “capturing” the Demographic Dividend:



Parole aux Jeunes created again most of the tweets (17), UNFPA Senegal being the second (4 tweets). The most active retweeters were UNFPA Senegal workers (23), Other person (no specification) (20) and NGO workers (13). The NGO workers group consists especially of workers of Marie Stopes International Senegal workers.

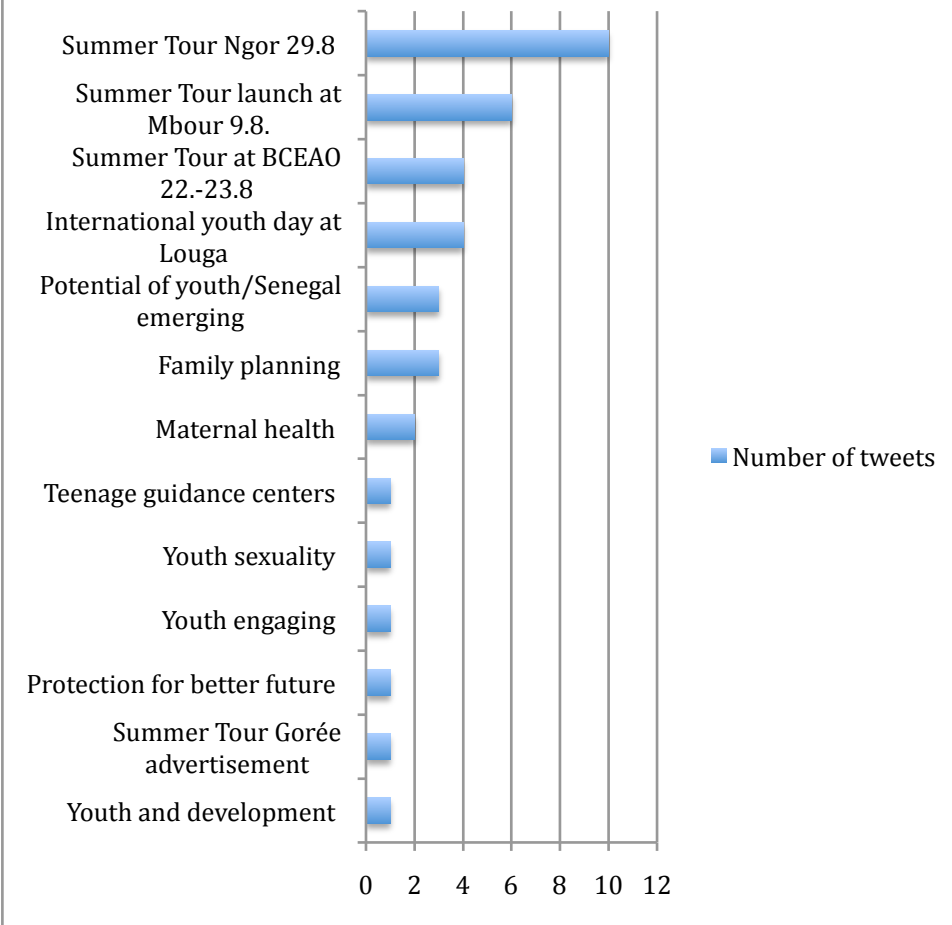
Out of the 21 tweets, 18 included photos or videos.



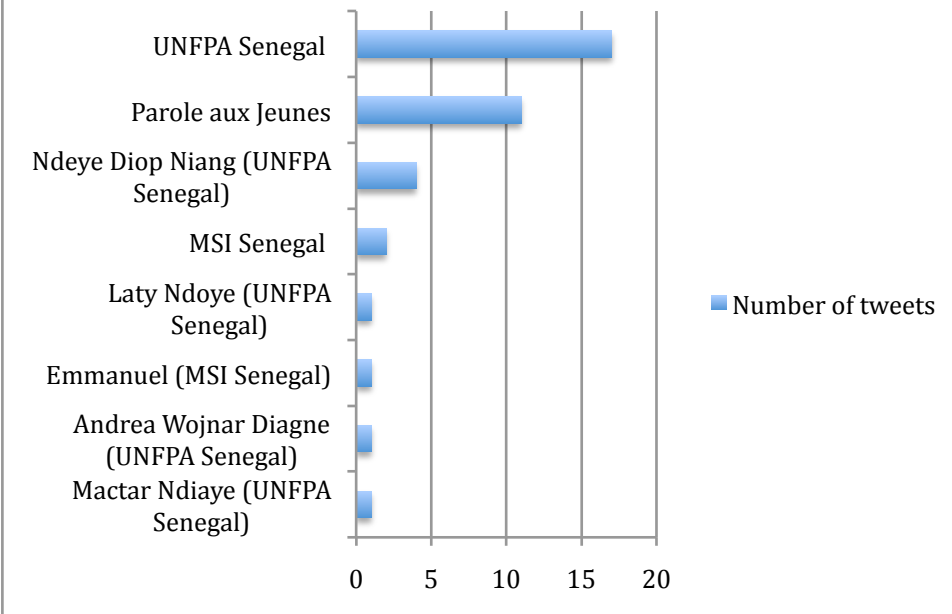
3.3.5 #FagaruJotna from August 5 to September 4, 2015

38 tweets were collected from this time period on the 1st of December 2015.

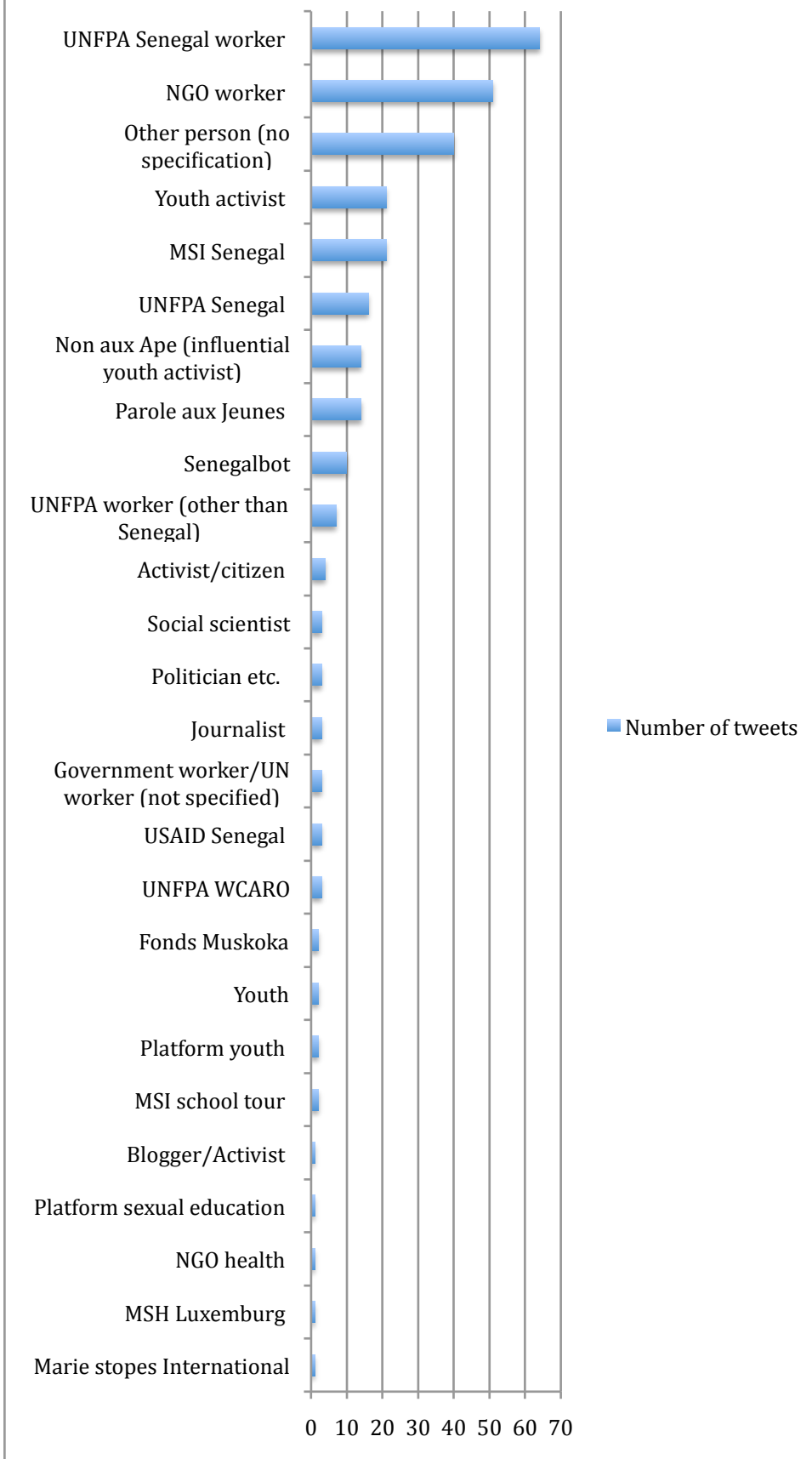
Theme of the tweet



Tweeter



Retweeter



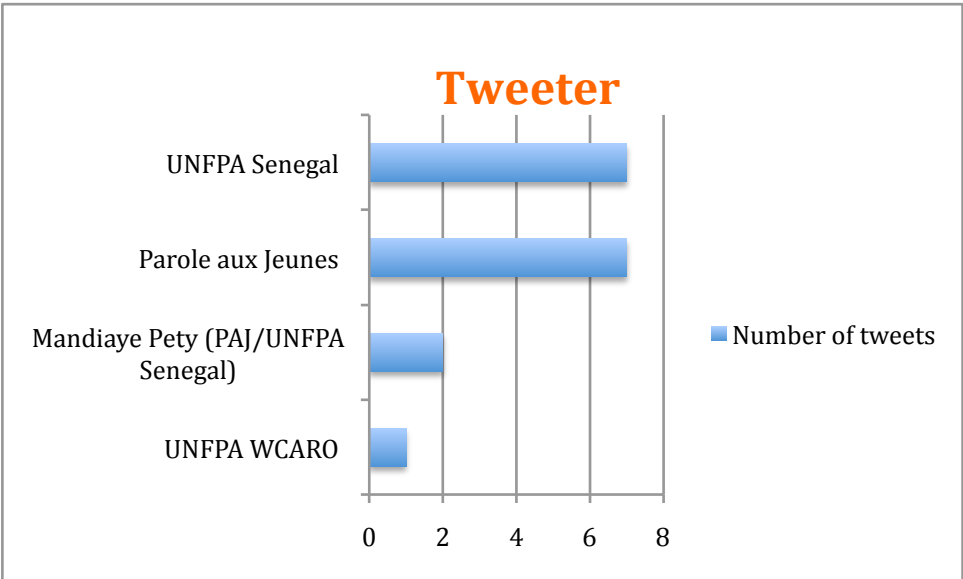
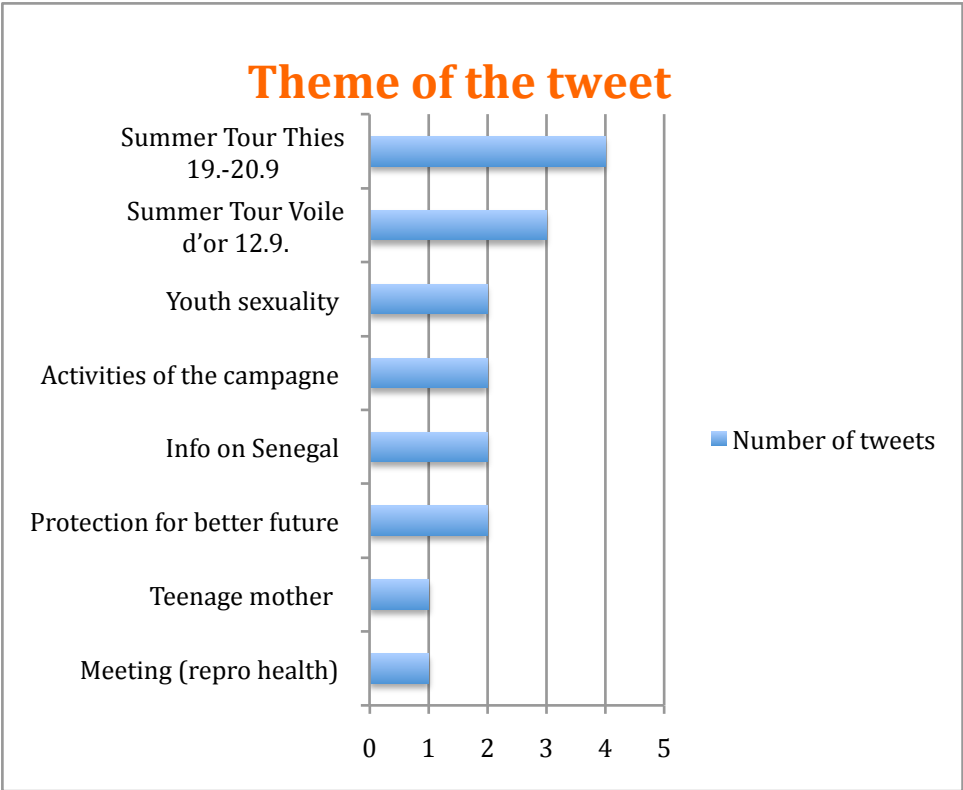
The joint campaign of Marie Stopes International and UNFPA, Summer Tour #FagaruJotna, was launched at Mbour on the 9th of August 2015. The main aim of the campaign was to encounter youth on the beaches and to provide them with services and information on sexual and reproductive health. The activities of this campaign have been well covered on Twitter and the services and information offered to youth gained lots of attention. The most tweeted activities of Summer Tour of this time period were Ngor beach (9 tweets) and the launching of the campaign in Mbour (6 tweets).

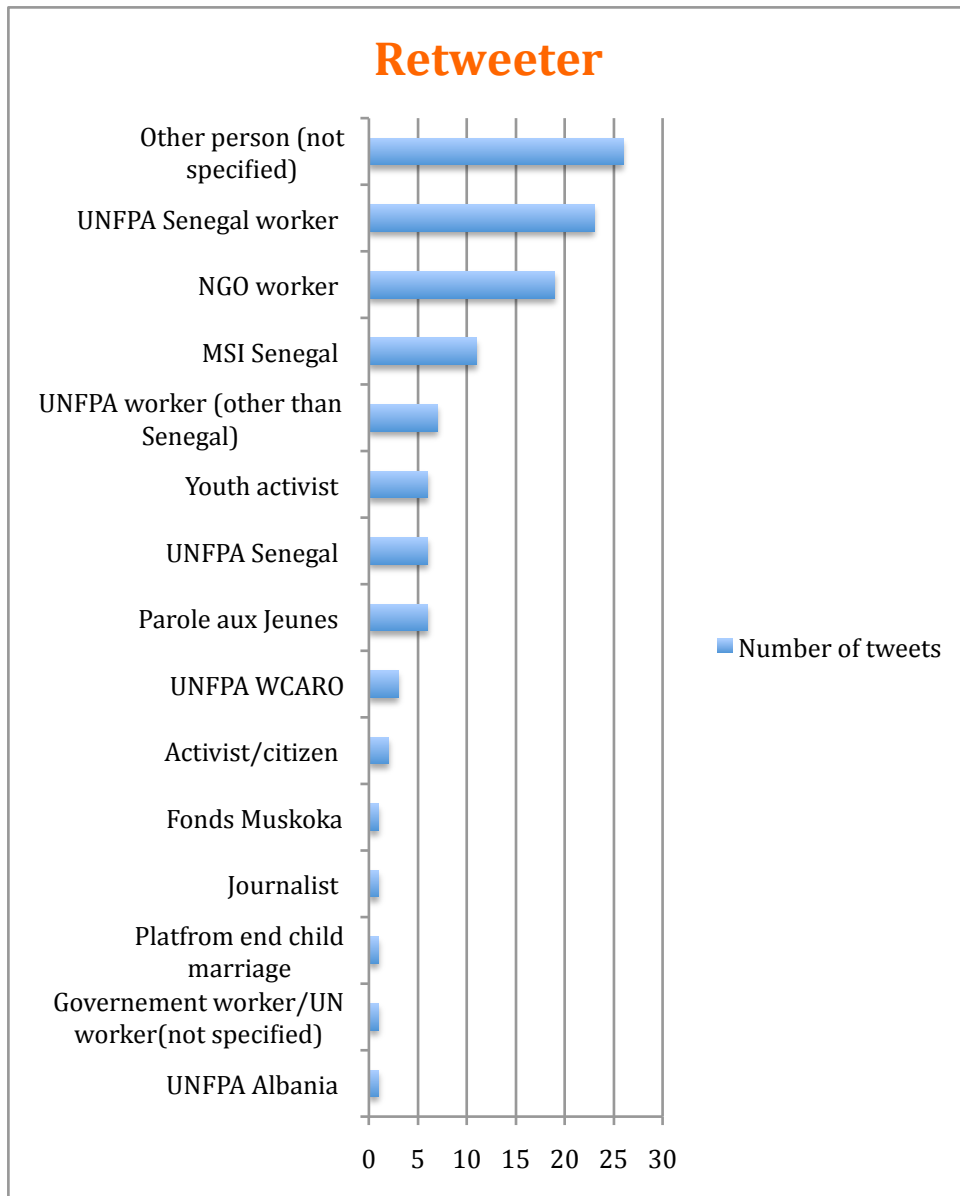


UNFPA Senegal created most tweets (17) and Parole aux Jeunes second most (11). Most active retweeters were UNFPA Senegal workers (64), NGO workers (51) and Other person (no specification) (49).

3.3.6 #FagaruJotna from September 5 to October 4 2015

This period of data collection was rather peculiar as the tweets stopped on the 23th of September and restarted again only on the 5th of October. This happened regardless of the Twitter account or computer that was used to collect the data. 17 tweets filled the criteria of 4 retweets or more. The data was collected on the 11th of December 2015.





The Summer Tour campaign with Marie Stopes International continued and the tweets concerning the activities of the campaign attracted retweeters. Most tweeted themes were Summer Tour visits to Thies and Voile D’Or.

The most retweeted tweet concerned the fertility rate in Senegal and was created by UNFPA Senegal (15 retweets). This tweet fell into the “Info on Senegal” category:



Parole aux Jeunes and UNFPA Senegal created both 7 tweets. Most active retweeters were Other person (not specified) (26), UNFPA Senegal workers (23) NGO workers (19).





3.3 Facebook

Facebook is the most popular social medium in Senegal and especially youth utilize Facebook heavily. This chapter will present the general remarks on the results of the search done on three different Facebook accounts using the hashtag #FagaruJotna.

3.3.1 UNFPA Senegal account

When the search was done with UNFPA Senegal Facebook account, for some reason most of the appearing posts were done by Parole aux Jeunes¹¹. Nonetheless, the following remarks are done on the posts of UNFPA Senegal, as the posts done by Parole aux Jeunes are handled in the following chapter.

General remarks:

- UNFPA Senegal posts including #FagaruJotna concentrate a lot on activities of the office or its partners
- Likes are given by young people as well as people/organizations working within the same domain as UNFPA
- The posts that have received most likes include good quality photos with clear messages
 - Photos that vary (include different situations, persons, compositions), are clear (good quality) and show some kind of an action

¹¹ Facebook usually shows the posts done by the account that has launched the search, as explained in chapter 2.

- Photos of meetings where people sit around a table do not usually gain many likes
- There are much fewer comments on UNFPA Senegal Facebook page than on Parole aux Jeunes page
 - UNFPA Senegal page is more official and for that reason does not probably attract people to share their comments
 - The rare comments concentrate on reasserting the messages shared by UNFPA Senegal



3.3.1 Parole aux Jeunes account

When using the Parole aux Jeunes Facebook account, posts seem to have more likes from young people when compared to the two other accounts utilized in this study. This is natural, as the goal of the association is to give youth an opportunity to express themselves.

The themes that seem to interest the youth are:

- Teen pregnancies
 - Posts handling this theme seem to get most likes
- Information on events (such as Summer Tour) gain many likes
- Comprehensive sexuality education
 - Commentators ask for better education
- Provision of condoms
 - Some commentators do not find this appropriate
 - Some refer to religion
 - For example, one commentator says using a condom is bad because God prohibits it
- Female genital mutilation
 - This practice is clearly condemned by all commentators

Senegalese youth seem rather reluctant to share their views on issues relating to sexual and reproductive health. In the Parole aux Jeunes group of Congo, which was also observed on a surface level, youth seem much more eager to speak about sensitive issues. The reluctance to discuss sexual and reproductive health issues on Facebook stems probably at least to some degree from the Senegalese general quest for harmony, which in this case leads to not tackling controversial issues in fear of conflicts.

3.3.2 Maikki Haapasalo account (personal account)

The public posts accessed through the account of Maria Haapasalo included especially posts from Parole aux Jeunes, UNFPA Senegal and MSI Senegal, as these Facebook pages were all “liked” by the owner of the account.

The themes that aroused discussion were:

- The success of the #FagaruJotna campaign.
 - Many congratulate on a fresh initiative
- Pregnancies at schools have to stop – “Open your books and close your legs” (Parole aux Jeunes)
 - Senegalese Facebook users seem appalled about the fact that teenage pregnancies are so common in Senegal
 - Commentators feel that students should concentrate on their future rather than having sex
 - Nevertheless, no one suggested any concrete measures to tackle this problem
 - The message “Close your legs and open your books” is directed to girls, and girls are also expected to carry the responsibility of pregnancy
 - Feelings of superiority from the part of the commentators can be detected

- Women also put the blame on girls
- A women commentator writes that virginity is the best gift a woman can give to her husband

The themes of #FagaruJotna seem to follow those of Twitter. Photos that are of good quality and contain a clear and short message tend to obtain most likes.

4. Conclusions

This study has concentrated on analyzing the use of the hashtags #FagaruJotna and #Fagaru Jotna on Twitter. The following chapter will bring together the findings of the semi-qualitative research, in relation to the objectives of the campaign #FagaruJotna. Altogether 196 most popular tweets and 1182 retweets have been analyzed to distinguish the most prominent themes, tweeters and retweeters.

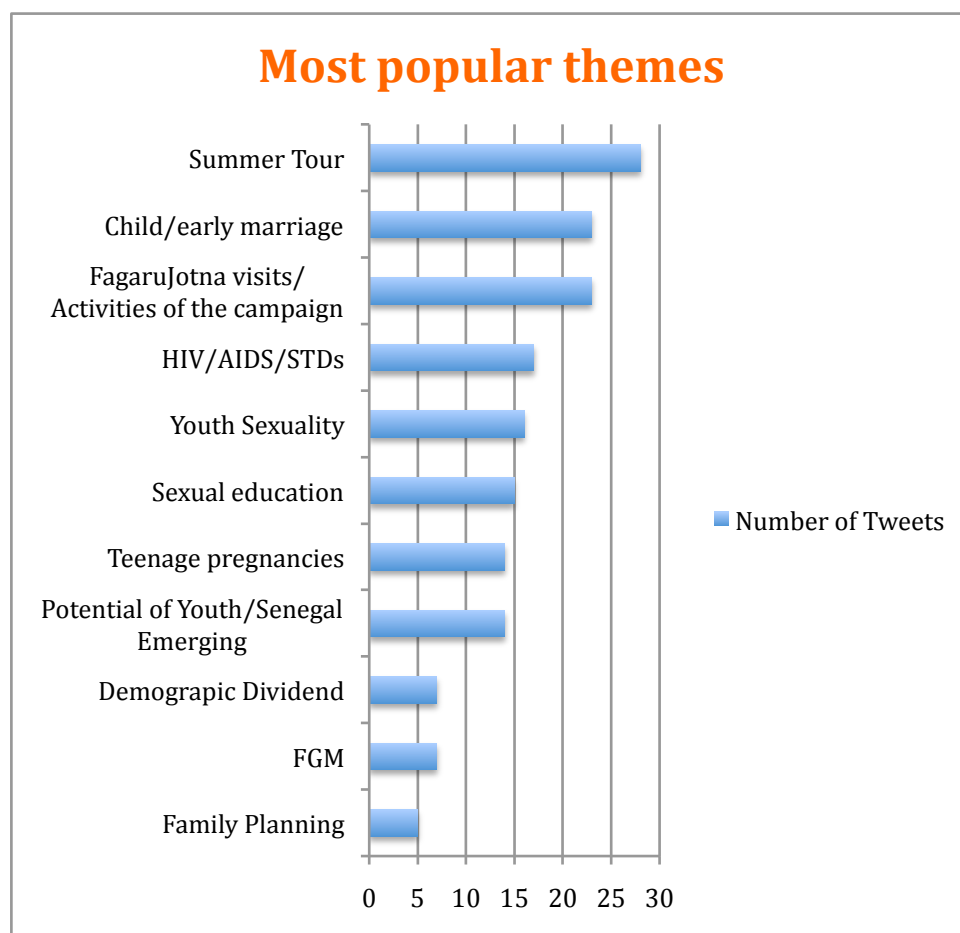
4.1 Twitter

Folowthehashtag data shows that altogether 3196 have been created using the hashtag #FagaruJotna. This information suffices to show that the goal of the campaign, 5000 tweets/posts, has been obtained, as the number of tweets collected by Followthehashtag does neither include any tweets using the hashtag #Fagaru nor any Facebook posts. In addition, Facebook posts using the hashtags are likely to be more numerous than the tweets, as the Senegalese are in general much more active on Facebook than on Twitter (Southwood 2014).

The tweets and retweets analyzed in the semi-qualitative study represent less than one third of all the tweets that can be linked to the campaign, taking into consideration that tweets with #Fagaru are not included in the 3196 tweets. As this study is not based on a data sample, one cannot make grand generalizations on the overall usage of the hashtag. Ultimately, the aim of the study was to inspect the most popular tweets in order to find out which themes have attracted most retweets and who are the most popular tweeters of the hashtag. This approach was applied especially because the tweets with most retweets offer more information on the audiences (retweeters) than tweets with no or very few retweets.

4.1.1 Themes

The most prominent general themes brought up by the hashtags #FagaruJotna and #Fagaru were:

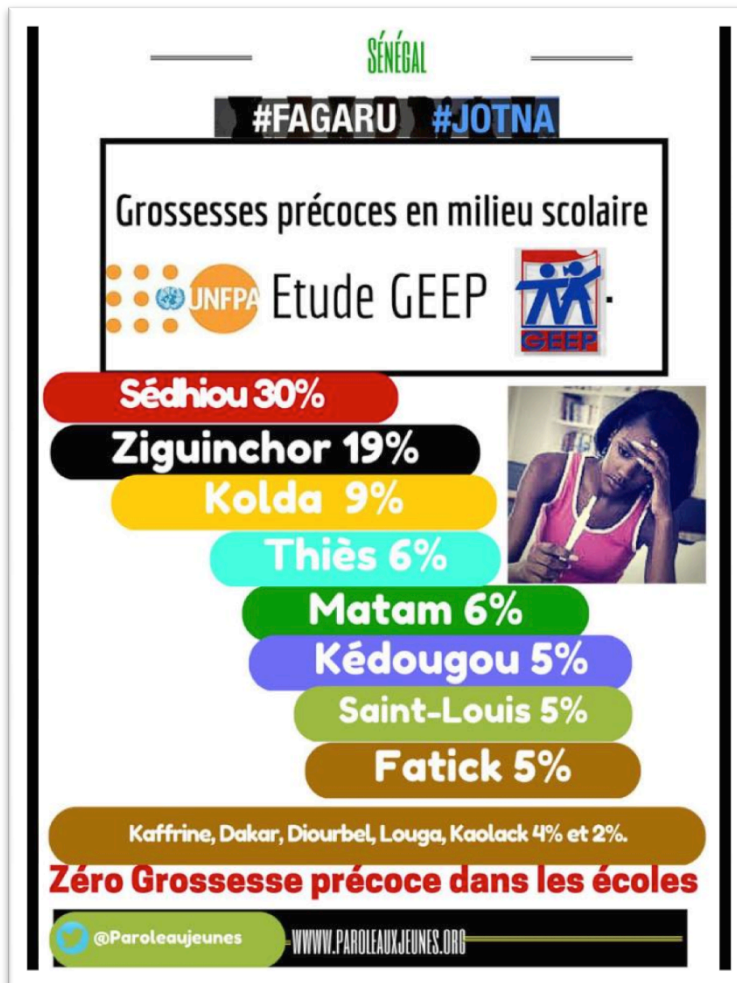


As can be seen in the above table, the joint project of UNFPA and Marie Stopes International, Summer Tour, was the most tweeted single theme of this study. This theme consisted of describing the activities of the campaign, advertising future Summer Tour venues and presenting the results of the campaign.

One of the main objectives of the campaign was to enhance dialogue on questions relating to sexual and reproductive health in order to raise awareness on maternal mortality, family planning, comprehensive sexuality education, female genital mutilation, child marriages, demographic dividend and gender based violence. As can be seen in the table, the most tweeted themes follow quite closely the aforementioned objectives of the campaign. It is thus safe to say that the most popular tweets including the hashtags #FagaruJotna or #Fagaru Jotna have succeeded in raising awareness on issues relating to sexual and reproductive health.

In general, the tweets that included photos of good quality attracted decidedly more retweets than tweets with no photos. At least 80% of the tweets that had obtained more than 4 retweets included photos or videos. Photos combined with slogans and other clear and compact information usually attained multiple retweets.





As this study concentrated on distinguishing the main themes, tweeters and retweeters, the style of the tweets was not under special inspection. What one can nonetheless say about the strategies to address different audiences, basing on general remarks done during the data collection, is that the use of slogans was common. These included for example “Say no to Child Marriage” and “Harvesting the Demographic Dividend”. As the space for tweets is very limited, the use of slogans is a practical technique to gain visibility.

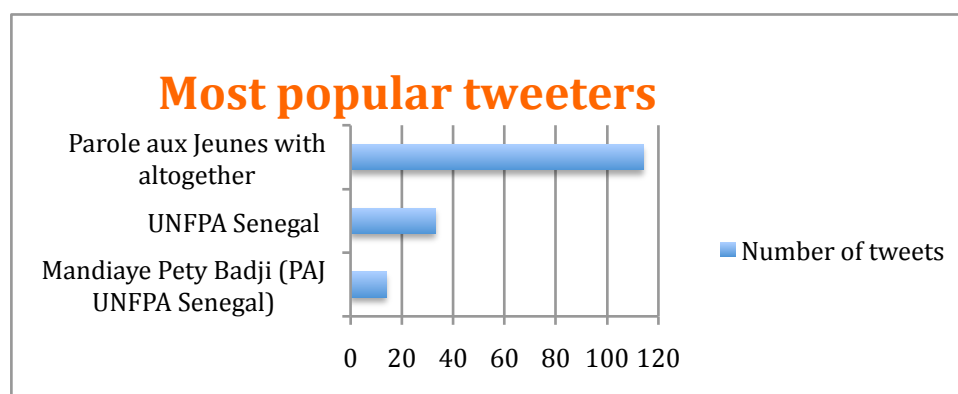
The themes using #FagaruJotna and #Fagaru handled rather consistently relative issues concerning the objectives of the campaign. Dynamic photos and slogans were used to attract the target group – the youth. Parole aux Jeunes, the main partner of UNFPA in the #FagaruJotna campaign, had earlier on launched the exclamation Djo!, which is used to address those who take care of their sexual and reproductive health – those who *Fagaru Jotna*. The users of the hashtag #FagaruJotna often included the word Djo! in their tweets. This exclamation is noticeably catchy among the youth and seemingly adds to the “coolness” of the tweet.

The most eye-catching shortage regarding the objectives of the campaign #FagaruJotna is that the hashtags do not directly offer youth information on

sexual and reproductive health, or indicate relative web sites. As the level of knowledge on sexual and reproductive health is very low among the Senegalese youth, these kinds of campaigns should more strongly indicate young people where to find information considering their health. This shortcoming will be addressed in chapter 5.

4.1.2 Tweepers

The most active creator of tweets in this study was distinctly Parole aux Jeunes with altogether 114 tweets that had more than 4 retweets. Second most active was UNFPA Senegal with 33 tweets and third was UNFPA communications consultant and the founder of Parole aux Jeunes Mandiaye Pety Badji with 14 tweets.



It is noticeable that from altogether 196 tweets that were observed for the study, 161 were created by these three users. The three tweeters managed to create multiple tweets that obtained 4 or more retweets, and they can thus be considered as the most popular tweeters of the hashtags #Fagaru and #FagaruJotna.

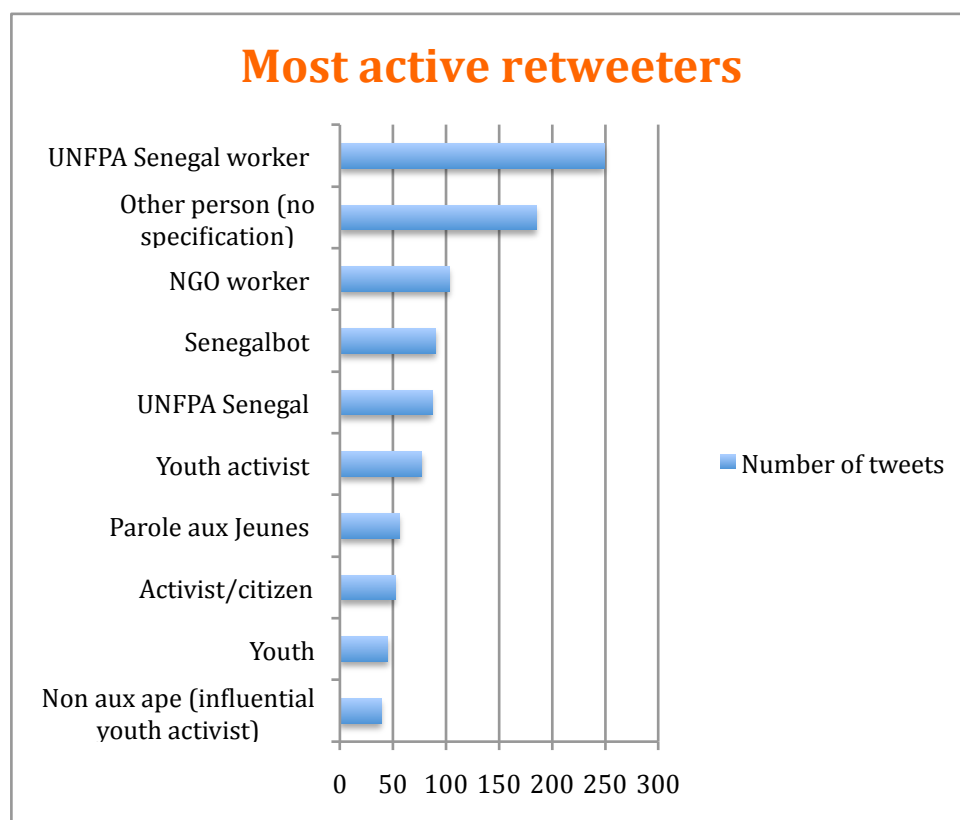
The popularity of the tweets of Parole aux Jeunes is explained by the fact that the association is one of the most visible advocators of youth sexual and reproductive rights on social media in Senegal, and it has almost 1500 followers on Twitter¹². Youth form the most part of its followers¹³, which means that the tweets containing the hashtags #FagaruJotna or #Fagaru Jotna have been distributed to the target audience to a large degree through the account of Parole aux Jeunes.

¹² This information on Parole aux Jeunes is from mid January 2016.

¹³ Information given by the founder of PAJ, Mandiaye Pety Badji.

4.1.3 Retweets

The following table presents the most active retweeters in this study:



UNFPA Senegal workers were the most active retweeters of the tweets inspected for this study. As explained before, the “Other person” category included Twitter users that, according to their profile, were just private persons, not mentioning any specific work positions or causes. The category consists especially of a few loyal retweeters of the most popular tweeters presented in the previous chapter.

It is worth noticing that the retweeters presented in the table have created altogether 1060 retweets out of the 1182 total retweets inspected for this study. The categories presented in the above table thus represent 90% of the retweeters of this study.

The study reveals that the youth are not the most active retweeters of the hashtags. When grouping the three “youth groups” of this study together (Youth, Youth activists¹⁴ and Non aux ape [influential youth activist]) we see that “the youth” have produced 14% of all the retweets. Nevertheless, this does not necessarily mean that young people are not interested in the information shared via the hashtags, as retweeting is not equivalent to being interested. As noted before, Senegalese youth seem reluctant to share information or comment on

¹⁴ Youth activist category includes young retweeters, who advocate youth reproductive health or other social causes in their Twitter profile.

sensitive issues, such as sexual and reproductive health, in fear of shaming themselves (See Dieng et al. 2014). This tendency is probably one of the main reasons behind the rather low number of young retweeters.

5. Suggestions and Recommendations for the Future

Basing on the findings of this study, as well as previous research, some concrete suggestions and recommendations can be given in view of future campaigns targeted to youth on social media in the Senegalese context:

- A single hashtag need to be selected and applied since the beginning of the campaign
 - This will facilitate the adaptation of the hashtag by different users
 - This will also facilitate the evaluation of the impact of the hashtag and the campaign

- A data collection tool for the hashtag should be placed since the beginning of the campaign/for the time of data collection to get accurate information on the usage of the hashtag
 - For example, Harris et al. (2014) used NodeXL plugin to collect all tweets during the time of data collection
 - Historical data tools, such as Followthehashtag that was used for this study, can only create quantitative data.
 - Due to the fluctuating nature of internet data, accessing every tweet retrospectively is an impossible task

- Using hashtags on Facebook posts should be reconsidered
 - A much referred study shows that using hashtags on facebook can actually reduce the visibility and impact of posts (Edgerank Checker, 2013)
 - Hashtags have been adopted on Facebook only since 2013 and are especially difficult to study retrospectively as there seems to be no historical data collection tool for hashtags on Facebook

- A website that covers different aspects of SRH should be provided for the Senegalese youth
 - Dieng et al. (2014) note that youth find internet a suitable medium to search for information on SRH as it allows youth to stay anonymous with their questions that are often regarded as embarrassing and shameful

- Senegalese youth search health related information on the internet but they are perplexed by the amount of different information (Dieng et al. 2014)
- The page should be clearly organized according to relative themes (STDs, preservatives, menstruation etc.) with a clear and attiring visual image
- It should include an application/map where a young person can find the service provider closest to him/her (Centre Conseil Adolescent, MSI)
- The page should include a question–response section, where youth could ask their questions anonymously from an expert
 - Or alternatively a private messaging system
 - Frequently asked questions –section should be provided so that youth could easily access the information that is most often unclear
- A number to a green line should be provided and well advertised on the site
- Another option would be to launch a smartphone application for youth SRH, as most Senegalese youth access the internet via telephone
- For the future campaigns, to have more impact especially on the youth, the utilization of the hashtag should be linked to the web page where information is provided
 - The impact of the campaign would also be easier to evaluate as the number of visitors of the web page would be a clear proof of impact
- As many of the Senegalese youth are still illiterate, and considerably less than a half has access to internet, all services cannot base on written information
 - Green line where youth can call should be launched
 - Comic strips could be an innovative way to attire youth
 - Sensitive issues are sometimes easier to handle with a hint of humor
- Messages should be directed to boys
 - The negative consequences of having sex as a teenager are most often considered as girls’ fault and they are the ones to handle the consequences
 - A campaign empowering boys to take more responsibility could start a slow change in the way how girls are often accused in the Senegalese society
- Different audiences on Twitter and Facebook → different messages
 - Twitter is more a “professional” medium and efficient in doing advocacy work in view of the more “administrative” level of the

Senegalese society, whereas Facebook attracts especially youth and is more “personal”

- The stakeholders should participate more actively in the conversation by opening up the problematic of youth sexual and reproductive health
 - The campaign should open up the sensitive issues (such as religion and SRH) and moderate the discussion so that it stays fruitful

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