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facebook

The Egyptian  acebook (R)evolution

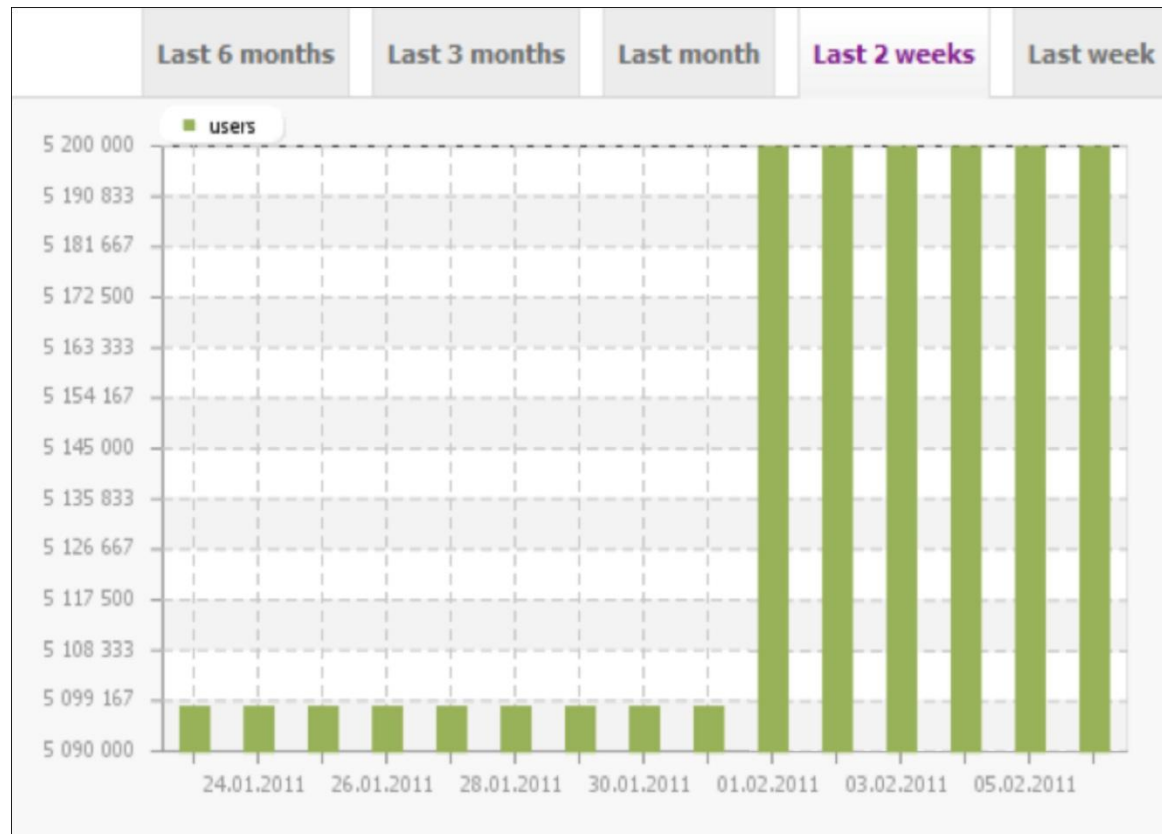
# Egypt - 632,120 new users in Jan-Feb



In the period between Jan-Feb Facebook new users in Egypt increased 12.16%



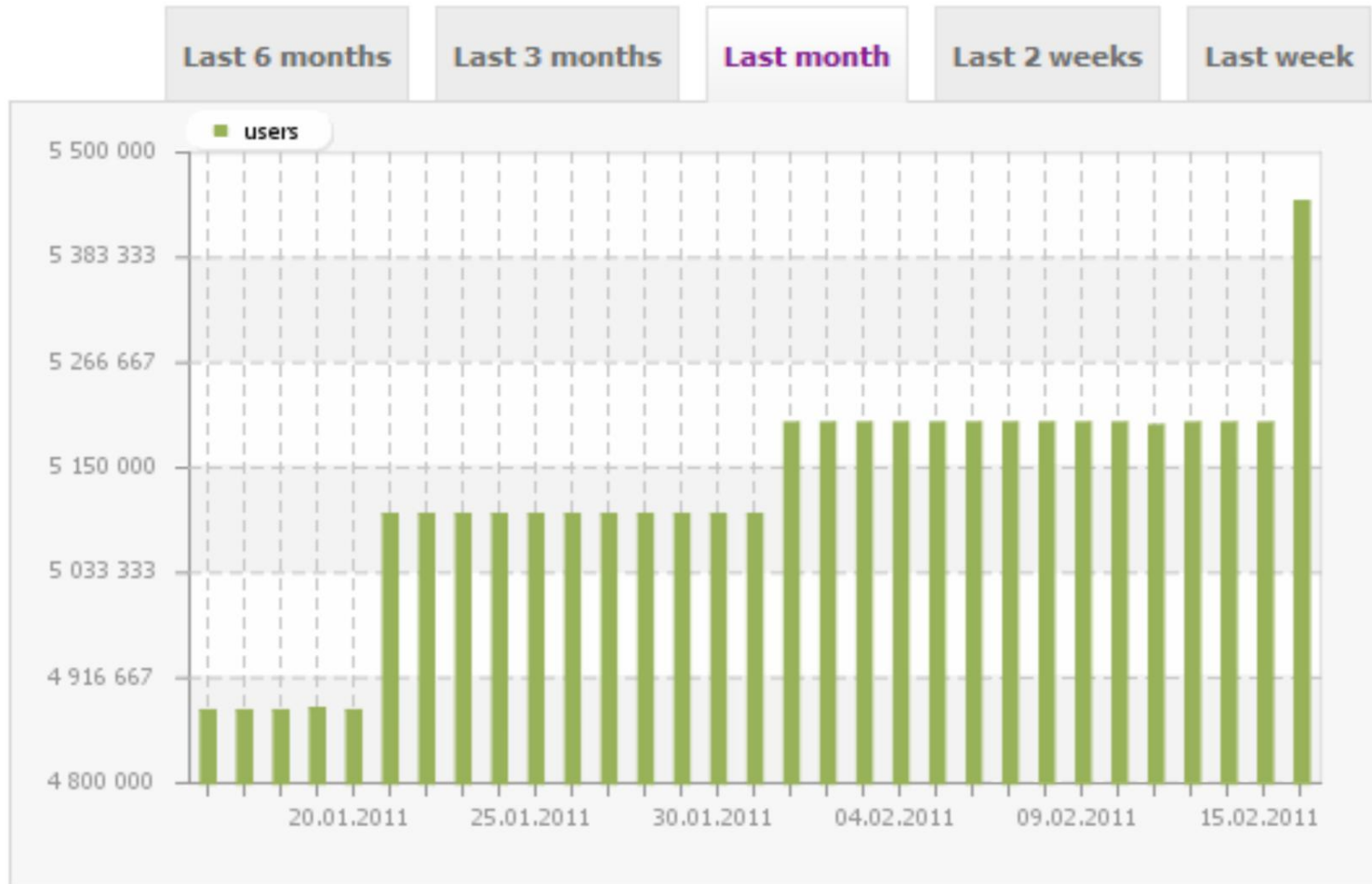
# Day of (internet) Resurrection - Egypt



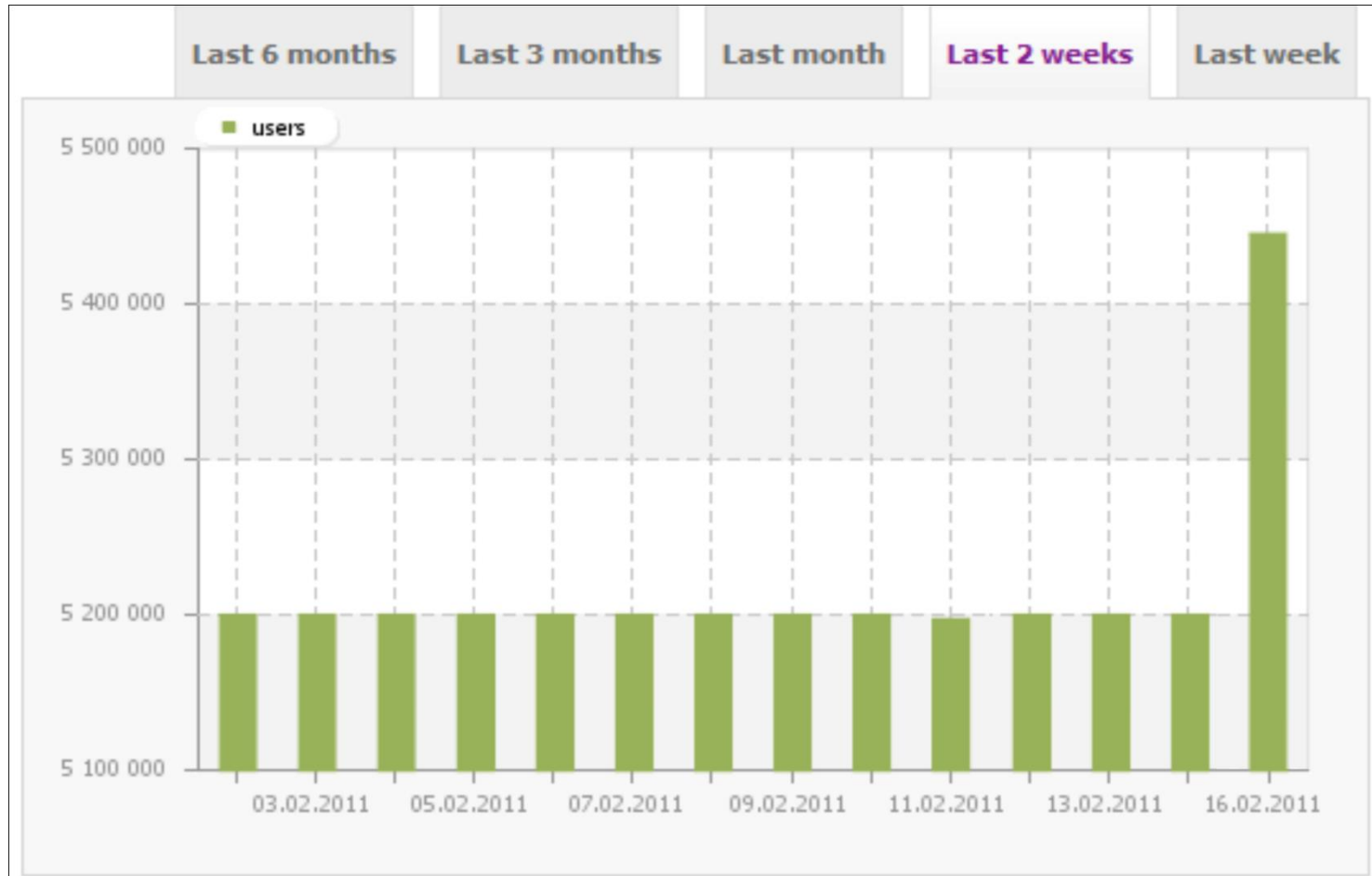
**100,000 new Facebook users on 1<sup>st</sup> of Feb in ONE day**



# Growth rates 20 Jan - 16 Feb



# Growth rates 3 Feb - 16 Feb



# Ahead of the Curve

January - February 2011:

List of countries in Africa on Facebook

Penetration of Whole Pop.

#	Country	Users	Growth		Pen.
1.	<a href="#">Egypt</a>	5 199 780	+632 120	+12.16% ↑	6.46%
2.	<a href="#">South Africa</a>	3 465 460	+42 020	+1.21% ↑	7.06%
3.	<a href="#">Nigeria</a>	2 844 940	+673 460	+23.67% ↑	1.87%
4.	<a href="#">Morocco</a>	2 780 140	+300 700	+10.82% ↑	8.79%
5.	<a href="#">Tunisia</a>	2 068 320	+262 780	+12.71% ↑	19.53%
6.	<a href="#">Algeria</a>	1 510 000	+96 740	+6.41% ↑	4.37%
7.	<a href="#">Kenya</a>	1 015 100	+18 920	+1.86% ↑	2.53%
8.	<a href="#">Ghana</a>	847 700	+103 620	+12.22% ↑	3.48%
9.	<a href="#">Senegal</a>	423 560	+62 520	+14.76% ↑	3.01%
10.	<a href="#">Cameroon</a>	305 620	+54 740	+17.91% ↑	1.58%

Egypt is leading Africa in the number of users on Facebook, and has increased



**CAUSE + Facebook = CHANGE**



# Brand Stance + Facebook = Brand Loyalty

How Facebook helped lead to change:

1. Socialize, publicize, and mobilize
2. Real time updates
3. Easy to spread
4. Reliability (by the people, for the people)
5. Peer-to-peer/recommendation and opinion shifting
6. Use of multimedia



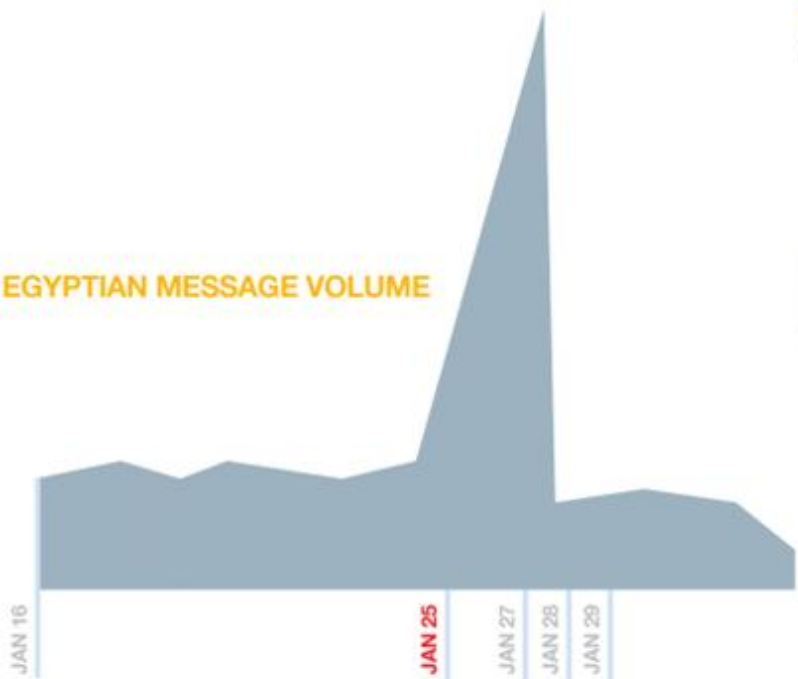
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The Egyptian Twitter Revolution

# Twitter usage explosion - Egypt

### EGYPTIAN MESSAGE VOLUME



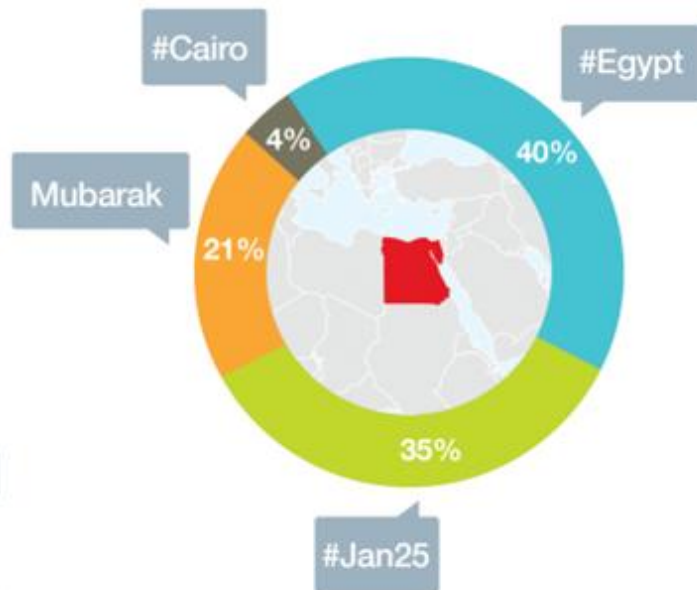
Jan 25: Twitter blocked in the afternoon as demonstrations gain momentum. Curfews are broken by protesters.

Jan 27: Facebook also blocked. Egyptians find alternate access through tools like HootSuite and remote proxy servers.

Jan 28: Protests escalate. Egyptian government cuts off access to the 4 main Internet providers. Nevertheless, some messages still get through.

Jan 29: The outside world helps organize resources for Egyptians to get their messages out via landlines, satellite, ad hoc ISPs and @peeps4twitter.

### TRENDING HASHTAG VOLUME Worldwide



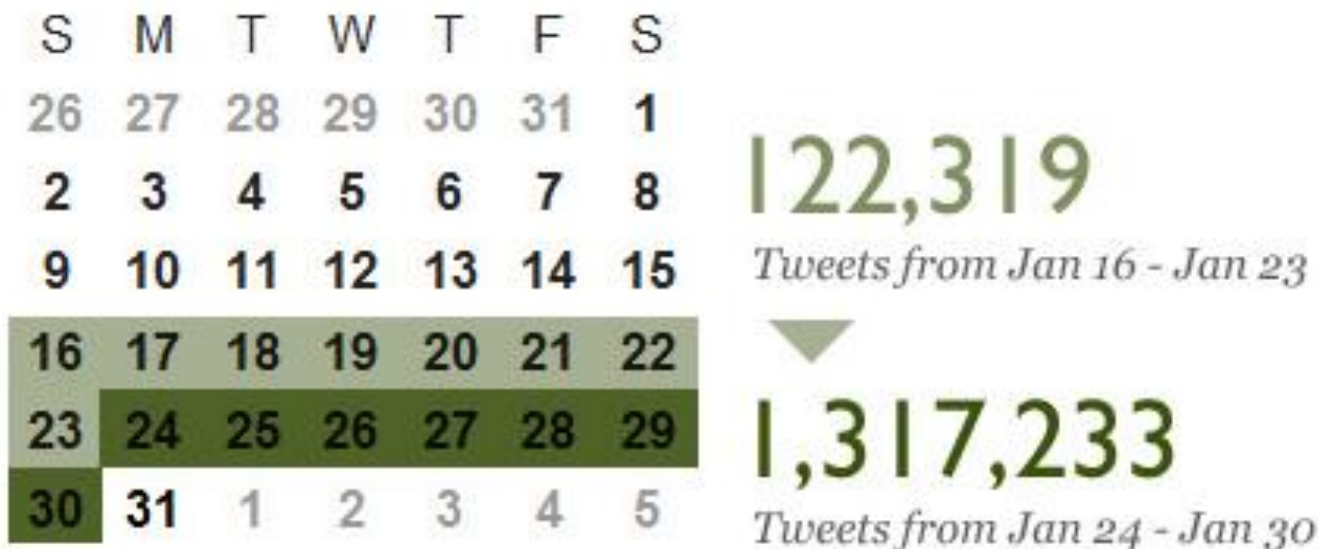
### EGYPTIAN User Registration



10 x increase in number of Twitter accounts in Egypt



## Rise of crisis related tweets



**After the demonstrations in Egypt; Tweets increased at least 10 folds**

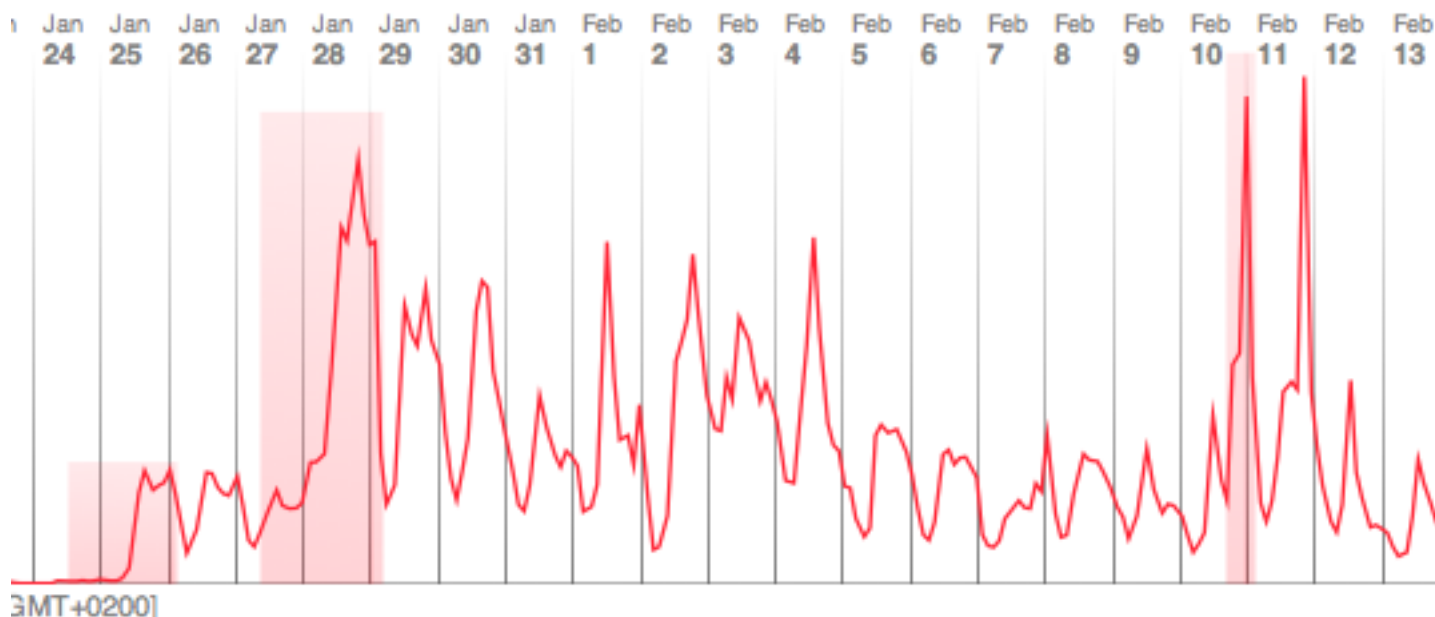
# Twitter trends- Egypt

The Post Revolution Topics still trending

## Weekly Top Al Qahirah Tags

- #jan25
- #egypt
- #tahrir
- #mubarak

Example of the use of the #Jan25 Hashtag over the last 3 weeks



## Age Groups of People using Twitter most

### Arab World

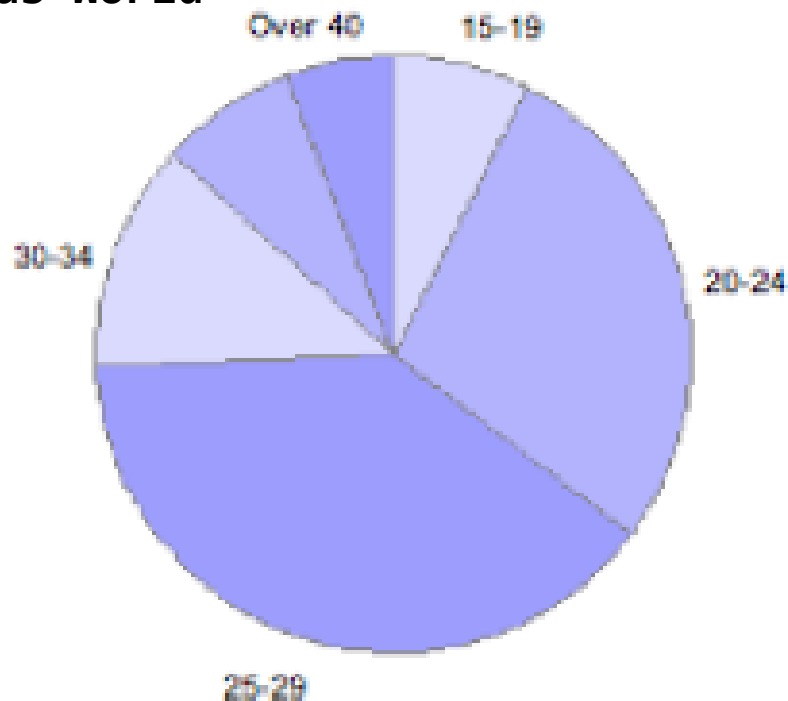
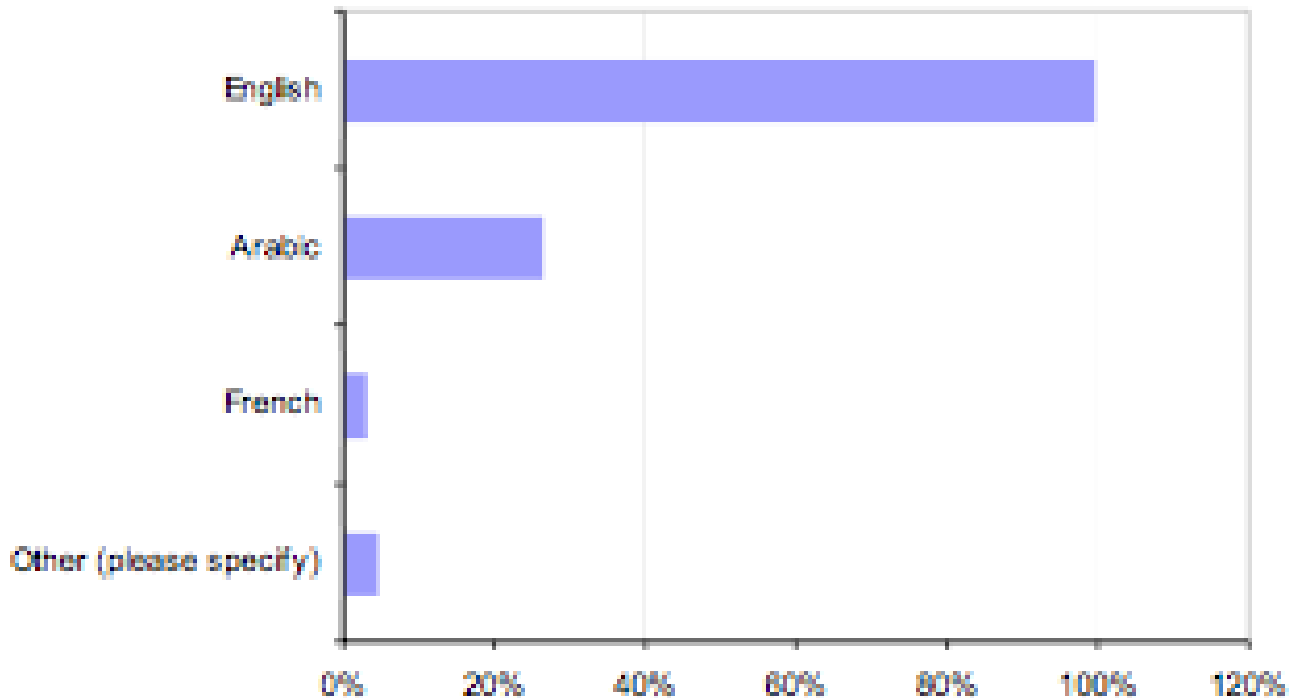


Chart 4 - Arab world excluding UAE

The age group from 25-29 is the largest age group on Twitter followed by ages 20-25 in the Arab world

# Languages used in Twitter

## Arab World



English is the most used language in Twitter in the Arab world, followed by Arabic



## Arab World

### PEOPLE'S PERCEPTIONS OF BRANDS CAN BE CHANGED BY TWITTER



Chart 19 - Have you ever formed a more positive perception of a brand or company as a result of using Twitter?

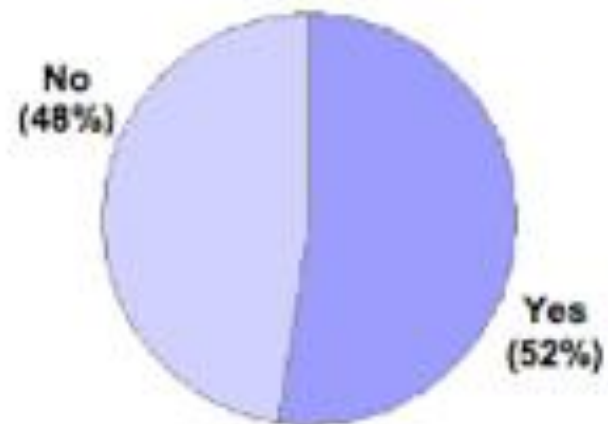


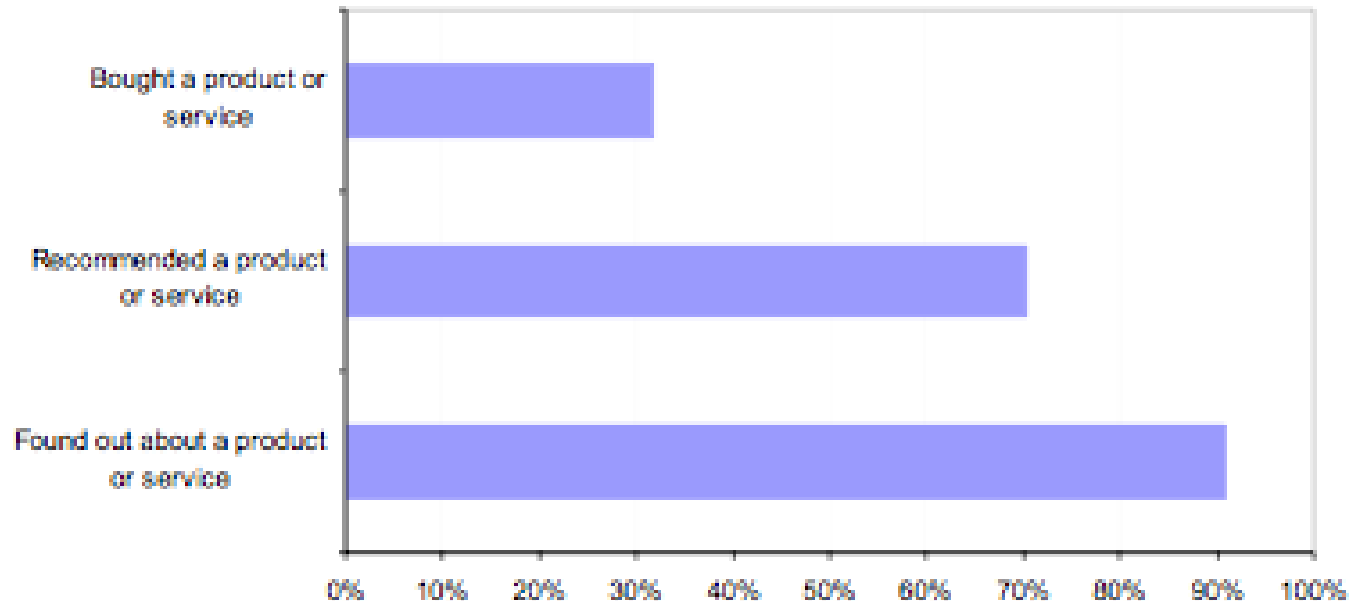
Chart 20 - Have you ever formed a more negative perception of a brand or company as a result of using Twitter?

Consumers perception of a brand is effected by its presence on Twitter



## Arab World

**32% HAVE PURCHASED A PRODUCT OR SERVICE DUE TO TWITTER**



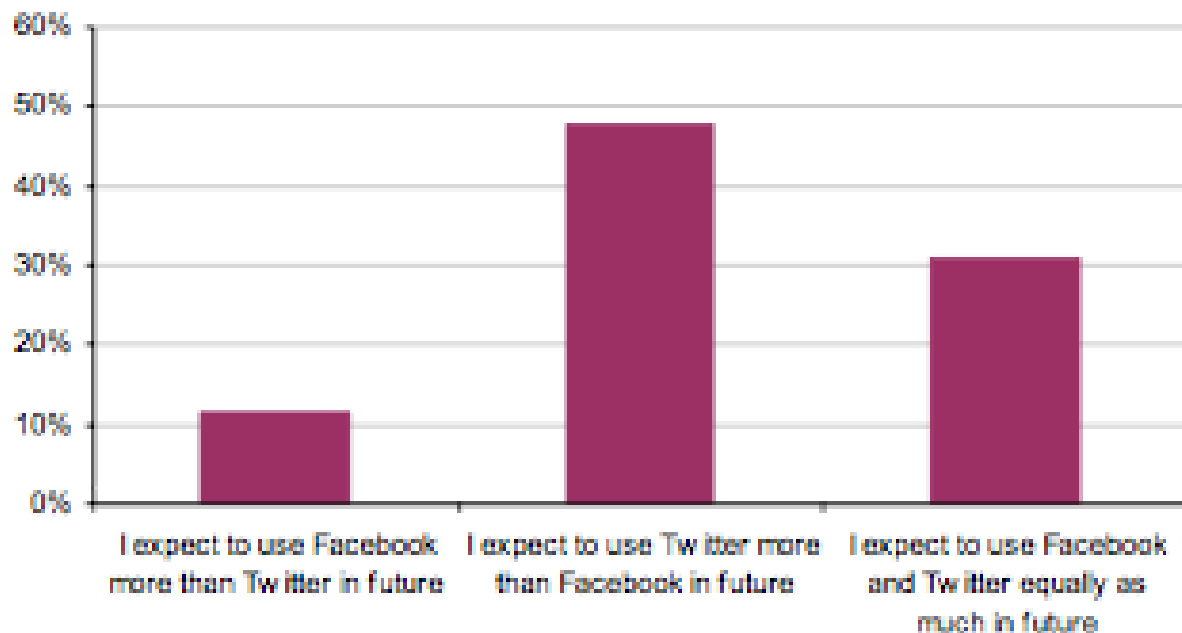
**Twitter's Effect on product purchase; Twitter has an effect on businesses**

**Peer-to-peer recommendation: Testimonials by users also have a big effect on people buying products**



## Arab World

### 48% OF FACEBOOK USERS EXPECT TO USE TWITTER MORE IN FUTURE



An increasing number of internet users are starting to shift towards using Twitter more in the future



# Some...Uses of Twitter

- Quick answers: If someone wants to ask any question, Tweet about it and someone should always answer
- Socialize, publicize, mobilize
- Breaking news: quick sharing and spreading of news
- Support your favorite team, store, celebrity
- Link with on ground real life activities
- Communicate job opportunities



# why as a brand use Twitter now?

- Twitter has shown its popularity in the Egyptian society, and getting to know more about it
- Great for linkage with on-ground activations
- Peer-to-peer recommendation / Opinion shifting
- Informal communication with customers
- More personal than any other media and direct response is the key
- Brands must NOW identify their stance in the current situation - and communicate it through Social Media



# Citizen Journalism

Twitter has turned the average person into a critic. Now people without a background in journalism have a platform to express their opinions about brands/products.

Brands need to participate in the ongoing conversation, and have a say in what is being said.

You can have the power to join with the fans in confirming or denying news about your brand.

Upload pictures and videos related to the brand

A brand can leverage online 'influencers' to make testimonials



# The Time has Come for Social Media

Every brand needs to identify a **stance**

**Voices are now being heard... Speak up through  
social media!**



building a digital republic..