

# **African Finance Ministries, Social Media and Public Financial Management**





# Hello!

*We are David Fellows  
and **John Leonardo***

You can contact us at [team@pfmconnect.com](mailto:team@pfmconnect.com)

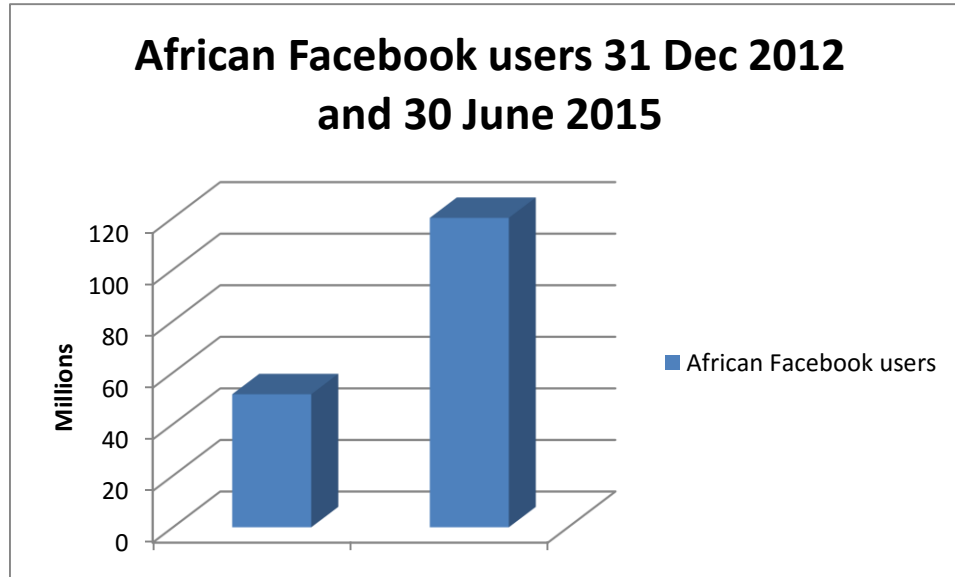


---

**African social media  
usage is rocketing ahead**



# Facebook usage in Africa doubled in 2.5 years to 30 June 2015





## **Facebook's African growth to continue**

**Facebook is planning to increase its presence in Africa**



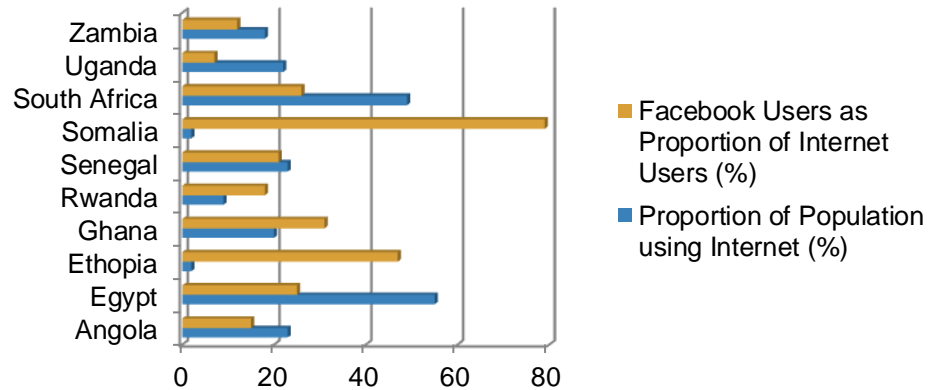
*“The AMOS-6 satellite ..will launch in 2016 (and)..cover large parts of West, East and Southern Africa”:* Mark Zuckerberg 6 October 2015.

“



# Facebook penetration: Finance ministries active on Facebook (N.B. Liberia data unavailable)

## Facebook penetration 31 Dec 2012





# Finance ministry website traffic statistics are currently very low

(N.B. Liberia, Somalia and Zambia data unavailable)

Country	Estimated Annual Visits (Sept 2015) to Population (2014 Est.)
Angola	0.0041%
Egypt	0.0010%
Ethiopia	0.0000%
Ghana	0.0005%
Rwanda	0.0034%
Senegal	0.0007%
South Africa	0.0035%
Uganda	0.0003%

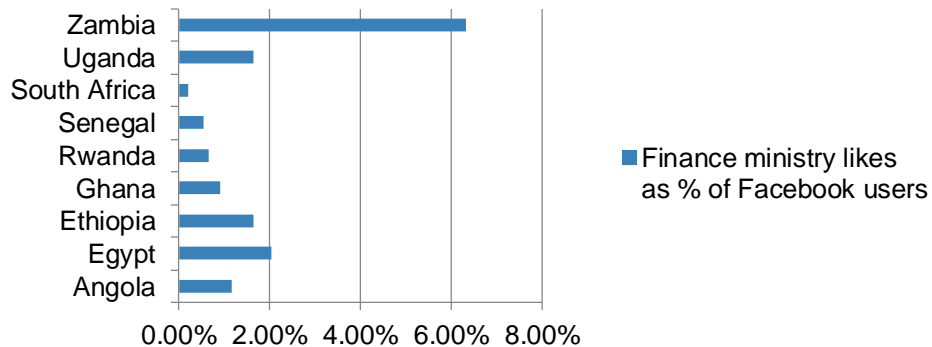




# Finance ministries Facebook likes

(N.B. Data unavailable for Liberia and Somalia)

## Finance ministry likes (Sept 2015) as % of Facebook users (Dec 2012)





## **Twitter use is relatively limited**

- ◎ Finance ministries in Egypt, Rwanda, Senegal and South Africa are active on Twitter
- ◎ Ghana's Minister of Finance is also active in a personal capacity



## **Facebook currently generates limited traffic to finance ministry websites**

- ⦿ Egypt was the only country of the eleven surveyed where social media generated any meaningful volume of visits to its finance ministry website (11%).
- ⦿ Elsewhere the proportion was generally negligible



## What topics frequently feature in finance ministries' Facebook postings?

### Ministerial speeches

Text from ministerial speeches is often included in Facebook postings.

### Budgets

Ministries regularly provide details of budget spending proposals.



## Topics addressed in some finance ministry Facebook postings

### Angola

- Impact of falling oil prices on economic management
- PFM reform intentions

### Egypt

- Training courses
- Video clips on a range of topics

### Liberia

- Open Budget Initiative
- Corruption and tax fraud prosecutions

### South Africa

- Requests for ideas for inclusion in forthcoming budget

### Uganda

- Corruption and tax fraud prosecutions

### Zambia

- Corruption and tax fraud prosecutions
- PFM reform intentions



## **What finance ministries are rarely discussing**

- ⦿ **Service delivery commitments and standards**
- ⦿ **Budget management initiatives**
- ⦿ **Procurement process development**
- ⦿ **Anti-corruption activities**
- ⦿ **Audit findings**



## **Challenges facing finance ministries in their Facebook activity**

- ⦿ **Governments' sensitivity to public criticism**
- ⦿ **Low level of public participation**

**Conclusion: African finance ministries' Facebook experience is at an early stage**







## **Potential collaborators in finance ministries' future social media activities**

- ⦿ **Development partners**
- ⦿ **Private sector investors**



# Thanks!

## *We are PFMConnect*

You can find us at <http://www.pfmconnect.com>,  
<http://blog-pfmconnect.com> &  
<https://www.facebook.com/Improvingpublicfinancialmanagement/>