

SOUTH AFRICA'S HIGH RISK SOCIAL & DIGITAL MEDIA LANDSCAPE



FAROSIAN

In 2018, Microsoft ranked South Africa one of the least civil online communities in the world. The perpetual nature of the social media landscape effectively guarantees a climate of risk.



FAROSIAN has assessed and evaluated over 70 000 000 pieces of social and digital content, 23.6% of the assessed content is identified as high risk. The nature of the high risk content and its prevalence has been scoped provincially within this document.

The following report was created using data captured in the FAROSIAN Social & Digital Media Screening reports. We will be showing our findings below, these include:

- The overall nature of South African high risk content
- The prevalence of the high risk content per province
- The percentage of the high risk content per platform

Data by FAROSIAN:

- Province - where the individual is located
- Nature of content:
(*included and not limited to)
 - Racism
 - Sexism
 - Homophobia
 - Drug use
 - Drug distribution
 - Defamation
 - Illicit Activities
 - Unprofessional language
 - Unprofessional content
- Comparison between the nature of content provincially vs nationally

Duration of the data collection: 01/03/2015 to 31/01/2020

Definitions:

High Risk Content:

Any content (written text/videos/images) posted or shared on any social or digital media platform, that violates an individual's basic human rights, promotes violence or hate speech, does not comply with the Constitution of South Africa, the new Hate Speech Bill, the Film & Publications Act and it's subsequent amendments.

Unprofessional Content:

Includes and is not limited to; nudity, images containing illicit sexual acts, images containing strong language, depictions of intoxication, uncensored, unlawful behaviour, and confidential personal or client information.

Unprofessional Language:

Includes and is not limited to; uncensored strong and illicit language (profanity, explicit, discriminatory language).

Defamation:

Includes and is not limited to; the malicious or neglectful use of false, slanderous or libel resulting in damages to the reputation and/or good name of a juristic person.

Illicit Activities:

Includes but is not limited to a crime or offence that violates the law of the country and the UN global concepts.

SOUTH AFRICA



Facebook has the highest percentage of high risk content on social media platforms in South Africa, followed by Twitter and then Google. Unprofessional content is the most common form of high risk content, unprofessional language second and racism third.

Facebook has the most common occurrences of; racism, sexism, homophobia, illegal activities, unprofessional language and unprofessional content.

Twitter has the highest count of drug distribution and defamation.

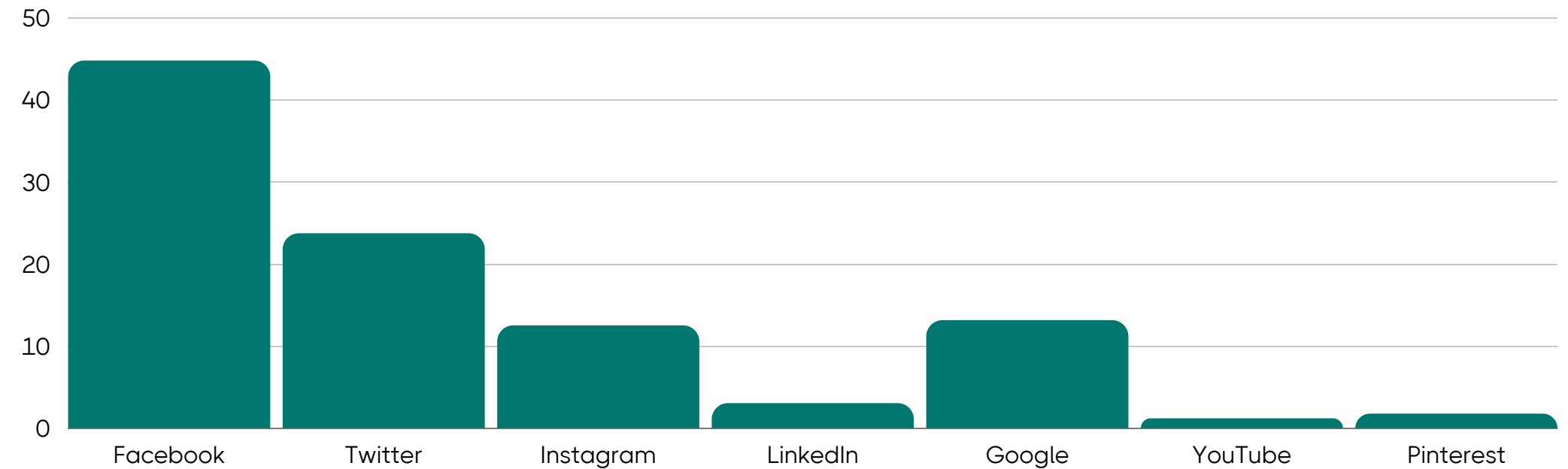


Highest risk social media platform in South Africa
- 44.78%

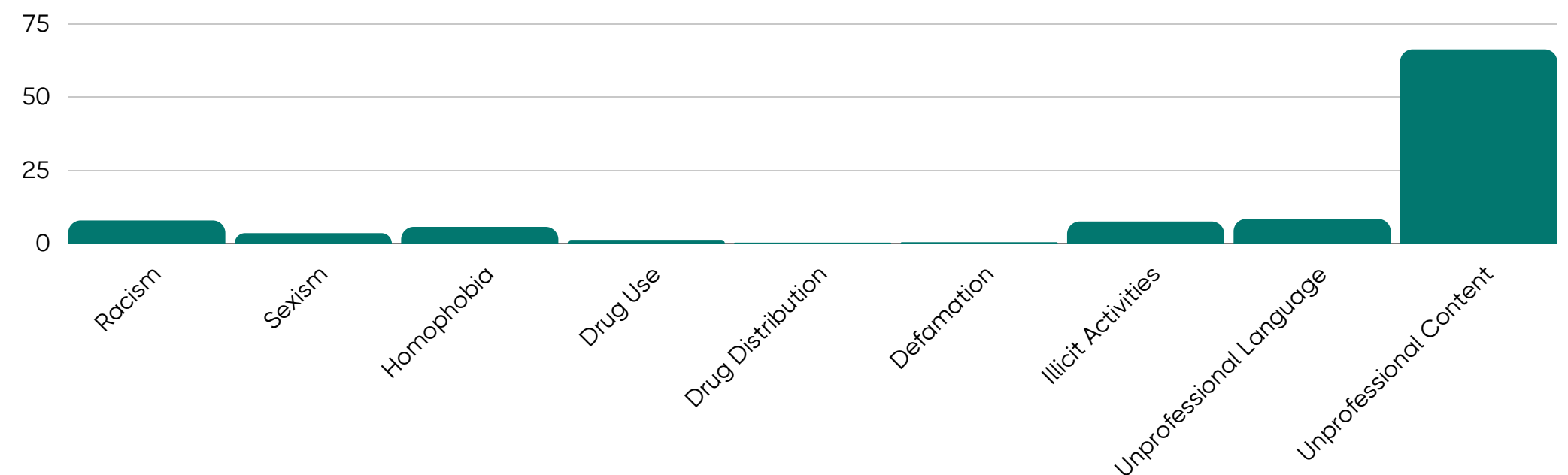


Unprofessional content is the most common high risk content in South Africa
- 66.18%

Percentage of High Risk Content per Platform:



The Nature of the High Risk Content:



GAUTENG



Facebook and secondly Twitter have the highest percentage of high risk content amongst social media platforms in Gauteng. High risk content on Twitter, Google and Pinterest, is substantially higher than that of the South African average.

- Twitter - 4% higher than the national average
- Google - 10% higher than the national average
- Pinterest - 0.4% higher than the national average

Racist content is 2% higher when compared to the country's average.

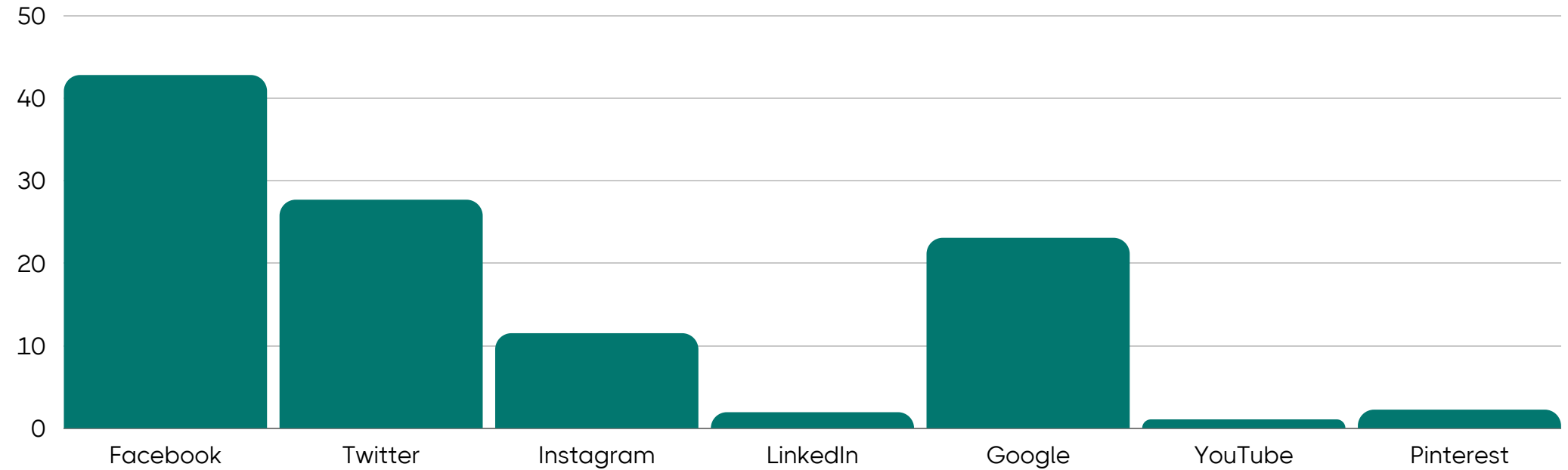


Highest risk social media platform in Gauteng - 42.77%

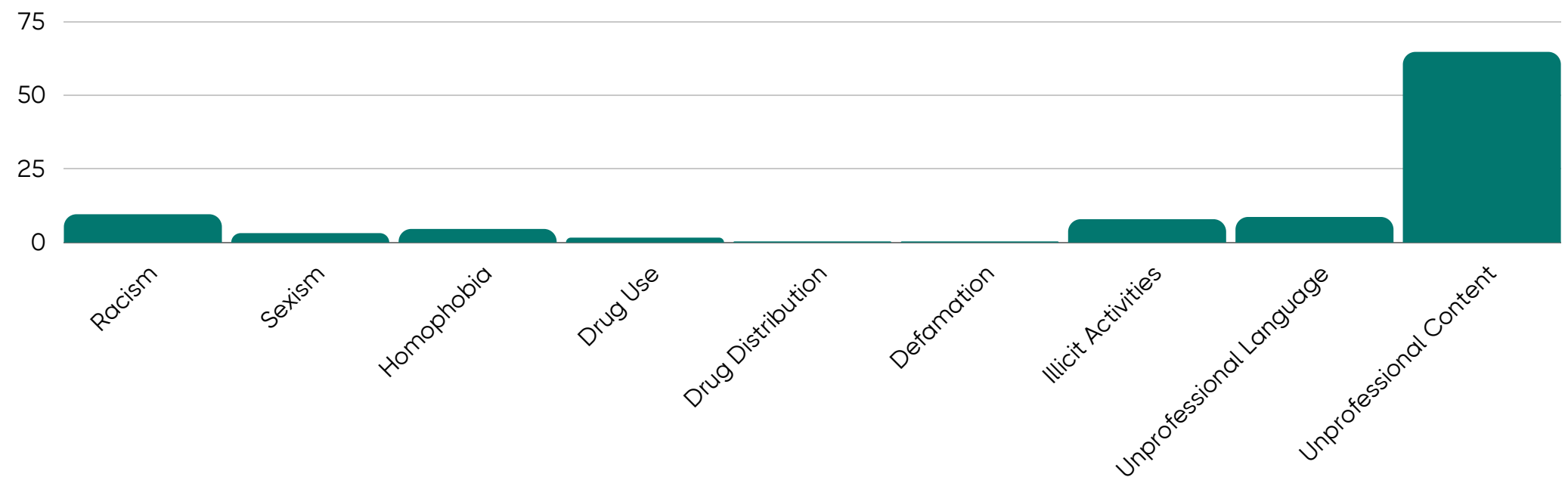


Unprofessional content is the most common high risk content in Gauteng - 64.61%

Percentage of High Risk Content per Platform:



The Nature of the High Risk Content:



KWAZULU-NATAL



In KwaZulu-Natal high risk content, on Facebook, is over 4% higher than the country's average. High risk content on Twitter and Instagram is significantly lower. It must be noted that, on average, an individual in KwaZulu-Natal will have a Facebook account and one other social media profile.

The majority of the high risk categories are below the country's average.

Unprofessional content is 4.91% higher than that of Gauteng.

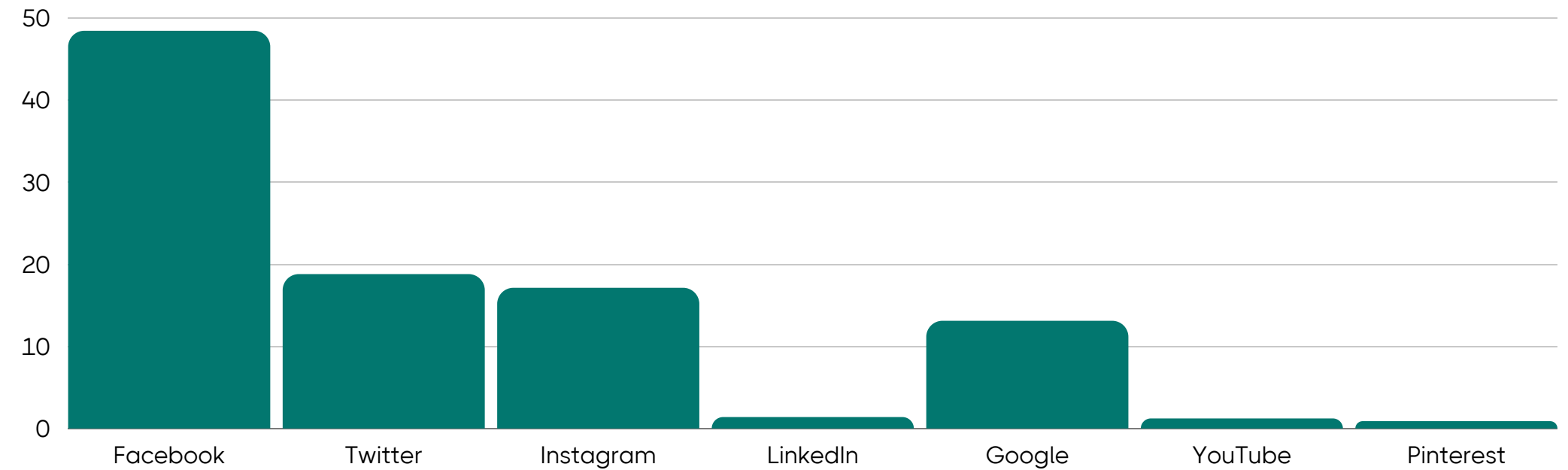


Highest risk social media platform in KwaZulu-Natal
- 48.41%

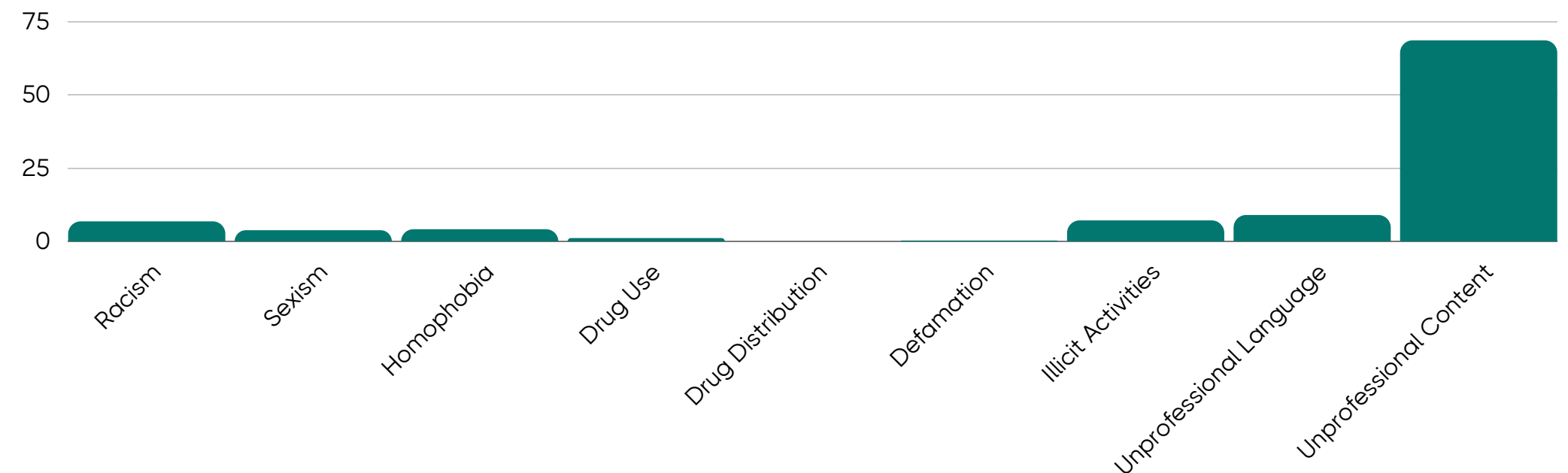


Unprofessional content is the most common high risk content in KwaZulu-Natal
- 68.51%

Percentage of High Risk Content per Platform:



The Nature of the High Risk Content:



EASTERN CAPE



High risk content posted on Facebook is higher compared to other platforms in the province. Twitter and Instagram have fewer instances of high risk content, with LinkedIn displaying zero cases.

Sexist and homophobic content is higher than that of the national average:

- Sexism - 2% higher than the national average
- Homophobia - 1.3% higher than the national average

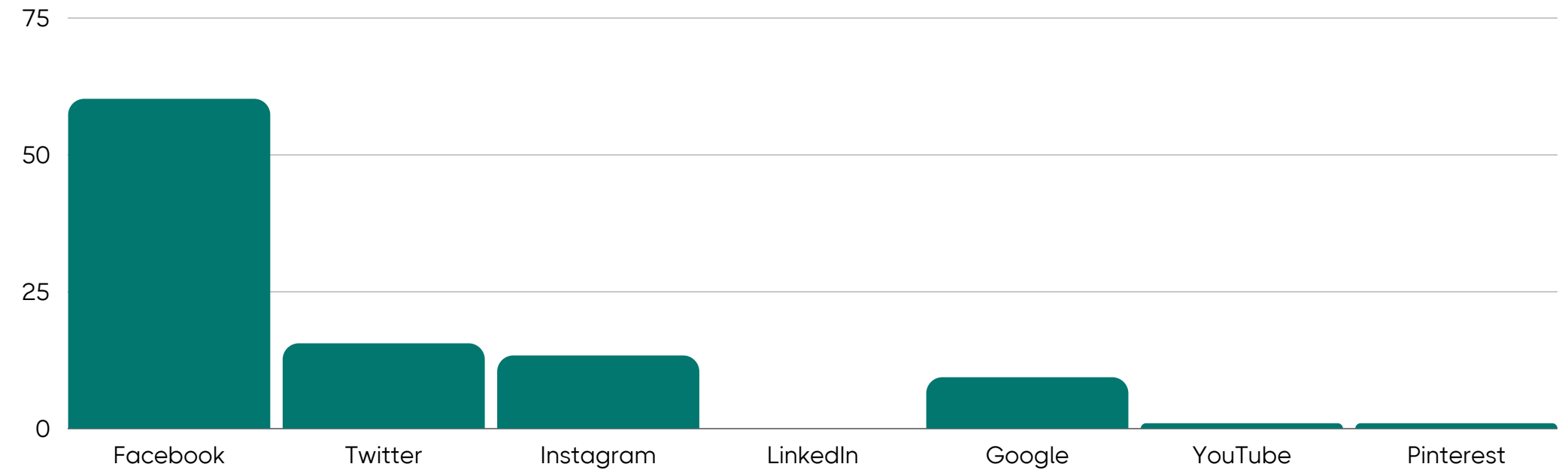


Highest risk social media platform in the Eastern Cape - 60.18%

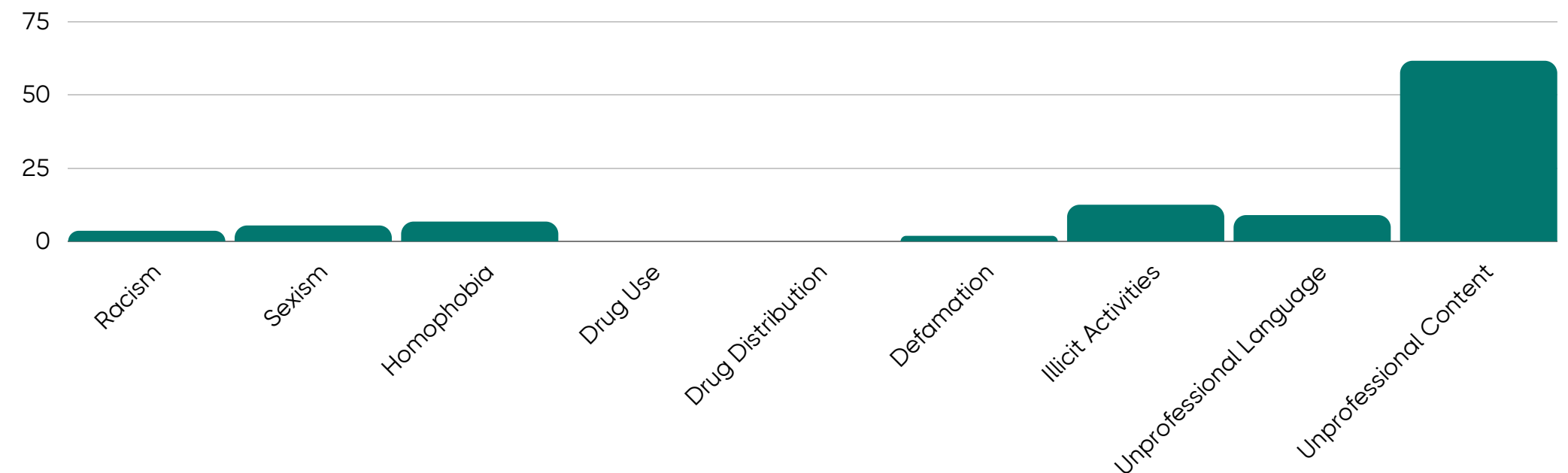


Unprofessional content is the most common high risk content in the Eastern Cape - 61.54%

Percentage of high risk content per platform:



The nature of the high risk content:



WESTERN CAPE



The Western Cape has one of the highest occurrences of high risk content on Google when compared to the national or provincial averages. High risk content on Google is 13.95% higher than the national average and over 3% higher than all other provinces.

Homophobic content is 14.57% higher than the national average.

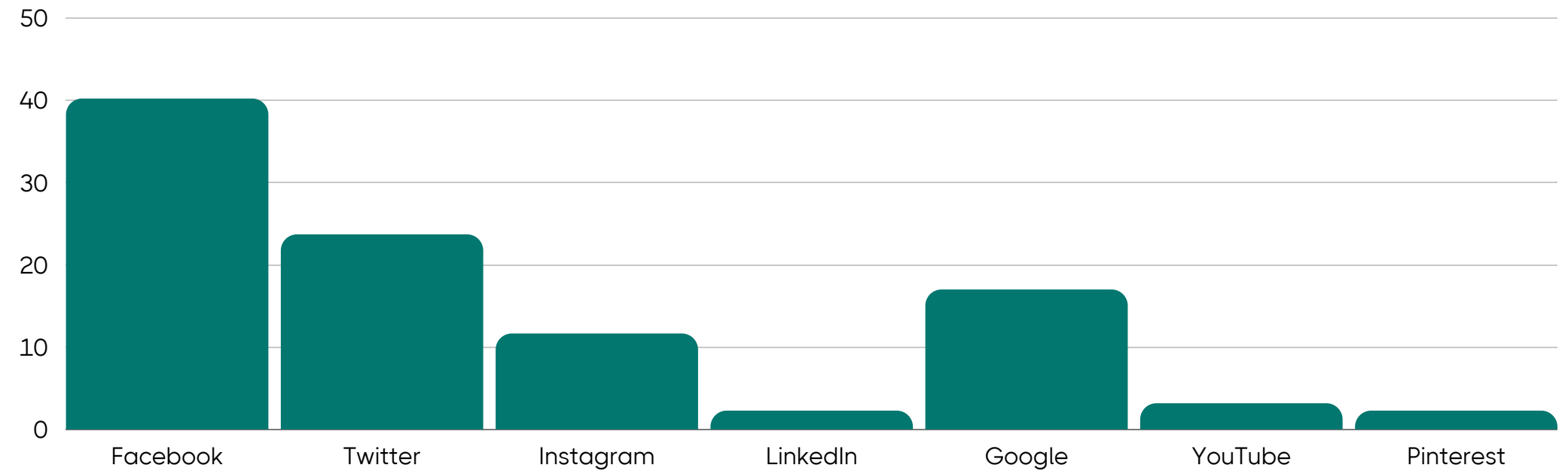


Highest risk social media platform in the Western Cape - 40.18%

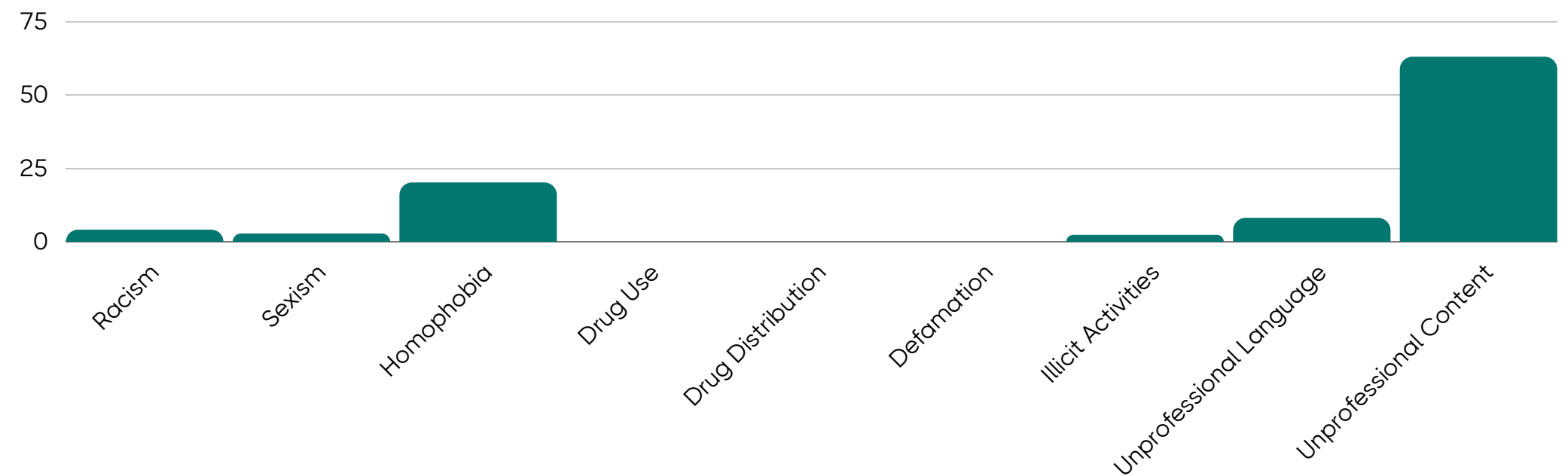


Unprofessional content is the most common high risk content in the Western Cape - 62.95%

Percentage of High Risk Content per Platform:



The Nature of the High Risk Content:



MPUMALANGA



Facebook is the most commonly used social media platform in Mpumalanga, with only a 30% likelihood of a second social media account. Hence the significant disparity (47%) between high risk content on Facebook and the other major platforms.

Unprofessional and sexist content is substantially higher than the national average:

- Sexism - 3% higher than the national average
- Unprofessional content - 10.1% higher than the national average

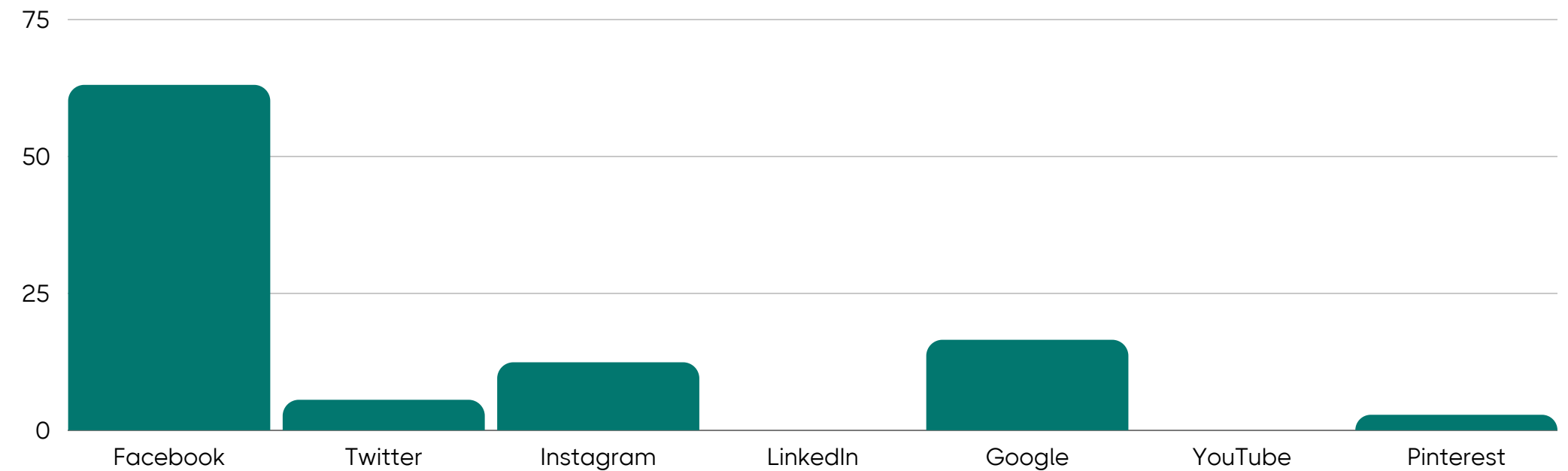


Highest risk social media platform in Mpumalanga - 63.01%

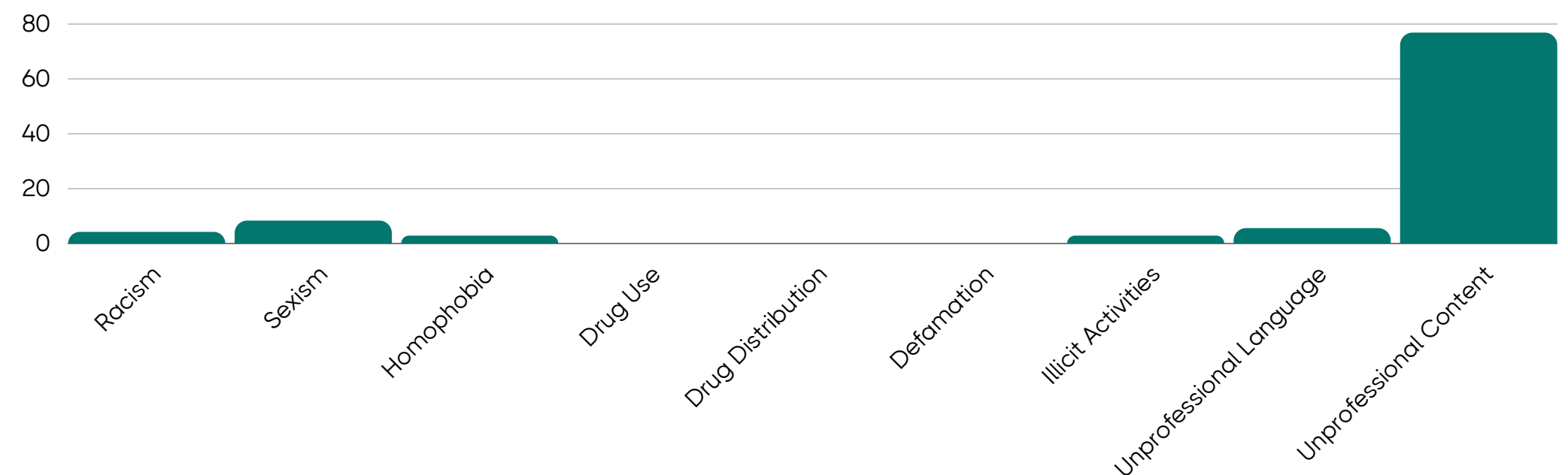


Unprofessional content is the most common high risk content in Mpumalanga - 76.71%

Percentage of High Risk Content per Platform:



The Nature of the High Risk Content:



LIMPOPO



Limpopo's social and digital media trends suggest that an individual in the area will have a Facebook account and one additional social media profile. LinkedIn has zero incidents of high risk content, due to the lack of popularity of the platform in the province. The number of high risk Google incidents is higher than the national and provincial averages.

Unprofessional content is the most common high risk activity, but is lower than national and provincial averages.

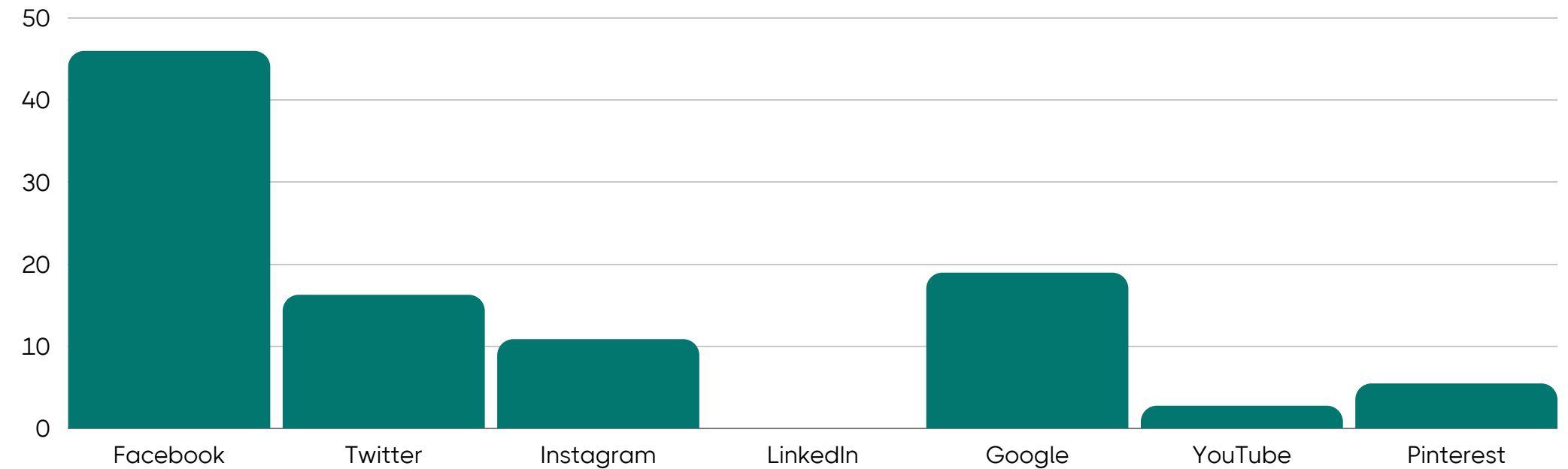


Highest risk social media platform in Limpopo
- 45.95%

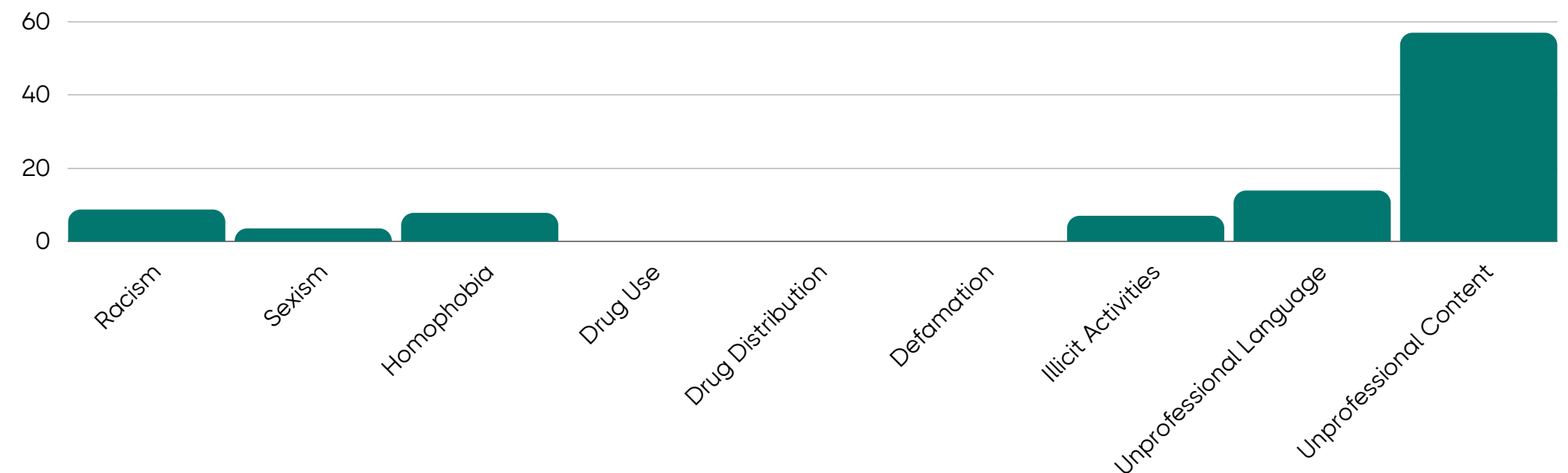


Unprofessional content is the most common high risk content in Limpopo
- 56.89%

Percentage of High Risk Content per Platform:



The Nature of the High Risk Content:



FREE STATE



Facebook is the most popular platform in the province and has the most occurrences of high risk content. In the Free State, there is no record of high risk content on; Instagram, LinkedIn, YouTube or Pinterest. Due to the lack of popularity of other social media platforms, Google has the second highest number of high risk incidents.

Racist content in the province is 3.8% higher than the national average.

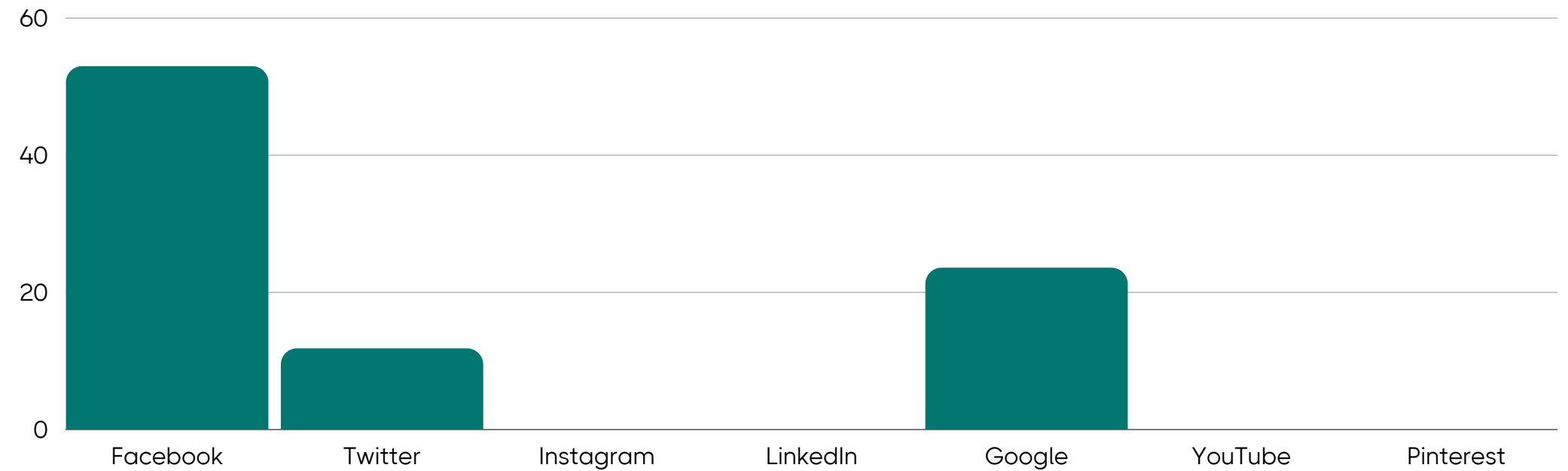


Highest risk social media platform in the Free State - 52.94%

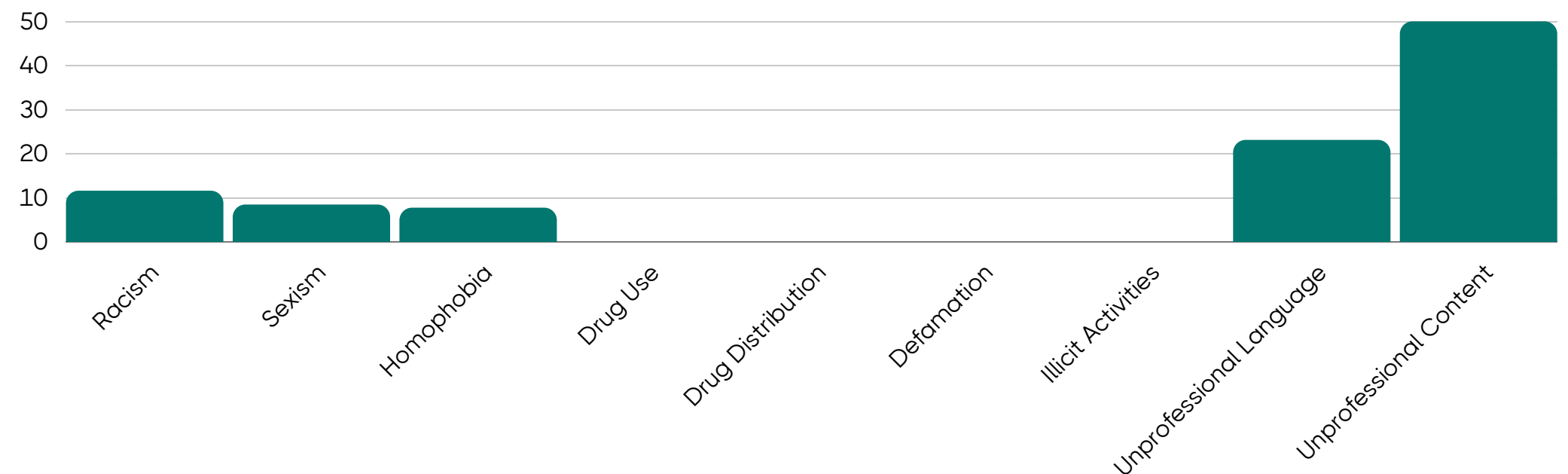


Unprofessional content is the most common high risk content in the Free State - 50%

Percentage of High Risk Content per Platform:



The Nature of the High Risk Content:



NORTH WEST



NORTHERN CAPE



Please note:

Due to the lack of data from the North West and the Northern Cape provinces, we were unable to provide an indepth and accurate analysis of the data.

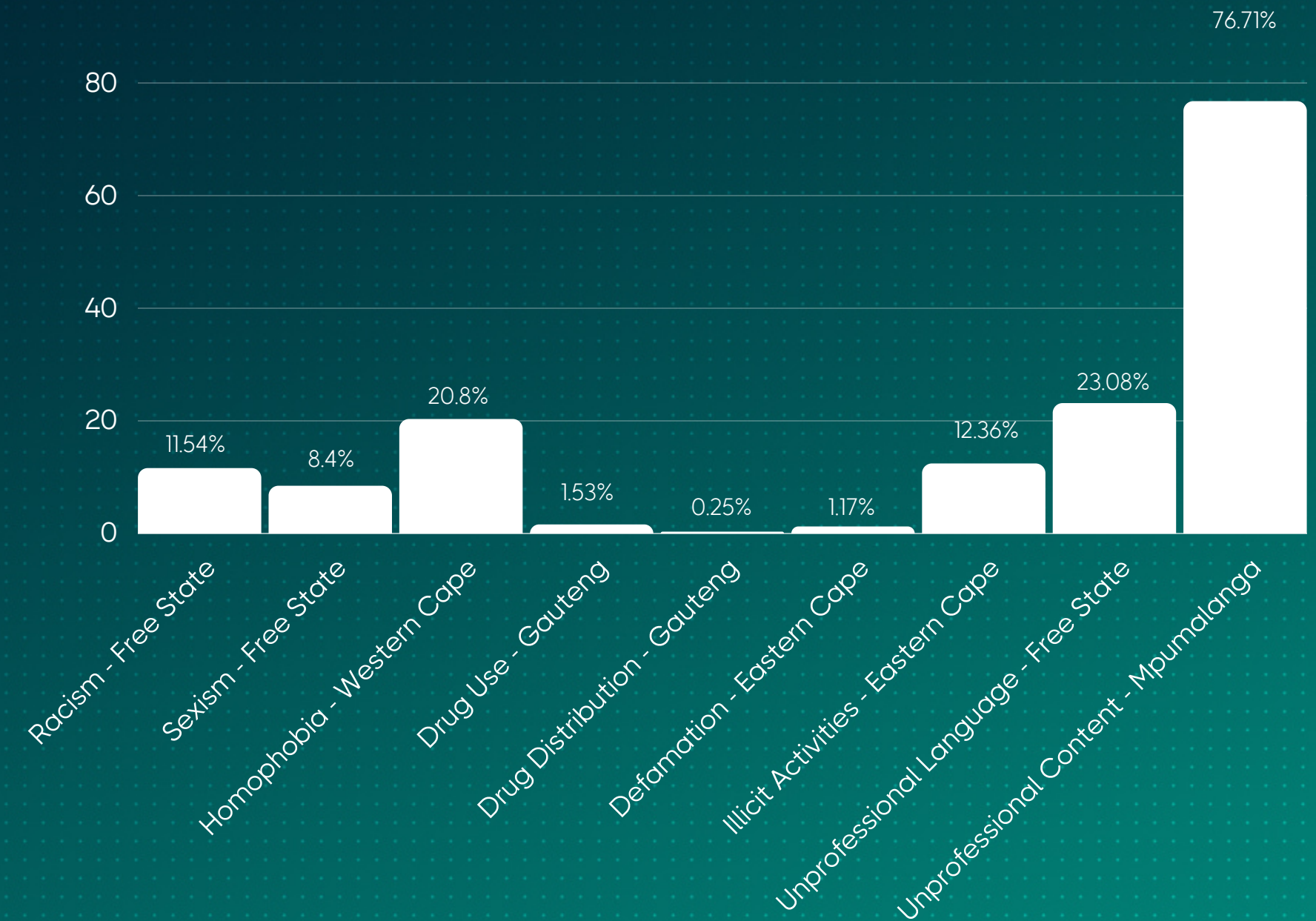
Observations:

There is a direct correlation between -

- the popularity and access to specific social media platforms and the prevalence of high risk behavior
- the instances of high risk behavior and socio-political and current affairs topics being discussed locally, nationally and internationally.

According to the statistics gathered, unprofessional and discriminatory content are the primary high risk activities most prominent online in South Africa.

High risk content statistics, displayed provincially:

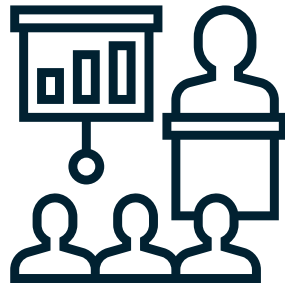


The three pillars of our social and digital media solutions:



REPORTS:

Identify red flags, hidden skills and talents while establishing value/ culture matches.



TRAINING:

Educate employees about the social and digital media landscape.



POLICY:

Pro-actively protect company brand image and reputation.

- Awareness of the provincial high risk content will help employers to understand the potential brand and reputation damage on a more localized level
- Employees need to understand the legal consequence of posting and engaging in high risk content
- Help employers understand the link between employee online behaviour and behaviour in the work place
- Social and digital media screening is becoming an important value add during the recruitment process and an essential HR tool

For more product information: info@farosian.co.za | www.farosian.co.za