

TOP

10

CELEBS

ANALYSIS REPORT

#T10MFCLEBS





Twitter

On average all the celebrities individually and collectively have more followers on Twitter than they do on Facebook. Television and Radio personalities make up the bulk of the most followed celebrities in the country on this platform.



Bonang Matheba is the most followed female celebrity on Twitter in South Africa, she has over **1.2million** followers on her account **@Bonang_m** and she's been tweeting since July 2010.

Interesting fact

Bonang has more than 15 fan accounts and her most used hashtag is **#TRF** and **#AskAMan** taken from her radio show on MetroFM.

Bonang has 15 fan accounts created and managed independently by fans.

INTERESTING FACTS

5/10 of the female celebrities in the top 10 are under 30 and are also in the entertainment industry.

6/10 of the males in the top ten are cricket players and none of the males in the top are below 30.



AB De Villiers is the most followed male celebrity in South Africa on Twitter. He is the only sports star in South Africa to have more than **2 million** followers and has only been tweeting since 2010.



Trevor Noah is second to **AB De Villiers**, he is closely catching up to him ever since the first episode of The Daily Show



"The Big Dawg", **DJ Fresh** is the oldest male celebrity in the **top 10**.



Instagram



The most followed celebrity on Instagram in South Africa is **Minnie Dlamini** with over **554 thousand** followers. Interestingly enough, she has more followers than **Trevor Noah** on Instagram.



With no surprise, **Trevor Noah** is the most followed male celebrity on Instagram and **Somizi** is the oldest male celebrity in the **top 10**.

INTERESTING FACTS

No celebrity residing in South Africa has reached the million mark besides those working and living in foreign countries.

Instagram is the only social media platform that is not male dominated when it comes to followers.

8/10 of the female celebrities either have a television show, soapie or drama that they appear on daily.

7/10 of these female celebrities are under 30.



Gareth Pon (253k followers) and **Craig Howes** (203k followers) are the only two celebrities in the top ten who aren't in mainstream media. They seldomly make any TV appearances but they are widely recognised as "InstaCelebs" or Igers (Instagrammers). People mostly follow them because of their style in photography and achievements over the past few years.

Instagram is the only social media platform where we have more than one hip hop star in the top ten and is the only platform with the most spread of professions from comedy to choreography to sports, music and photography.



Facebook



Zinhle Jiyane popularly known as **DJ Zinhle**, is the most liked female in South Africa on her Facebook page "**DJ Zinhle**" her page, which has been active for the past 7 years.



The youngest female celebrity with the most followers is **Boitumelo "Boity" Thulo** at age 25 she has more than **350 thousand** likes on her page.

At age 64, **Helen Zille** sits 7th in the **top 10** and is interestingly enough oldest female on the list.

INTERESTING FACTS

9/10 of the most followed females in South Africa are in the entertainment and television Industry.

9/10 of the male celebrities are above the 500k mark unlike the female celebrities where its only the top three that have more than 500k likes on their page.

Trevor Noah, one of our most successful comedic exports has the most liked page in South Africa. He has over **2.6million** likes and his page and is one of the fastest growing celebrity page in South Africa. **Interest fact** - he is also the only comedian in the **top 10 list**.



The youngest male celebrity with the most likes on their Facebook page is Hip-Hop sensation, **Cassper Nyovest**, with more than **1.1million** fans who like his page. This page has been active since November 2011 which also makes his page one of the fastest growing pages in the country alongside **Trevor Noah**, **Black Coffee** and **AB De Villiers**.

House music veteran, **Oskido**, is the oldest male celebrity who made it in the **top 10**, he has a total of **479 thousand** likes'.



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