

# These are Africa's 10 most successful brands on social media

 By [Stuart Thomas](#)

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Africa is an increasingly social continent. In 2014, announced that it had more than 100-million African users, accounting for more than half the continent's internet users.



Image via [123RF](#)

More than 80% of those Facebook users also access it via mobile.

And while Facebook is undoubtedly the biggest, there are any number of other social platforms available across Africa. As the continent's bandwidth capacity continues to explode, the number of people using those platforms will only keep growing. That in turn means that it's more important than ever for companies not to just be on those platforms, but to use them in engaging and meaningful ways.

While there's no guarantee of which brands will be doing that successfully in a few years' time, the ones doing it well now are probably best-placed to keep doing it in the future. But which brands are those?

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## ABOUT STUART THOMAS

Stuart abandoned what was beginning to look like a long, quiet career in academia for the frenetic world of tech journalism. Currently heading up the Merneburn team, he likes to run in his downtime. He won an award once. It now sits on his desk.

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