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A REVIEW OF FACEBOOK FOLLOWERSHIP FOR POLITICAL PARTIES IN NIGERIA

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Abstract:

Facebook has been recognized as the largest social media platform globally. It has given individuals and organisations a less expensive means of reaching out to their community and beyond on issues of common concern. Political parties have also bought into the Facebook medium and have used it to campaign for votes, inform and share party ideologies and also as a discussion ground for contemporary matters. Political parties in Nigeria have also keyed into the Facebook frenzy. This paper looks at the growth or lack of it for political parties in Nigeria on Facebook from 2014 to 2015. Previous studies have shown that although there are twenty five (25) registered political parties in Nigeria, only two (2) of them APC and PDP are worthy of study on Facebook. Besides being the only two parties that have state governors, they are also the only two parties who have followership worthy of note on Facebook and also update their Facebook pages. The study found out that for APC, their growth from 2014 to 2015 was not significant while the PDP recorded a significant growth in followership on Facebook even though they lost the 2015 presidential election in Nigeria and some of their governors were also defeated. The result of this study can be translated to mean that Facebook has little or no impact in the election results in Nigeria. Political parties thus may use it to promote their candidates and their policies with the educated electorate and international organisations in mind.

Keywords: Social Media, Political Parties, APC, PDP, Nigeria, Facebook