

SA Social Star of 2015 is Trevor Noah

The annual award, South Africa's Social Star of 2015, presented with the release of the [South African Social Media Landscape](#) study by technology research organisation World Wide Worx and media analytics company Fuseware, has been awarded to Trevor Noah...



Image via Variety

Noah distinguished himself on social media by having among the biggest followings in South Africa across all these platforms. The key numbers that earned him the accolade were:

- Twitter - 2.6-million followers
- Facebook - 2.6-million Likes
- Instagram - 368,000 followers

- YouTube - 255,000 subscribers, 26.3-million views

Noah does not have the biggest following in any of the individual networks, but is the only person who features among the top performers across all these networks. He was also responsible for the most Retweeted posting on Twitter in 2015, when he declared, "No one can replace Jon Stewart", referring to the Daily Show host in whose shoes he will step at the end of September. More than 16,000 people reposted the tweet.

"It's not only about being a big name," said Mike Wronski, MD of Fuseware. "Even more important is the extent to which your audience engages with you wherever you are. Noah is the best example of that in 2015."

The South African Social Media Landscape study is based on access to consumer data from seven major social networks and a corporate survey conducted among more than a hundred of South Africa's leading brands.

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