WEEK 6

DIGITAL BUZZ

SOCIAL MEDIA ANALYSIS OF THE #LGE2026



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Introduction

This is the sixth edition of the Local Government Election Digital buzz report, Moxii Africa's weekly social media monitoring series tracking how citizens, candidates and political parties are engaging in the digital public sphere ahead of South Africa's 2026 Local Government Elections (LGE).

At a time when many municipalities are grappling with service delivery and development challenges, the LGE provide citizens with an opportunity to influence the direction and priorities of local governance. This week, the scope of monitoring has been broadened. Rather than tracking political parties and candidates alone, this edition incorporates additional topics and keywords: Afrophobia and related mobilisation, service delivery, political parties and candidates and the South African elections more broadly. With 4 November now a month away, public debate has moved beyond party politics and more towards questions of government responsibility; questions on who is accountable and whether those in office are delivering. Monitoring was conducted using Meltwater platform with findings presented as concise as possible.

Insights and Trends framing this week

- The discussion this week was largely framed by concerns around service delivery, municipal governance and political accountability with many users expressing dissatisfaction with local government performance.
- ANC fatigue continued to dominate election discourse again this week. There were multiple posts framing the party as responsible for broken services, corruption and unmet promises as well as repeatedly calling for it to be removed from power
- ANC campaign messaging attracted significant scrutiny and scepticism online. While criticism was heavily directed at the party, conversations also reflected dissatisfaction with opposition parties. Questions around leadership credibility, governance capacity and the ability of political parties to deliver meaningful change also emerged in the conversation.
- Discussions frequently referenced violent crime, community safety, gender-based violence, and concerns about the effectiveness of law enforcement, reinforcing public perceptions of insecurity across communities.

About Moxii Africa's Election Work

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- Women's safety, crime and public accountability featured as major mobilising issues, surfacing in street protests and candlelight vigils tied to broader concerns about possible serial killings and community safety.
- Migration and xenophobia-related conversations continued to surface online with users debating broader security, immigration management and the socio-economic impact of migration.
- Crime organized and unorganized, corruption, and lax law enforcement were often associated with broader concerns about social decay. These problems were mentioned by numerous users as contributing to the public's waning trust in institutions and governance frameworks.
- Ramaphosa's BRICS trip to New Delhi and the summits high-level attendance is repeatedly highlighted as major diplomatic events.
- Discussions surrounding the Modi-Ramaphosa meeting focused on strengthening cooperation in key areas such as trade, critical minerals, infrastructure development, food security, and technology.
- Drug cartel, mafia state claims and weak law enforcement were recurring explanations offered for broader social decline.
- Posts express dissatisfaction with ANC, DA, and EFF alike, showing voter frustration across the main parties.
- Prominent leaders of the major opposition parties such as Mashaba, Malema and Zille, continue to draw personal criticism with posts accusing them of hypocrisy or declining to engage in the debate.

What are people talking about?



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- The ANC and Cyril Ramaphosa continue to dominate in the conversation as well as the EFF.
- Ramaphosa's prominence is driven by both BRICS-related coverage and criticism of his handling of domestic issues, particularly crime and Gender-Based Violence.
- The prominence of global leaders such as Xi Jinping, Vladimir Putin and Narendra Modi reflects extensive discussion of South Africa's role within BRICS and international diplomacy.
- The ANC faces sustained criticism over governance, public safety and corruption. Election-related conversations included strong anti-ANC mentions and calls for the party to be removed from their position.
- Service delivery remained contested with ANC supporters highlighting achievements while critics focused on infrastructure decline and government failures.
- The EFF emerged as a highly visible opposition voice in the 2026 local election conversation.
- Posts urging votes for EFF and rejecting ANC, DA drew the strongest engagement indicating polarising voter positioning.
- Women's safety and access to responsive public services are used to support Dr Tlaleng Mofokeng's Johannesburg candidacy.
- In contrast, some posts accuse EFF and Julius Malema of encouraging undocumented immigration, linking the issue to crime and public safety.
- Ekurhuleni mentions may be linked to ongoing discussions around violent crime and high-profile murder investigations.
- The presence of elections related hashtags such as #LGE2026 and #VoteEFF2026 indicates that there is still a strong interest in election-related discussions.

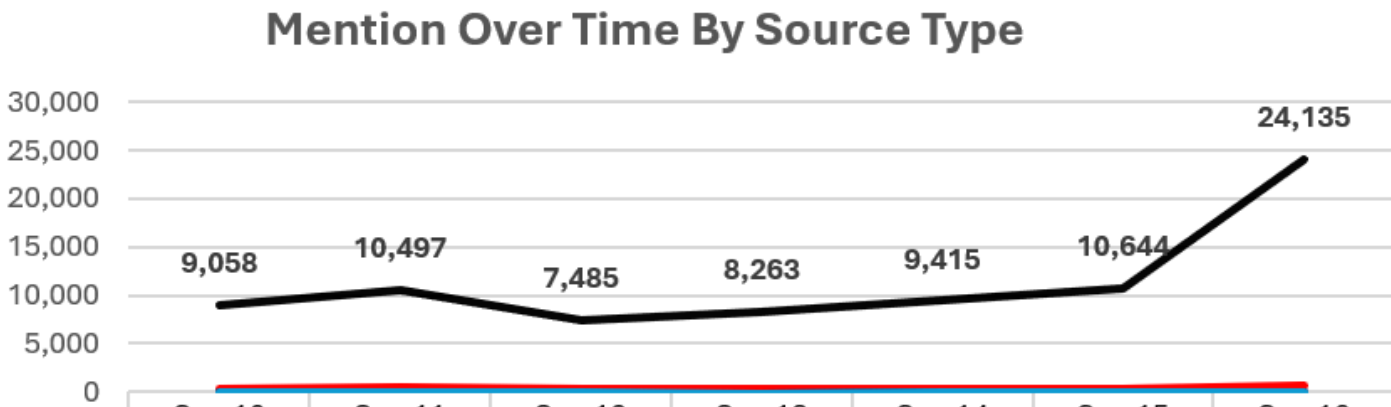
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Mentions Over Time by Source Type



	Sep 10	Sep 11	Sep 12	Sep 13	Sep 14	Sep 15	Sep 16
X	9,058	10,497	7,485	8,263	9,415	10,644	24,135
YouTube	310	450	286	249	336	387	708
Bluesky	18	39	12	12	13	22	28
LinkedIn	4	2	3	1	4	2	2

- **Overview:** Mentions remained relatively stable between 7485 and 10644 mentions from 10-15 September before spiking to 24135 mentions on 16 September. X accounted for many of the mentions throughout the period and was the primary driver of the 16 September spike. Conversations declined on 12 September with 7485 mentions =before recovering steadily over the following days suggesting renewed engagement around emerging developments. YouTube recorded gradual growth, while Bluesky and LinkedIn contributed negligible share of voice.
- **Peak Activity:** The peak was driven by the intensifying elections-related discussion with users debating ANC decline, rising support for opposition parties and the implications of candidate exclusions ahead of the 2026 LGEs. Ongoing BRICS Summit discussions continued to generate engagement particularly around Ramaphosa's meetings with international leaders. Public safety and femicide also emerged as key engagement drivers with users criticising policing failures, rising crime and the government's response to violence against women.

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Top 10 Authors

	Accounts	Mentions	Estimated Views	Engagement	Reach
1	ces	1	386K	32.6K	1.76K
2	Herman Mashaba	28	534K	18.3K	22.3m
3	Danilo	1	295K	14.9K	406K
4	Ivyn Sambo	4	200K	10.1K	329K
5	Sir Lebona Cabonena	39	111K	8.57K	624K
6	La-Ndlovu	2	61K	8.19K	34.4K
7	Economic Freedom Fighters	36	289K	8.02K	85.5m
8	V.Mkhza	5	68.8K	7K	2.89K
9	Khoisan_Duduza CD	3	86K	6.29K	37.7K
10	News Algebra	2	205K	6.24K	1.62m

- The conversation was primarily driven by individual social media users rather than official, media or institutional accounts.
- 8 of the top 10 accounts were personal accounts, indicating that discussions around the LGE were largely organic and user-led.
- The inclusion of Herman Mashaba and the official EFF account, however, demonstrates that political actors continue to command significant visibility and engagement within the online conversation.
- Notably, the most prominent political voices among the top authors were affiliated with opposition parties.
- While individual users generated substantial engagement, the EFF recorded the highest reach of 22.3 million with 18.3k engagements.
- This suggests that opposition-led messaging remained highly visible and was successful in reaching online audiences.

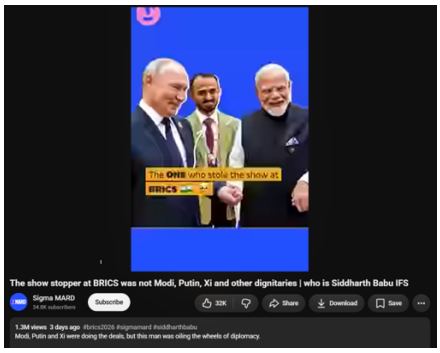
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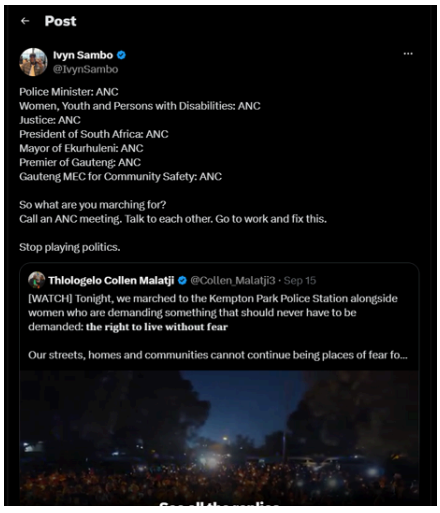
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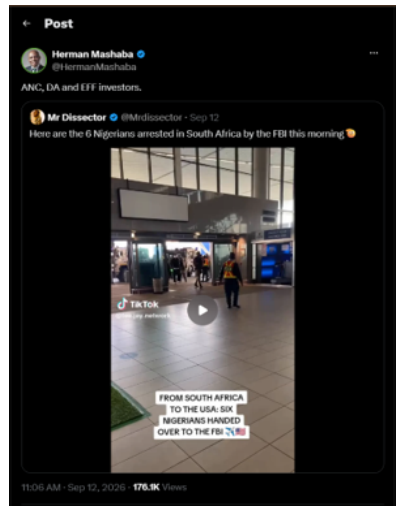
Top 5 most reposted Content

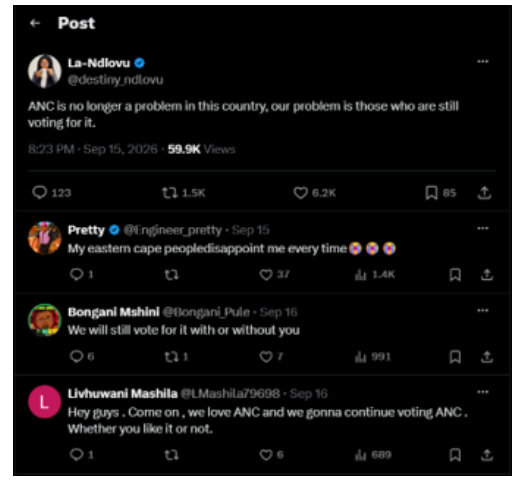




Click on the image to see the actual post







Call to action for the public and platforms

This week's monitoring shows ANC fatigue deepening into direct calls for the party's removal, alongside strong public reaction to Ramaphosa's BRICS diplomacy, renewed xenophobic tension following attacks on Nigerian nationals, and mounting anger over women's safety and crime. As with previous weeks, visibility remains concentrated in a small number of accounts, while smaller accounts achieve outsized engagement from a single post.

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CONTACT US

For any questions, comments, or clarifications, please contact Moxii Africa Formerly Media Monitoring Africa (MMA) from Media Monitoring Africa on (011) 788 1278 or email:keamos@mma.org.za

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