



SOCIAL
MEDIA
**RULE
BOOK**

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These guidelines are designed to offer guidance and information to our media partners, social media influencers, journalists, bloggers (Web and Instagram) and editors on the coverage of the fifth season of Big Brother Naija reality TV show.

Please note that these guidelines are not a license or legal document and do not confirm whether or not an activity infringes any IP rights in relation to the fifth season of Big Brother Naija reality TV show.

We regret that MultiChoice Nigeria cannot provide individual feedback on each potential use of its content. It is the responsibility of individuals and companies to seek their own legal advice.



INTRODUCTION

Big Brother Naija

Big Brother Naija (BBNaija) is unarguably the biggest reality TV show in Africa, a big content driver for media houses, with interests from numerous TV fans across the continent.

Many media houses, broadcast organisations, journalists, social media influencers, bloggers and non-commercial organisations will want to be a part of its fifth edition which premieres Sunday, July 19, 2020.

MultiChoice recognizes the importance of the roles its media partners play in reporting and amplifying the show and as such is taking the necessary steps to ensure that the show is properly featured and represented across multiple media (including social) platforms.

MultiChoice Nigeria

MultiChoice provides subscription services to the multi-channel, digital, pay-TV products DSTv and GOtv with the exclusive license and authorization to broadcast the Big Brother Naija Show.



BBNAIJA

CONTENT BANK

This season of BBNaija comes with an improvement in the provision of content to enable you cover the event adequately with the best possible quality.

We understand the need for easy and speedy access to content, and therefore we are providing a central content bank for the show.

The content bank contains:

Photography

All the relevant official photos will be provided for optimum coverage. You can access these via the official BBNaija Media Guide website.

The photos provided are the intellectual property of MultiChoice Nigeria and are strictly for editorial coverage. You are not permitted to watermark the photos

Videos

Interesting clips from Big Brother Naija will also be shared in the content bank via an embed link. All videos are to be used in accordance with these guidelines.

You are not permitted to watermark the visuals or adapt it to purposes other than for the coverage and reportage of the show.

WHAT ARE FANS LOOKING FOR?

Big Brother Naija enjoys fandom across Africa and in the diaspora. It is a show that cuts across all demographics, uniting everyone in its wake.

Everyone wants the best content, which offers them the most connection to the housemates, and reveals their characters and personality traits.

- Fans want the most engaging content.
- Fans want content that provides them with an emotional connection.
- Fans want major and minor talking points which can range from the mildest of drama to the most pedantic emotional outburst.
- Fans are looking for action. They also want content that entertains, educates or inspires them.
- Fans need gossip. It fuels the biggest conversations across platforms.
- Fans love comedy. They want to catch the craziest on screen moments and bloopers
- Fans also look for heroes to love, villains, to condemn, and storylines to become lost in.



SETTING COVERAGE OBJECTIVES

The experience from the previous editions of BBNaija have shown that having standard coverage objectives improves communication and engagement via the choice of content and manner of dissemination.

The goal is to provide as much value to your audience whilst you grow your platforms during this period.

Media coverage generated from BBNaija has the following objectives:

- Position BBNaija as the number 1 reality TV show in Africa and by extension, MultiChoice as the custodian of high-quality entertainment for Africa and by Africans
- Provide fans with all the information they need to know about this season including how to watch, sponsors and consumer promos
- Encourage participation; get fans to renew their subscriptions, follow official handles and vote
- Manage the BBNaija narrative whilst building credibility for your platforms





bigbronaija

Follow

2,507 posts

700k followers

107 following

Big Brother Naija
Media

This is the official Instagram account for Big Brother Naija.



What are the best captions, memes that creatively capture the event?

Please Note: Specific examples are for illustrative purposes only.

Example:

"Lade has 99 problems and Tony is all 99 of them. #BBNaija"

"Based on those House tasks, Lade is that friend that tells you everything will be alright while making sure everything is definitely not going to be alright with you. #BBNaija"

You are also encouraged to connect events from the show to larger themes and entities exploring human behaviour or pop culture references.

Example:

Essay Title: "Fans love BBNaija's Taye, and we think it's ONLY because of his 6 packs"

"10 Ways to Navigate The Friendzone Romance using BBNaija's Cleo Strategy."

"How My Biggest Creative Inspiration is Laila's "I Can't Kill Myself" Comment."

The more creative you get, the more engagement you generate. Fans love creativity.



STAYING OUT OF TROUBLE

It is pertinent that media coverage and reportage of Big Brother Naija does not lead to Intellectual Property (IP) infringement, whether negligent or intentional.

This is most important when considered that the said IP infringement may result in a loss of your social media handles and channels.

In this vein, we've outlined the dos and don'ts of the use of our BBNaija content on all platforms (inclusive of web, social media and more).

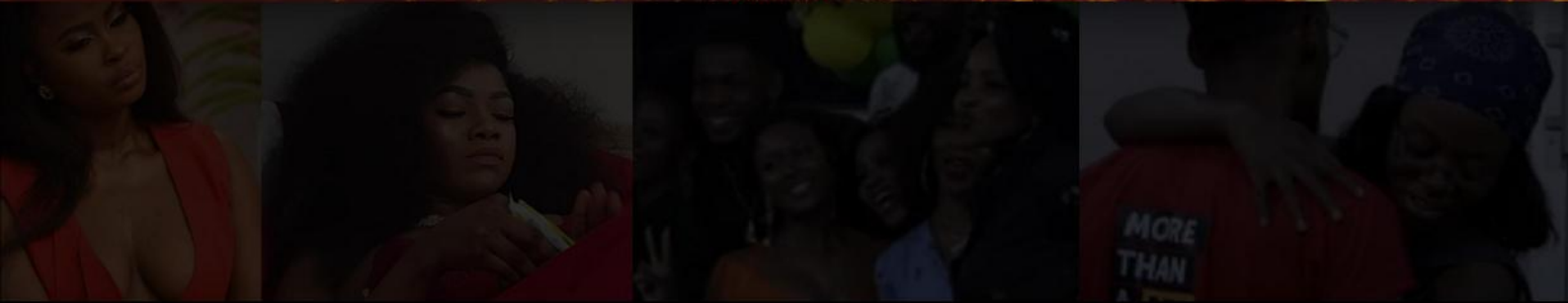
This also covers the actions that may be taken by MultiChoice in the advent of any identified breaches.

The following is intended to guide media practitioners including bloggers and Social Media influencers in their reportage of the Big Brother Naija reality show.

It covers all forms of Social Media, including Instagram, Twitter, YouTube, Facebook, other social networking sites and other internet postings, including news websites and blogs.

GUIDELINES FOR REPORTING BBNAIJA ON SOCIAL MEDIA

MultiChoice Nigeria respects the desire of the media to post content it feels worthy and in line with its reputation. Equally, MultiChoice Nigeria has a right to protect its image and intellectual property.



The following statements are guiding principles that apply to all media when engaging with our BBNaija content on Social Media:

- Media are not allowed to LIVE-stream the show on TV from any mobile phone or hand-held device either directly or via any Social Media live applications including YouTube
- Media are not allowed to record and publish over one minute of the show on any Social Media platform.
- Media are prohibited from making any call for fans, viewers or followers to watch live or recorded footage of the show on their Social Media platforms. For non-media platforms, you must indicate that the page is a fan page.
- For non-media platforms, you must indicate that the page is a fan page. Nonetheless, the same rules apply

- Only images and text-based tweets are allowed in real time. Images can be sourced from the Africa Magic website and all official Social Media pages of Big Brother Naija, DStv, GOtv and Africa Magic. Images can also be obtained from the content bank on the BBNaija media guide website
- Media are encouraged to use official hashtag of the show #BBNaija and any additional hashtag as communicated per time
- Retweets and reposts from official Social Media pages of Big Brother Naija, DStv, GOtv and Africa Magic are allowed
- Should a media platform require a specific footage, they are to officially request same by sending an email to lisa.ugheighele@ng.multichoice.com

CONFLICT RESOLUTION

Ideally, we don't have to get to this part. We want you to stay within the confines of the rule book, but IP infringement is important to us and we will take serious steps to resolve and protect our BBNaija content.

In the advent of a breach of policy, the following actions will be carried out by MultiChoice Nigeria:

- Within 24 hours, identified owners (bloggers, owners of Social Media pages and/or YouTube accounts) will be notified via email with phone calls serving as a follow-up.
- Identified parties will be expected to respond within the same 24-hour communicative timeframe.
- In the advent of the blogger not removing the said content within the time frame allotted, that page will be officially reported to the respective Social Media platforms.
- Social Media platform will notify the right owners (MultiChoice) on actions taken.
- Social media pages streaming live content will be shut down immediately

As outlined above, our priority is providing you with the best options of working with our BBNaija content. Adhering to these guidelines will ensure that our working relationship is mutually beneficial and can be maximized for more opportunities.

BIG BROTHER NAIJA EVENTS

One of the main attractions of Big Brother Naija are the events. Events provide viewers with high-intensity live engagement opportunities.

They are also crucial components of the show, deciding the fate of the Housemates. Engagements are expected to spike during these events. They are:



Nomination Shows

Nomination shows where housemates get to nominate each other for eviction.



Eviction Shows

Eviction shows are a highlight of Big Brother Naija due to the elimination of housemates from the show.



Pop-Up Events

These are special events that will be revealed at different points of the show.

Photo source:

Photo 1 (<https://www.nairaland.com/5457273/omashole-give-mum-warm-hug>)

Photo 2 (<https://www.bellanaija.com/2019/07/bbnaija-day-7/>)

Photo 3 (IG - bigbronaija)

INTERVIEWS: TALENT AND EXEC

MultiChoice encourages media interviews of the BBNaija alumni as well as the executives behind the show.

Interviews are a great resource for content, and we are happy to help facilitate your requests to speak to persons of interest about the show.

T a l e n t s

The best times to connect with talents are the days following their exit from the BBNaija House.

Interview requests with ex-housemates of the show can be forwarded to the MultiChoice Public Relations team or Agency PR consultants.

Successful interview requests will be facilitated by an Agency representative.

Photo source: IG (official_mercyeke)



Exec Interviews

Interview requests will be treated as stated above. Journalists can interview the following MultiChoice Senior Execs:



John Ugbe
CEO, MultiChoice Nigeria



Wangi Mba-Uzoukwu
Channels Director, Africa
Magic



Busola Tejumola
Executive Head Of Content,
MultiChoice Nigeria

TRICKS & TIPS

Creative Captions: Captions are great marketing tools for your content. The theatrical and explosive nature of BBNaija content is a caption-mine for you to utilise appropriately.

Creative captions are key. The more angles you can mine, the better your chances of standing out and attracting engagement.

Examples:

Normal Caption: "Suzy and Bami argued over the use of ketchup last night."

Creative Caption: "The fiercest battle of BBNaija happened over ketchup. SMH."

Normal Caption: "Watch Suzy's amazing dance routine from last night's party."

Creative Caption: "If you didn't catch Suzy's explosive moves last night, you are missing out on the best parts of life."

Normal Caption: "Temi spent 20 minutes just checking himself out in the mirror."

Creative Caption: "The award for Most Narcissistic Nigerian goes to Temi."

Frequency:

We understand that the frequency of posts varies from platform to platform. But with BBNaija, the more the merrier. Fans have shown a propensity to gravitate and engage with platforms that possess the most wholesome and creative content.

Speed of Marketing:

The early bird catches the most eyeballs. The faster you are to publish, the faster you are to becoming content king for BBNaija.



TRICKS & TIPS



Analysis: Analytical content works wonders. Provide fans with more angles of thought and a fresh perspective of events and watch how quickly you turn into an authority on the show. BBNaija has been shown to edge platforms beyond your competition. This could be you. Engaging on an in-depth level moves you beyond the rest. Look out for behavioural patterns and trends within the house.

Link them together for a great narrative and explainer piece or thread.

Topical Examples:

"Why we think Ayo is the Alpha Male Of BBNaija season 5"

"We have proof that Tope has the best emotional intelligence in the house!"

"Why Becky represents the true Nigerian struggle to be relevant by any means"

Predictions:

Nobody knows who the last housemate standing will be. However, fans want to know - and they are making predictions in their conversations. You can curate and dominate the conversation with bold predictions, bluffing and polls. This is a great content format to champion.





TRICKS & TIPS

Polls:

One of the most engaging aspects of BBNaija is the voting process. Voting gives people a tangible chance to pick favourites and commit to keeping them in the house.

On social media, they are eager to replicate this process. Go heavy on polls for spikes in your engagement. Polls also increase your 'authority status.' You can also get creative with your polls.

The basics are the nomination and eviction polls. But you can go one better with exploring behaviours, rivalries, romance and more.

Examples:

"Will we be seeing a Temi and Bayo ship?: Answers: Yass! Noooo! Temi deserves better! Bayo deserves better"

"Do you find Shalewa's behaviour offensive? "No. She is a strong woman! Yes, who even does that?"



EVERYONE YOU NEED TO KNOW

Here's a list of everyone you need to know to help with your coverage of Big Brother Naija.

S/N	Name	Designation	Email Address
1	Caroline Oghuma	Executive Head, Corporate Affairs, MultiChoice Nigeria	Caroline.Oghuma@ng.multichoice.com
2	Babatunde Aribido	Public Relations Manager, DStv Nigeria.	Babatunde.Aribido@ng.multichoice.com
3	Jennifer Ukoh	Public Relations Manager, GOtv Nigeria.	jennifer.Ukoh@ng.multichoice.com
4	Njideka Akabogu	PR and Communications Adviser, MultiChoice Account.	njideka@idafrica.ng
5	Oyin Olaniyan	PR and Communications Adviser, MultiChoice Account.	oyin.olaniyan@bhmng.com

CONTACT INFORMATION

In general, there are many exciting and engaging ways to cover Big Brother Naija. Get involved!

General Information


- Big Brother Naija Season 5 will air on [DStv channel 198 and GOtv channel 29] from Sunday, 19 July 2020. The channels will broadcast live and 24/7 for 10 weeks.
- Available on DStv packages and on GOtv Max and Jolli packages
- Live eviction shows and weekly highlights on Africa Magic channels
- To watch Big Brother Naija, you need to be a DStv or GOtv customer. If you're not, please visit www.dstvafrica.com or www.gotvafrica.com or contact your nearest MultiChoice office or branch. Alternatively, you can download the MyDStv or MyGOtv apps from your app store.
- BBNaija season 5 sponsors

Headline Sponsor: Betway.

Gold Sponsor: Guinness

If you would like to know more about the show, please visit the Big Brother Naija official website.

 Big Brother Naija  @BBNaija  @BigBroNaija  BigBrotherNigeria

 www.africamagic.tv/bigbrother


CONTACT INFORMATION

Alternatively, you can follow all verified social media pages of DStv, GOtv and Africa Magic:

DStv

 @DStvNg


 @DStvNigeria

 DStvNg


GOtv


 @GOtvNg

 @GOtvNg

 GOtvNigeria

Africa Magic

 @africamagictv

 @africamagic

 Africa Magic

Press Requests

For further press inquiries, do send an email to:

Jennifer Ukoh: Jennifer.ukoh@ng.multichoice.com.

Babatunde Aribido: Babatunde.Aribido@ng.multichoice.com

Njideka Akabogu: njideka@idafrica.ng

Olaniyan Oyindamola: oyin.olaniyan@bhmng.com

THE BIG BROTHER NAIJA REPORT

In 2018, Plaqaad, a marketing and public relations technology company, conducted a study into Big Brother Naija, using data from the 2018 "Double Wahala" season.

The report was focused on finding the value of the show, and its impact on Nigeria.

The report was derived through primary and secondary statistics sources and comprised both qualitative and quantitative research methods.

It also employs data gotten from Interviews, Focused Group Discussions, Online Research, and Surveys.

Also, surveys were carried out on the organizers of the show; ex-housemates; auditionees; sponsors; journalists and bloggers; critics of the show; fans of the show, and the general viewing public. Key findings from the study show:



Key Stats

- 70% of viewers love BBNaija for its entertainment value. 6% believe it contains educational value.
- 80% of viewers believe BBNaija provides youth with the opportunity to succeed.
- When asked which option between "Yahoo Yahoo," a "University Degree" or contesting in BBNaija is the fastest and most reliable route to success for young Nigerians, the overwhelming response was BBNaija. More than 53% of respondents voted in favour of BBNaija while 43.6% said a university degree was a surer path to success. Only 2% opted for "Yahoo Yahoo".
- 61% of respondents believe BBNaija influences pop culture. Some described its impacts as "revolutionary."
- 55.1% of respondents say BBNaija has helped improve Nigeria's image on the International Scene.
- Expert survey places the media value of sponsoring BBNaija at "somewhere around N10 billion."
- Every housemate from the last episode ended up with corporate partnerships and brand ambassadorial deals.

- The top industries that directly benefit from BBNaija include entertainment, telecoms, fashion, hospitality, tourism, and media.
- Bisola is the "most loved" BBNaija housemate ever. Alex was voted second by 11.7% of the viewers. Miracle is the favourite housemate of 9.6% of the respondents while Ceec, Tobi and Efe tie at fourth with 8.5% of the respondents voting them as the most loved housemates respectively.
- 61.5% of the members of the general public say they would accept a free slot to the Big Brother house if given.
- The Friday Night Party is the most interesting feature of BBNaija. 34.6% of surveyed viewers say Friday night parties in the house are their most enjoyable moment on the Big Brother Naija show. 33.3% say they find the Live Show more interesting. 19.2% prefer the Dairy Session while 11.5% they enjoy the Celebrity Visits the most.
- 75% of BBNaija ex-housemates say participating in BBNaija has helped them achieve some of their life goals. All the housemates surveyed say the show has made them more popular and they would encourage everyone to audition for BBNaija. 78% also say if given the chance, would go back to the Big Brother house again.



- 100% of the current auditionees surveyed think BBNaija is a faster route to financial success than a 9-5 job and 50% say the show impacts youth culture in Nigeria.
- Even though BBNaija is rated 18, more than 30% of those surveyed still said they find sex and nudity among housemates quite offensive. 6.4% think there is apparent favouritism in the show while 2.6% said lack of consolation prizes on the show was their biggest issue with the organizers of the show.
- Brand equity, increase in subscriber or user acquisition and revenue growth are major motivating factors for the BBNaija organizers.



FAQs

Where can I find official BBNaija media content? i.e. videos and images

All official BBNaija media content can be found on the official BBNaija social media pages as well as all verified social media pages of DStv Nigeria, GOtv Nigeria and Africa Magic. Alternatively, you can obtain content from a designated BBNaija content bank on www.bbnaijamediaguide.com.

How do I know if I am in breach of any policy?

This policy is exhaustive, but you can consult with your individual legal representative. If in doubt, it is advisable to contact the MultiChoice PR team.

If I find a secret stream of BBNaija and I share it, am I in breach?

A secret stream of BBNaija content is illegal as it infringes on MultiChoice's Intellectual Property (IP) and in breach of this policy. Only official broadcast channels and platforms are to be shared.

On which packages will Big Brother Naija be available on DStv or GOtv?

Big Brother Naija Season 5 will be available to subscribers on DStv packages and only to subscribers on GOtv Max and Jolli packages

How do fans outside Africa watch the show?

MultiChoice's rights to the Big Brother format allows only for the production and broadcast in Africa. Fans outside Africa can catch daily, weekly reviews and other exciting updates on the BBNaija official social media pages.

How can I interview the evicted housemates?

Media partners, journalists, bloggers and influencers who want to interview evicted housemates can send an email to Aisha.IbrahimAlfa@ng.multichoice.com



