

SONA pre-event social media analysis

Every year social media eagerly anticipates the annual state of the nation address, delivered by the president. Social media analytics specialists, [youKnow Digital](#), have compiled a pre-event report on what to expect in the 2016 state of the nation address.

According to youKnow, 2015 saw the largest online SONA conversation to date and 2016's pre-SONA data projects at least a 24% increase in volume of conversation year-on-year. The 2016 pre-SONA social media speculation indicates that 67% of the conversation is interested in the president's comments on education, 11% on safety and 9% on the economy. A vast majority of the social media community is also interested in Zuma's response to the question of why minister Nene was fired, a question raised by both the DA and EFF.

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