

State of Social Media Adoption for Economic Empowerment Purposes: A Case of Uganda

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Abstract

The use of Information, Communication and Technology (ICT) has played a significant role in the adoption of social media for various reasons of which economic empowerment is among them. ICT has presented opportunities for income generating activities across the economic divide. The article examined the state of social media adoption for economic empowerment among purposively selected respondents in central and Busoga regions. A mixed research methods approach involving both qualitative and quantitative data collection and analysis was used. Primary (survey and key informant interviews) and secondary data collection mechanisms were employed. Results show that the social media platforms used to access information include face book, WhatsApp, twitter and others. The respondents of age group 26-35 are more actively participating in economic development activities like brand development, product promotion, access to financial services, location of transport and logistics and trade services. The study recommends the adoption of online applications that users can subscribe to for easier access of ideas and items from the nearest possible provider. This environment once put in place, is assumed to create an enabling influence for social media adoption in the communities.

Key words: Social media adoption, economic empowerment, income generating activities

Introduction

In just a decade, social media has grown from its status as a collection of trendy, technology-driven online tools used by early adopters, to a mainstream form of communication used in everyday life. Social media encompasses a variety of Internet-based technologies such as social networking sites, blogs and microblogs, content communities, collaborative projects and even virtual game worlds (Kaplan and Haenlein, 2010).

Social media comprise platforms to create and exchange user-generated content. Sometimes social media are called consumer-generated media (CGM). Social media are different from traditional media, such as newspaper, books and television, in that almost anyone can publish and access information inexpensively using social media. But social media and traditional media are not absolutely distinct. For example, major news channels have official accounts on Twitter and Facebook. Social media has some or all of these seven function blocks: identity, conversations, sharing, presence, relationships, reputation and groups. Different forms of social media have different points of focus.

It is no secret that social media has and continues to redefine the global landscape. Social media has often been looked at as a platform for communication and engagement between users, but it is drastically evolving beyond that. As today's consumer spends up to nine hours per day online, social media has proven to be the most effective way for businesses to reach new audiences on a global scale for example, collaborative projects such as Wikipedia mostly care about sharing and reputation (Ranson & Pfano, 2022).

Social networking service (SNS) is a set of online sites and applications, which at least consist of three parts: users, social links and interactive communications. In fact, SNS is a subset of social media, which include the social network. On SNS, communication is interactive. The user's major motivations could be recording one's daily life, providing commentary and opinions, expressing feeling and emotion, demonstrating ideas via text and keeping the community. All SNS providers have two core focuses: social relations and user-generated contents. In terms of social relations, they might reflect the social network of persons in real life, build new social connections based upon interests and activities or both. For user-generated contents, they provide an easy way to create, share, rank and exchange information.

The main objective of the study was to analyse the state of social media adoption for economic empowerment purposes with the following as the specific objective;

- I. To understand the importance of social media for economic development
- II. To determine the level of adoption of social media usage for economic development
- III. To assess the environment in place as an enabling factor for social media adoption.

Despite its increasing relevance and perceived value for SMEs, there are still very few studies on the way in which SMEs use or decide on social media channels. Only a handful of studies have so far examined the use of social media to improve business management and particularly its impact on business performance (Ahmad et al, 2018).

Literature review

Importance of social media for economic development

Development cannot happen in isolation whether it maybe at micro or macro level. There is therefore a need for a strong tool for people to connect instantly so that knowledge transfer is never ending and instant. Today the world is becoming a small place to live and share knowledge, ideas and passing over valuable culture to next generation and this is all possible through social networking and the media, (Raza, et, al. 2020).

Social media is a “game changer.” The well-established norms of business marketing have undergone a forced change. No longer satisfied with advertising and promotional information as a sole source for learning about new products and services, consumers have taken to the Social Web in an effort to share among themselves their own direct experiences with brand, products and services to provide a more “real” view of their research experience (Evans, 2010).

For organizations that have taken opportunity over internet have been able to regress resource optimization and efficiency to reduce cost of production and grab new market opportunities that were previously not available. They further improve quality of their services and products, make use of social media to reach new markets, improve customer relations management and develop new products for new and old markets through research and development (Paul, K.J et al, 2015)

Both large and small firms have adopted new technologies for the sole purpose of improving both performance and financial stability of their practise and individuals attached to the enterprises. Individuals have been exposed to such technologies in a strategic manner that has created a balance between the social and economic opportunities for financial stability (Raza, et, al. 2020). In addition, Offiong, Tom & Wangari (2023) observe that the adoption of social media platforms for economic development has mainly focussed on end-users rather than the efficacy of adoption by the firms or individuals thus creating a deficit on social media adoption.

To determine the level of adoption of social media usage for economic development

Through social media and the use of ICT, the world in general has benefited through improved information sharing, connections and relationships among people across nations. Through this, the networks have introduced ideas and adoptions of different ways to financial growth. Internet enabled platforms like Facebook, twitter, WhatsApp together with the use of smart phones and devices have affected users positively in terms of direct and indirect accelerating economic benefits. People have adopted the use of Income generating activities for social-economic growth especially for youth empowerment and decent employment for both men and women. Manyerere (2021).

According to the Uganda Bureau of Statistics (UBOS) 2017 Statistical Abstract, over 75% of Uganda's population lives in rural areas. Even though Uganda boasts of a high tele density (number of people connected to communications infrastructure), the quality of internet is especially wanting in rural areas. Besides, the cost of access to devices and internet bandwidth for a majority reliant on subsistence agriculture inhibits adoption of ICTs for their day to day activities (Mwesigwa, 2018). Micheal Nyitegeka in (Kanyoro, 2015), an IT Consultant and social media enthusiast, said that Ugandans are catching on fast with the social media trends. This has been largely driven by the increased access to devices such as mobile phones and computers and also internet connectivity. The demographics in the country also contribute a lot to the increased use of social media.

"The youth make up the majority of the population in Uganda right now, and they are more interested in using social media. This has also forced some of the older generation to pick interest in using social media," he says

When social media was first moving to the forefront of business people's minds, many considered it mostly to be a cost-effective method of spreading the word about your brand because of the leanness of their budgets. The full potential of social media as a marketing tool was certainly not realized at that point. The decision by business people at that time to use social media as a marketing tool was because social media does not cost a lot of money and nobody had a lot of money to spend.

As valuable and worthwhile as social media is, it really is not free. It takes an investment of time to make social media work for you and your business. Of course, time equals money. It is vitally important that you use social media channels not just to advertise your brand, but you also need to use social media to interact with your customers and potential customers. You need to hear whatever they want to tell you and try to offer solutions to their problems (Cohn, 2010).

To assess the environment in place as an enabling factor for social media adoption.

In recent years, there have been doubts raised about the overall benefits of internet access and social media use. Concerns or no, the share of people who use internet or own a smartphone continues to expand in the developing world and remains high in developed nations. When it comes to social media use, people in emerging and developing markets are fast approaching levels seen in more advanced economies (Poushter, et al, 2018).

The time invested in learning how to use social media is a contributing factor in accumulation of knowledge, learning by doing as a strategic importance for business and economic success. Although urban area dwellers have more knowledge on the use of social media as compared to those in rural areas, the knowledge of using the social media tools increases with time for as long as technology use is invested through training, (Offiong, Tom & Wangari 2023).

Social media enables communities to cast a very wide net. Without the limitations of 20th audiences directly and immediately with fresh information, like the very latest announcements and press releases about new companies or facilities in the community, new pictures and video tours of available properties. Perhaps the most valuable feature of social media is that it creates two-way communication to build relationships (DuPont, 2014).

The tax which the Uganda government introduced on use of social media in 2018 has slashed the number of internet users in the country by five million in three months, according to figures from the industry regulator, the Uganda Communications Commission (UCC). The numbers also show that revenue from the tax is far from the windfall which government had predicted would add to the national treasury (Nanfuka, 2019).

It has been noted that corporate adoption of social media provides benefits and it has been identified that there is a positive relationship between social media adoption and corporate performance. Shahizan, et,al (2015) found that social media use had a positive effect on customer-facing activities and therefore sales performance. It was further noted that the adoption of social media positively affected organizational social capital, which in turn affected performance. Facebook adoption had a positive effect on SMEs' sales performance as well as social media having

a significant impact on business by significantly influencing purchasing decisions, (Shahizan, et, al (2015).

Methodology

A mixed methods approach comprising the use of both qualitative and quantitative data collection was adopted. The primary data collection methods included the survey method which was used to collect information from the community members whose sample size was determined using the simple random sampling method. The key informant interviews were also used and respondents chosen using the purposive sampling method. Secondary data was also used to triangulate primary data collected.

The respondents were selected and number determined from the central and Busoga regions using the krejcie and Morgan's 1970 table. A total of 750 respondents were targeted for the study and 256 took part in the study

Results and Discussion of findings

Social Media use for Economic Empowerment

The research team was interested in finding out the significance of social media to economic empowerment amongst the respondents in Uganda. The respondents to the research were asked to rate on a scale of 1-5 of which 5 is the highest the rate of usage of social media for different economic empowerment actions.

The figure 1 below describes how the respondents rated the use of social media for brand development as one the aspects of economic empowerment that were considered during the study.

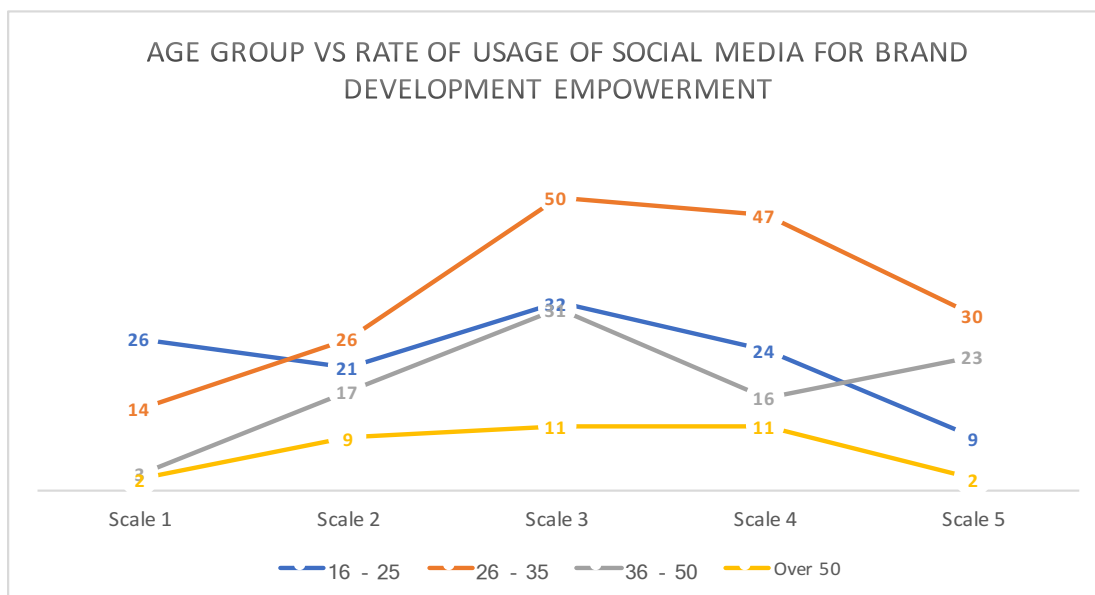


Figure 1: Brand Development using Social Media

From the results, it is clear that the use of social media on the economic action of brand development is rated majorly at 3 followed 4 by the respondents. The age group 26-35 had the highest rating for social media use for brand development. This is probably because many of respondents within this age group have completed their studies and now pushing their brand in terms of who they are, what they are selling or service being offered. One of the respondents had this to say;

"I sell second hand used clothes to the working class and I do it using my Facebook account. I have a big following today because of the quality and door to door service I provide to my clients. Am now known by many of corporate people for selling good clothes but all through my Facebook account."

It is clear from the message that Facebook has supported to develop a brand for the respondents and they are known within the corporate world for providing good service to the clients. The youth today are using their social media capital to be able to reach out to all of their following and develop brands for what they have to offer. This has created virtual jobs for many of the youth and needs to be encouraged further as one-way technology can support in creating jobs. Also, today any corporation without a social media presence misses out so much in terms of brand development because many of the service recipients are on these social media platforms. However, it can clearly be seen that the age group above 50 years has very few respondents indicating the use of social media for brand promotion. Social media does not seem to be of so much value to them since they are digital migrants. But since this is an era where technology is seen to support a lot of service provision, this age group needs to be empowered further to see the value of social media for this sort of economic action.

When the respondents were asked about the use of social media for product promotion as described in figure 2 below, it was noted that the majority of the respondents rated it at 4, 5 and 3 respectively.

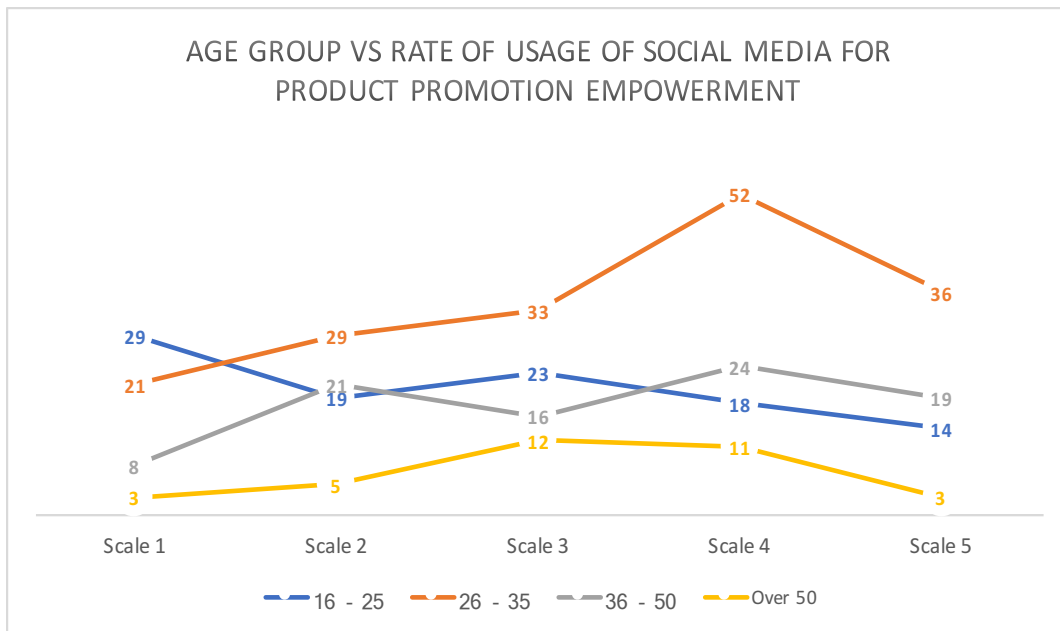


Figure 2: Social Media for Product Promotion
 Note: Scale 1 is the lowest and 5 highest

These results clearly indicate that social media is indeed supporting many of the youth in terms of promoting their products (good or services). It is clear that social media is being used largely by the age groups 26-35 and 36-50 years as compared to the 16-25 years age group. It is true that majority of the respondents in the age group 16-25 are still students and hence participating less in economic

empowerment activities. The presumed working age groups clearly show that they are using the social media for making adverts for the goods and services across the digital spectrum.

Further still, the respondents were asked to rate their use of social media for business awareness and the results are as described in figure 3. The results from analysis indicate that the respondents rated the use of social media for business awareness majorly at 3, 4 and 5 respectively. These details once again clearly show that the age groups 26-35, 16-25 and 36-50 they tend to use social media for business awareness. But it is majorly undertaken by the 26-35 age group. There were more respondents who rated highly the use of social media for business awareness in the age group 26-35 than any other age group. This confirms the reality that several youths have created their own virtual jobs and they are marketing them on a routine basis.

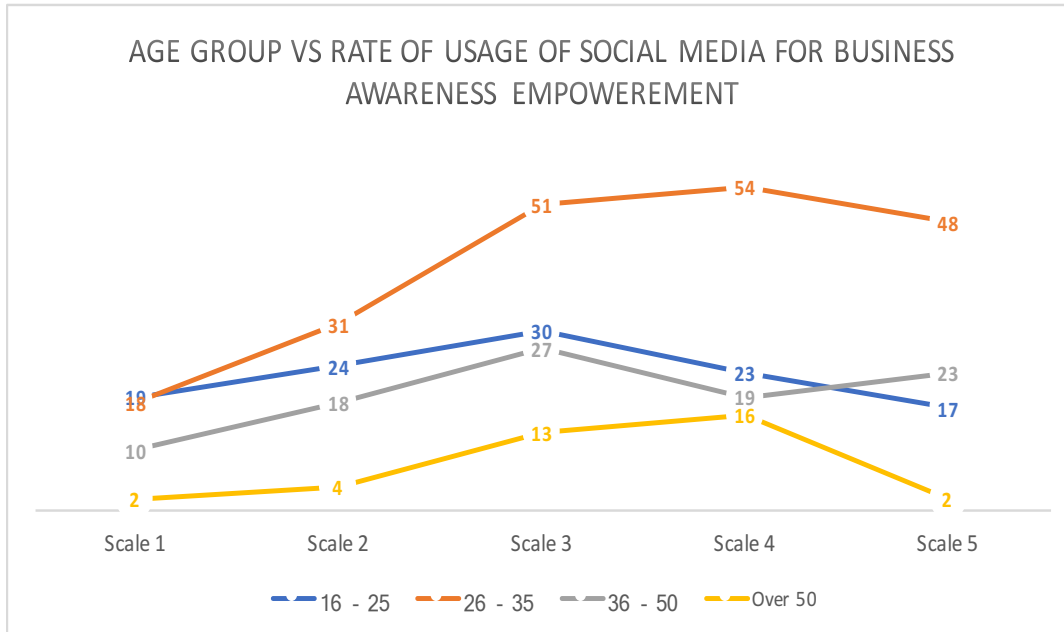


Figure 3: Social Media used in Business Awareness

Another question was posed to the same respondents on how they rated the use of social media for service promotion. The highest rating was 4 and 5 but still the same age group 26-35 majorly rating the economic empowerment action. It is clear from the analysis that despite many of the respondents rating this economic action high, some other respondents ranked it very low from both the 16-25 and 26-35 age groups as described in figure 4 below. The details describe that the age group 26-35 believes greatly that social media can be used for service promotion.

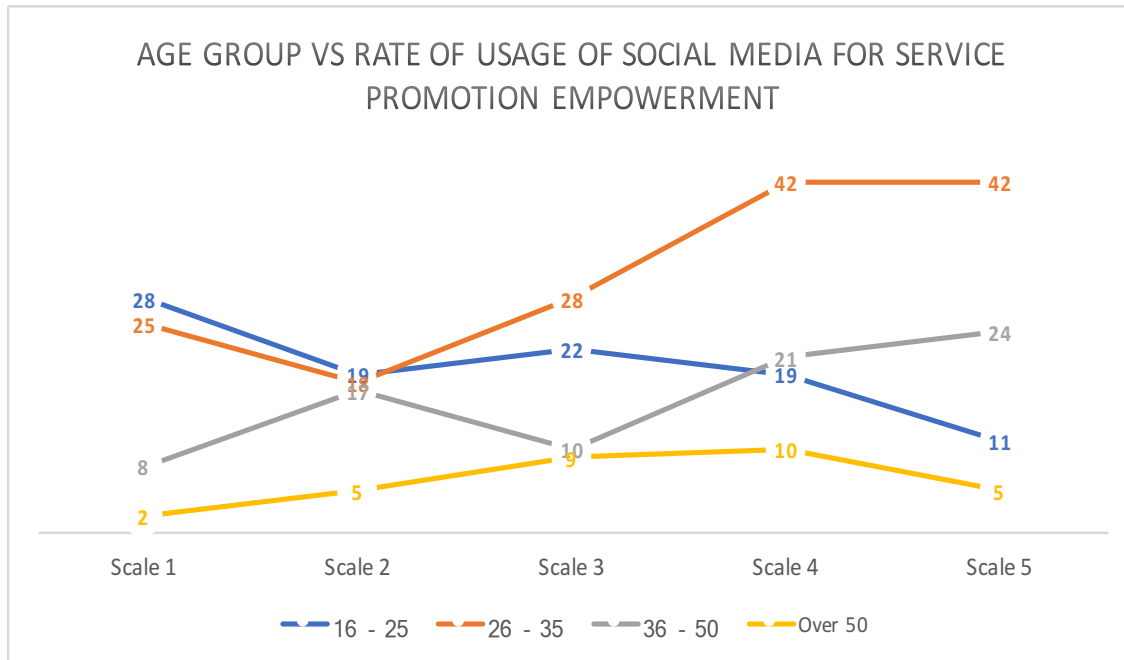


Figure 4: Use of Social Media for Service Promotion

From the results in the figure 4 above, it is clear that age group 26-35 and 36-50 had more respondents that felt that social media is very important for service promotion. In social media, they can ably talk about their services through small video clips and share them either on WhatsApp or Facebook for other people across the world to know what they do. One of the respondents who falls into that age group had this to say;

“I use both Facebook and WhatsApp to promote my home service I can provide to clients. I provide facial and saloon service to clients right at their homes. Through these tools I have been able to get business almost daily and am very happy with it.”

Such information coming from one of the respondents indicates that there are several youth within the age group of 26-35 that are reaching out to many clients to promote their services.

In terms of economic empowerment, the respondents were again asked to rate how they used social media for service provision. Figure 5 describes the analysis from the responses and the age group 26-35 clearly rated it as the highest with 3, 4 and 5 respectively. Under this economic action we note that the age groups 16-25 and 36-50 also tend to rate this economic action highly which means that it is important to them too. It is therefore true that social media to a greater extent as per the rating from respondents is effective in offering service provision. Through the different social media applications, service providers are able to broadcast what they can do, what they have already done and provide a clear profile for their service they can provide. They can also use social media to engage with their clients, communicate to them in real time and explain about the different services they can offer. Through WhatsApp, business owners have been able to provide details of services they provide with adequate details for potential clients to see and make a decision. Therefore, this is really important for the age group that is creating jobs and need to be supported in any way.

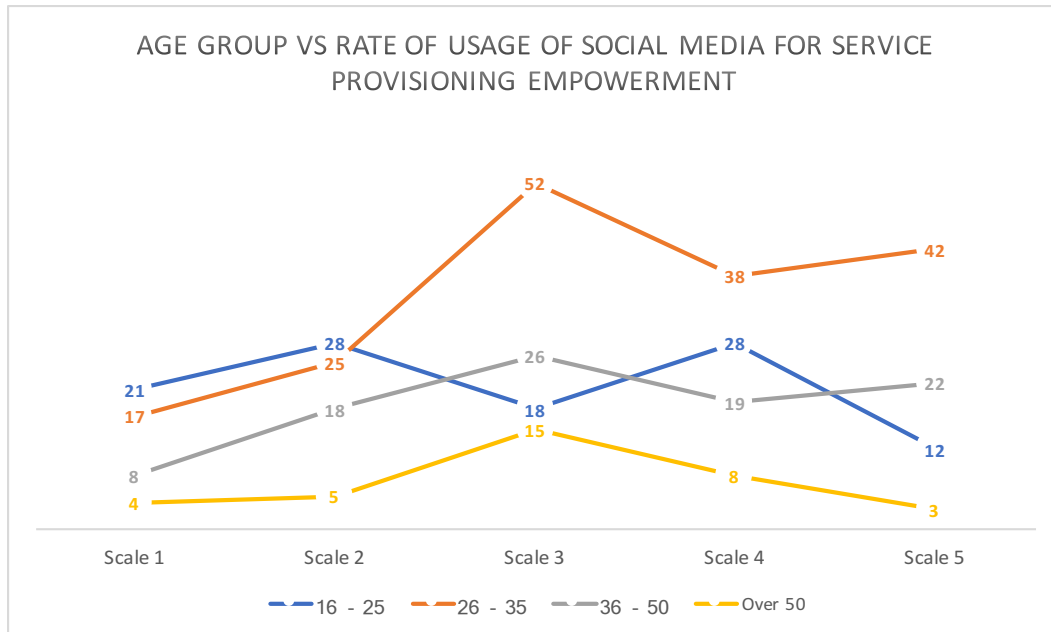


Figure 5: Social Media use for Service Provision

The results from the study indicate that the five economic empowerment actions, brand development, product promotion, business awareness, service promotion and service provisioning can ably be supported by social media tools as witnessed from the respondents. It is also true that the age group 26-35 who are mainly the youth who have completed their studies or are working are mainly the people involved in the use of social media for economic actions. The age group of >50 years indicated to be using social media at a low rate to undertake any economic action. Interventions that can support the development of these economic actions will go a long way in creating more jobs for the youth within the country and hence governments need to pick interest in such findings.

Social Media Use for Economic Activities

In order to clearly understand the significance of social media in supporting economic activities, respondents who took part in the study were asked to rate how they felt on social media supporting their specific activities. Respondents were asked how social media supported Agriculture business, Educational services, Health, Trade, Financial services, Transport and logistics. The figure 6 clearly described how the respondents rated the use of social media to support economic activities.

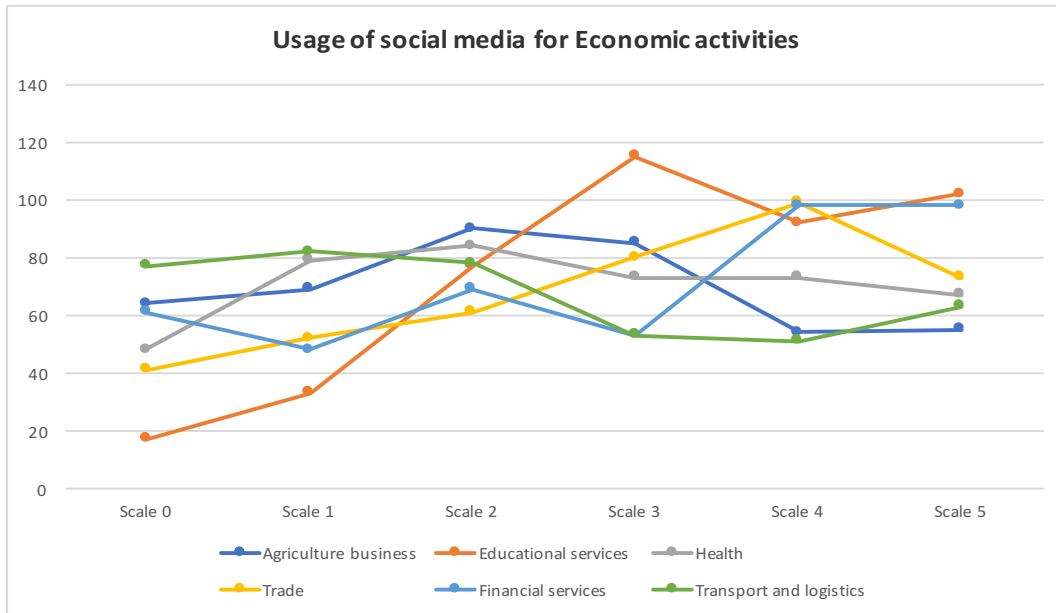


Figure 6: Use of Social Media for Economic Activities

From the analysed results, it is clear that social media was rated highly 3-5 on having supported the economic activities of educational services, trade, financial services and least supported was transport and logistics. It should be noted that the services majorly supported are those where information sharing and communication are critical. It has been noted from the previous research that social media was effectively supporting activities such as education and business (trade). These results therefore confirm that services that depend a lot on information sharing and communication can be effectively supported by social media.

Further analysis of the different services in relation to the age groups indicated that the significant use of social media varied from one age group to another. Figure 7 describes how the age groups of respondents rated the use of social media for agriculture services by the different age groups.

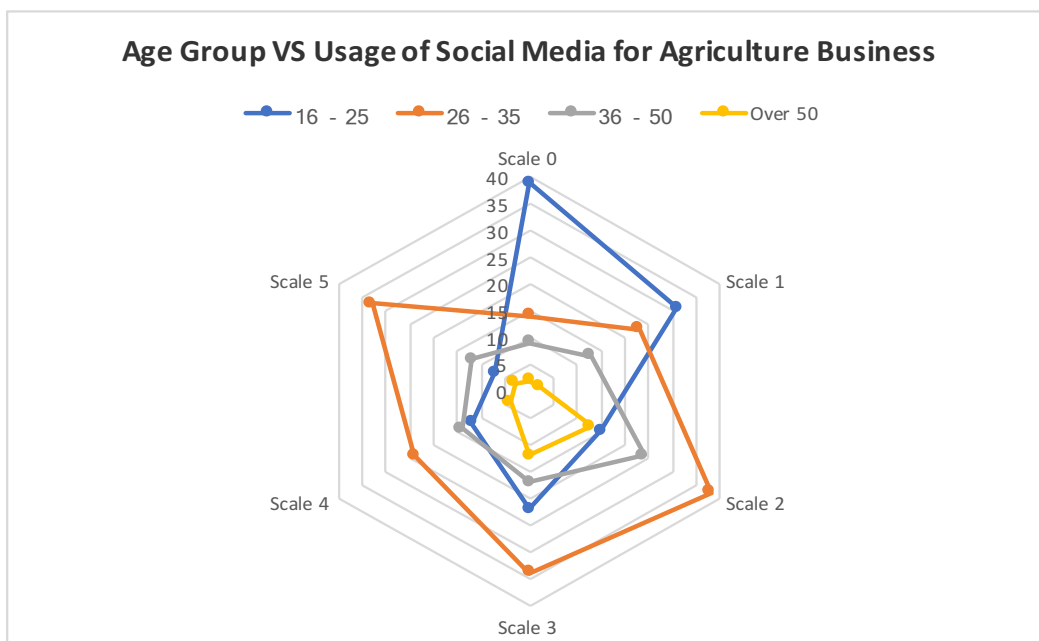


Figure 7: Use of Social Media for Agriculture services

The results in figure 7 indicate that the majority respondents rated use of social media for agriculture services as moderate with rate 2 and 3. It is also true that there were more respondents in the age group of 26-35 who rated use of social media for agriculture services than any other age group. The age group above 50 years once again rated the use of social media very low as compared to the others which is a clear sign of no use amongst that age group.

The same respondents were requested to rate the use of social media for educational service provision as part of the economic activities undertaken within the country. Figure 8 describes the results from the respondents as per their age groups.

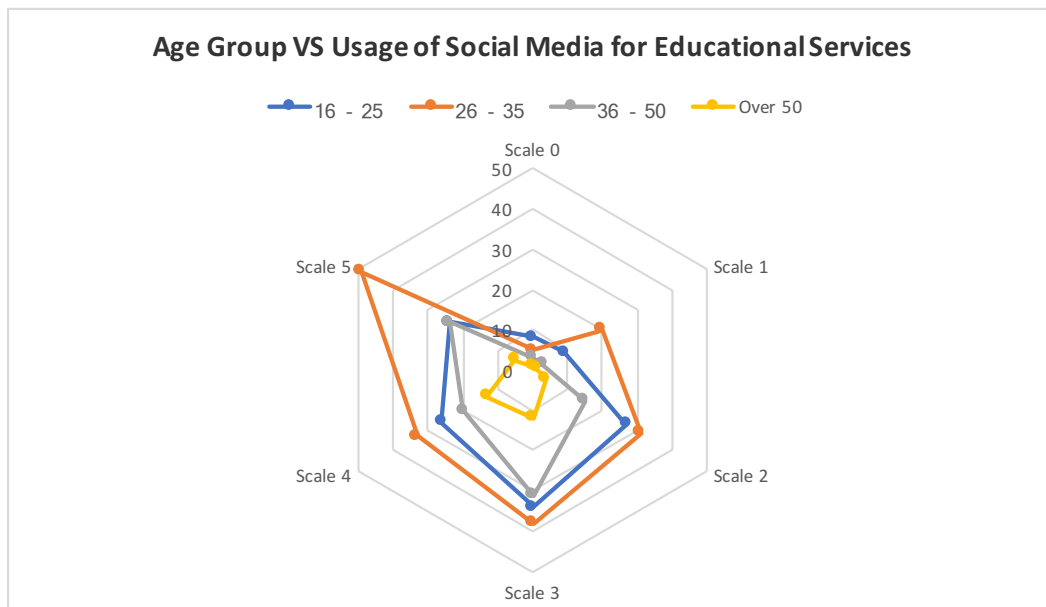


Figure 8: Use of Social Media for Educational services

From figure 8, it is noted that use of social media for educational services was highly rated with 3, 4 and 5. This has already been confirmed by the previous results that showed how the different age groups were effectively using social media for different educational activities. However, what can be further confirmed is that the age group 26-35 provided the highest rating followed by 16-25 and 36-50 years.

The respondents were asked to rate how they used social media for Transport and logistics services as per their age groups. The figure 9 describes that the rating was really low with highest rating being 1 followed by 2 and 0 rating. The age group 16-25 and 26-35 were the ones that highly ranked transport and logistics that receive low support from social media. This service sector is one that rarely receives attention on social media apart from sharing information concerning accidents, road diversions among others. Due to the potential that social media has researchers, needs to develop cutting edge research on how they can further tap into the social media in the provision of transport and logistics.

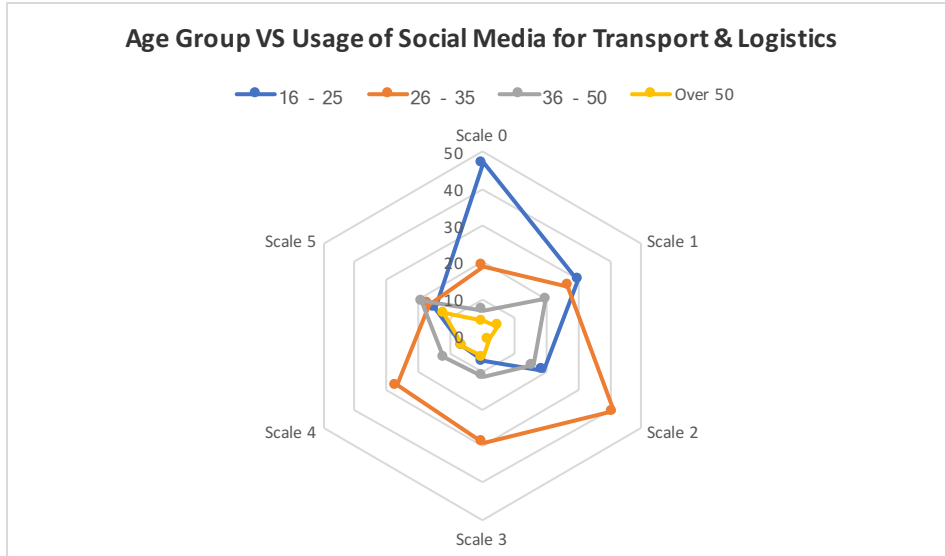


Figure 9: Social Media use in Transport and Logistics

The same respondents were also asked to rate how they used social media for supporting financial services within their age groups. Figure 10 illustrates that the respondents highly rated the use of social media in financial services with rating 4 and 5. However, there is also a sizeable number of respondents that rated very low usage of social media for financial services with 0 and 1. Critical information that can be extracted from the figure 10 is that respondents who were from the age group 26-35 and 36-50 were the ones who highly rated the use of social media in financial services. The age groups 16-25 and 26-35 are the ones that rated the use of social media for financial services as low amongst the respondents. Reason for this is that majority of these respondents in these age groups are working class and have financial transaction they carry out using social media. Some of them use the social media and others do not see any significance of its use.

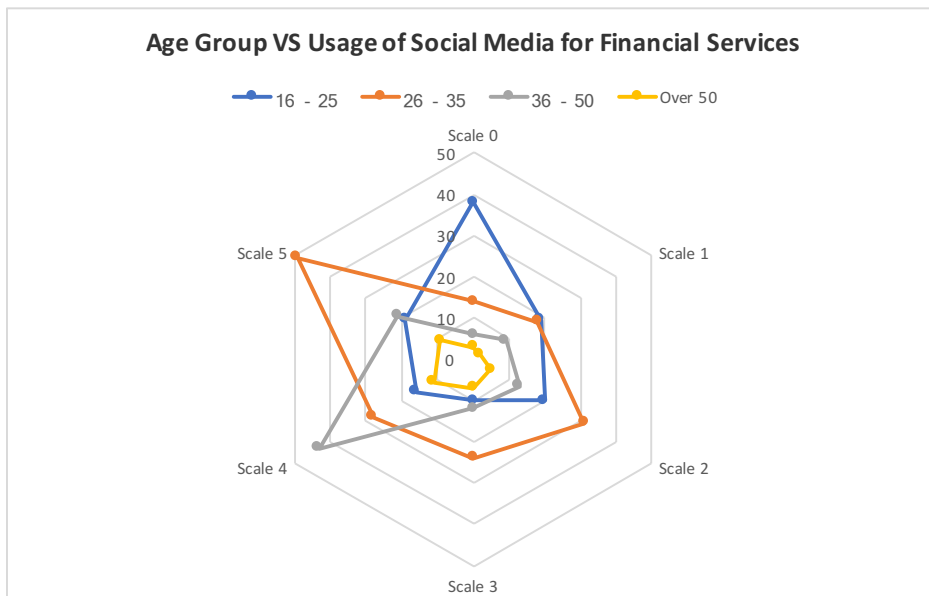


Figure 10: Use of Social Media for Financial Services

One of the lecturers indicated to the research team that;

"I regularly discuss the project budget with my foreign collaborators using Skype since it can allow several people to attend the discussion and also documents can be shared amongst the participants in real-time."

Such information is very essential in demonstrating how financial services such as budgeting can be undertaken socially and collaboratively via social media. Other applications such as Google are also key within this service sector.

The researchers also asked the respondents in their age groups to rate the use of social media in supporting health services and figure 11 describes the results. It is apparent that the respondents who rated highly (3, 4 and 5) the use of social media for health services were from the age groups 26-35 and 36-50 years. The ones who rated very low are mainly from the age group 16-25. Some of the health activities presumed to be provided via social media included health information sharing, group communication via technologies such as WhatsApp among others. Social media has the potential in being used to support health services for example broadcasting messages concerning outbreaks, information citizens to vaccinate children, creating awareness about certain diseases such as HIV, COVID19, and Ebola. Social media is the fastest form of communication that can be used to reach out to as many people as possible in real-time. The most recent pandemic of COVID 19 has shown how social media can transmit information to all corners of the world in the shortest time possible. However, it has also supported in disseminating a lot of false information concerning the virus hence making it very hard for the health service providers to deal with the pandemic. Therefore, government should pick interest in using social media in supporting health services within the country like it has used it for disseminating information to citizens on how to better safe guard themselves from COVID 19 and other hazards.

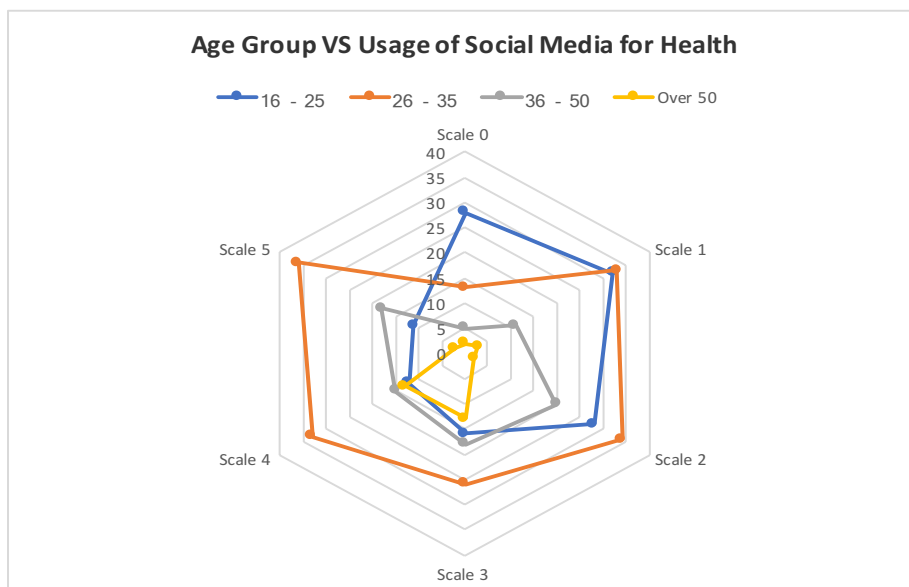


Figure 11: Use of Social Media for Health Services

Lastly the respondents within their age groups were asked to rate the use of social media for trade services and results are demonstrated in figure 12 below. Interpretation of the results indicates that social media was very highly used to support trade with rating 3-5. This result has already been identified in the previous analysis which indicated that several respondents were using social media for business. It is also important to note that the majority of respondents who are involved in using social media for trade come from the 26-35 age group. Almost it was the same number of respondents from the age groups 16-25 and 35-50 who felt it was highly used and at the same time lowly used to support trade.

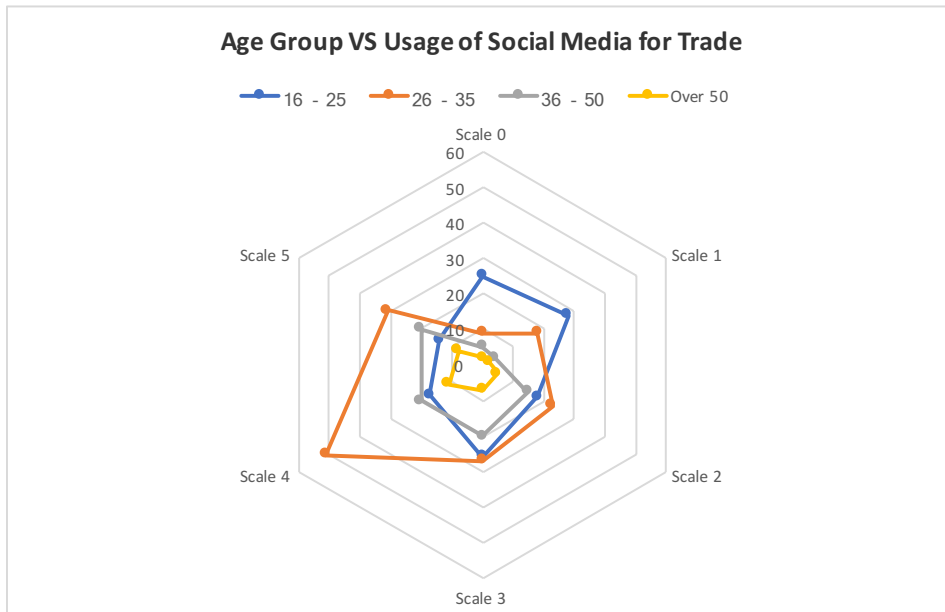


Figure 12: Use of Social Media for Trade Services

The results under the economic activities illustrate that social media is already being used in the provision of economic activities. However, this use varies from one economic activity to age group. But two main economic activities (education and trade) were seen greatly supported by the use social media. If an intervention can be developed to support the use of social media for the different economic activities, it will go a long way to improve service provision within the country.

Social Media use Impact and Inspiration

It was very important to understand from the study to what extent social media had positively impacted on the growth of revenue for the economic activities that were being undertaken by the different age groups. The respondents were asked to rate from 0-5 on how they felt that social media had impacted positively to revenue growth in the different economic activities they were carrying out and figure 13 describes the results.

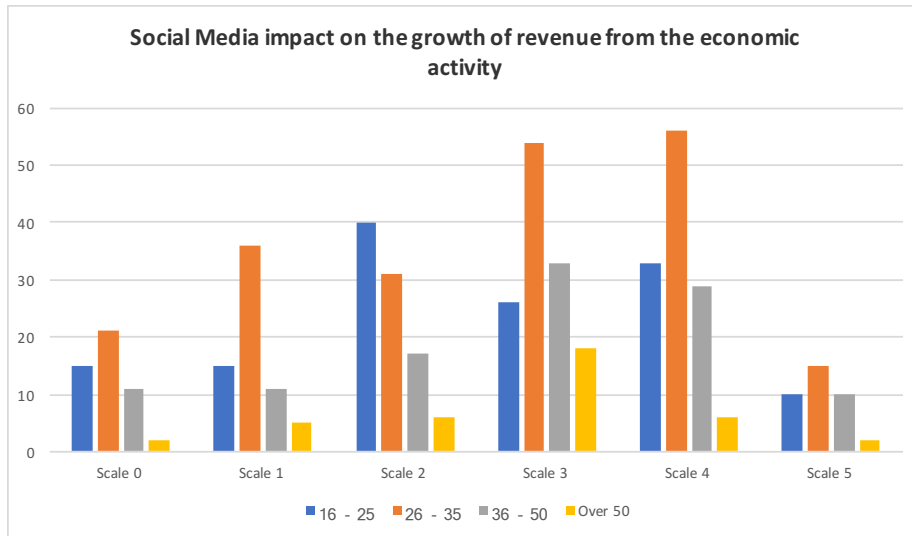


Figure 13: Impact of Social Media on Revenue Growth within the Economic Activities

The results in figure 13 indicate that majority of the respondents rated between 3 and 4 to signify that social media did impact on their revenue growth. A very small group of respondents also did indicate a rate 5 to show how social media significantly impacted on their revenue growth. But a relatively significant number also indicated to have received low impact (rating 2, 1 and 0) on the revenue growth through the use of social media. It is also important to note that the age group which rates highly the impact of social media on revenue growth within the economic activities is 26-35 followed by the 16-25 years. These results clearly illustrate how social media is economically important to the users at the different age groups in terms of revenue collection. It is therefore supporting several users in terms of earning, job security and generally economic empowerment.

Finally, the study sought to find out what really inspired the respondents to start using social media for the different economic activities they were participating in. Using social media generally depends on the inspiration received from friends, family, training sessions and online testimonies from other people. The respondents were asked to rate the different sources of inspiration for starting to use social media for business purposes and figure 14 illustrates the findings.

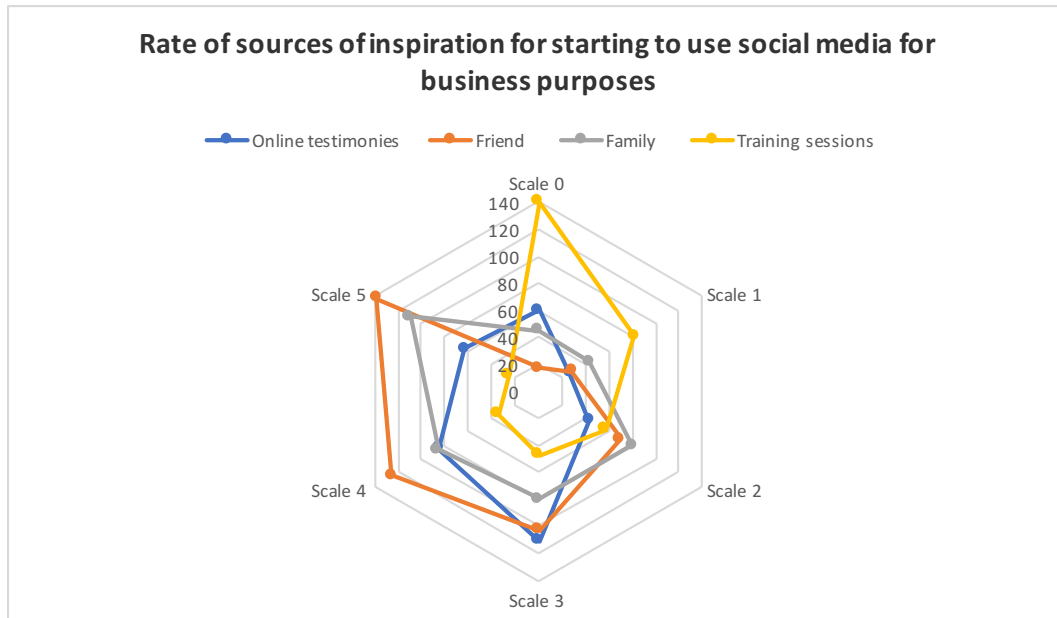


Figure 14: Source of Inspiration to use Social Media

Figure 14 illustrates how the respondents rated the sources of inspiration to use social media that had been presented to them. Results indicate that the highest rating was 5 followed by 4 and 3. This was mainly done by the age groups 26-35 followed by 16-25 and 36-50 years respectively. Friends and Family respectively were rated as the highest sources of inspiration in using social media for economic activities. The training session was rated as the lowest source of inspiration to use social media by the respondents. This information indicates that many of the users of social media are inspired by friends and family in the use for different economic activities.

Since training sessions were rated very low, the respondents were asked if they would be willing to develop a social media venture if trained on how do it. Figure 15 describes the results from the respondents on how they considered training could initiate them in starting a social media venture.

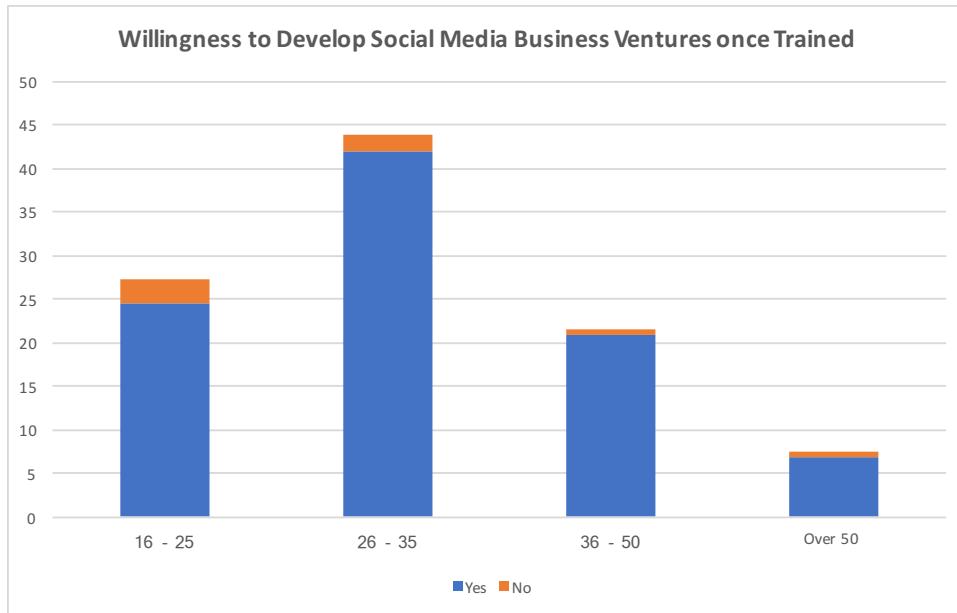


Figure 15: Willingness to start a Social Media Venture once trained

The willingness to take on Social Media ventures once trained varied from age group with more youthful respondents indicating that they would take on the ventures. It was noted that 42% of those who responded that they would take on the new ventures were from the age group 26-35 followed by age groups 16-25 and 36-50 respectively. Further analysis of the responses indicates that 94.3% of the respondents indicated that they would be willing to start a business venture once trained on how to use social media. This information is very important to decision makers within government that training session on using social media for economic activities amongst the youth who do not have jobs can support them in creating jobs. This should be explored as one of the avenues to support job creation within the country.

Having noted that some of the respondents were already engaged in business ventures via social media, the research sought to find out if there were any technical difficulties faced in their social media business venture. The responses were analysed and presented in figure 16 describing how different age groups responded. The results reveal that 78.9% of the respondents indicated that they indeed had difficulties in undertaking their social media based businesses. The age group 26-35 had the majority of respondents who agreed that they indeed had difficulties in undertaking their social media based businesses. This age group was followed by 16-25 and then 36-50 who also indicated that there were indeed difficulties while undertaking their social media based businesses. The results conform to the previous results which clearly indicated that the age group 26-35 were the main users of social media for economic activities and therefore should have faced more difficulties than any other group.

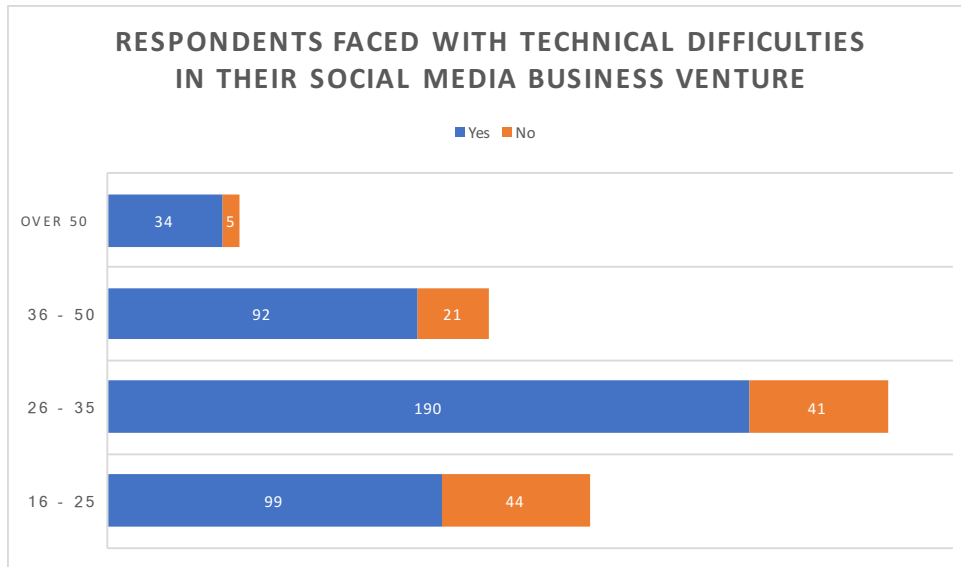


Figure 16: Response on whether People faced difficulties in their Social Media Businesses

The results presented clearly revealed the significance of social media on economic empowerment. The age group 26-35 was found to be the greatest user of social media for economic empowerment. It was also found out that social media can impact on the provision of different services but majorly education and trade benefited greatly from it. There were several youthful respondents that indicated that social media had created virtual jobs for them and that their revenue was improving. Finally, it is very clear that there is still a big gap between the digital natives and digital migrants in the use of social media for economic empowerment as described in the results presented.

Conclusions and recommendations

The 26-35 year olds were identified as most active in using social media platforms to develop their brand and let the world know about their capabilities thus promoting themselves. The social media accounts created were used to promote the goods and services of products being sold. Since these results bring facts that Ugandan youth are ably tapping into the presence of social media to promote their goods and services as witnessed mainly on Facebook, the government may need to improvise means on supporting them. An intervention from government to allow the youth to tap into the opportunities that social media provides in terms of product promotion will go a long way in creating virtual jobs for both local and foreign clients.

The study showed that creating of the social media accounts showed that majority of the respondents aware that they are used for business awareness besides the sharing of leisure information. It is therefore important for government and other stakeholders to come in and support social media users in realising their dream of job creation. Today, it is very popular to find several youthful business owners with their business address virtual. An intervention such as this has been assumed to reduce costs on internet access for online business may go a long way to encourage other virtual job creators and hence more employment for the youth.

Results also showed that social media can be used to promote goods and services through the sharing of video clip advertisements and others with the aim of capturing a wider audience. In order to further promote this good activity amongst the youth, there is need of an intervention that can support these youths. For example, Internet Service Providers (ISPs) can be encouraged to support job creation by partnering with many of these virtual creators in terms of internet provision.

Social media use was reported to support some economic activities (trade, education services) positively and a few (agricultural services, transport and logistics) negatively. It is important for both ISPs and government to use these findings to develop strategies on how they can better support in the provision of economic activities most especially those that are not benefiting a lot from the social media usage.

Results showed that the use of social media has caused a positive impact on the growth of revenue for the respondents through the economic activities carried out. Individuals are able to pay for their taxes and follow up on them through social media. However social media users lacked the training on how to manoeuvre these platforms to accelerate economic growth. A suggestion on frequent refresher training on use of various platforms and initiate a social media venture and job creation. For the respondents already engaged in business ventures, discussions with those that have succeeded can be encouraged for information sharing on best practices.

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