



Happy New Year!

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Par Charles Antoine Bambara
CEO

ABC Global Communications: Year 1 review and outlook

ABC Global Communications wishes you a happy and prosperous New Year 2025. This communication agency continues its journey after officially launching on May 15, 2024.



Our Digital Marketing Action

Our team of experts will advise and guide you to boost your online presence and make an impact.

- Taking advantage of social media to boost activities or increase audience
- Online Marketing
- Monitoring of social media to track dis/misinformation
- Plan action to counter dis/misinformation



ABC Global Communications: Year 1 review and outlook

With the live launch of its website, ABC Global Communications joined the ranks of communication agencies aspiring to grow in **Europe** and **Africa**, strengthening connections between these two continents.

In **eight months**, the agency has established a presence on several social media platforms with a growing audience, thanks to its proactive approach. Within a few months, we have nearly **600 followers** on LinkedIn, and **over a thousand** members on Facebook and X, all passionate about the vision, information, and enthusiasm of the ABC Global Communications team.

Eighteen articles have been published in eight months, averaging over two per month.

These articles covered **12 countries** across Europe, Asia, and several West, East, and Central African nations. Topics ranged from tourism and agriculture to mining resources, economic development and growth, women's empowerment, elections, and political agendas. In total, **11 themes** allowed our audience to appreciate the expertise of this communication agency, establishing it as a reference in the industry.

As evidence, several contacts are underway, including collaborations with United Nations agencies and other national and international institutions. The year 2025 promises to be one of multiple and diverse actions. Starting in January 2025, an African university will host the agency for a multi-day masterclass on "Journalism, Communication, and Conflict."

We also recently signed a partnership and representation agreement with a West African communication agency. Together, we will develop collaborative work as needed.

ABC Global Communications' expertise is also attracting interest from journalism and communication schools, and we aim to strengthen these ties and contribute to training the future African elite.



Digital platforms' performance

Summary

In just six months, ABC Global Communications has established a significant presence on various digital platforms. The website stands out as a quality analysis source, while social media effectively complements this presence through regular interaction with a diverse audience. The United States leads in website connectivity, while West Africa represents the primary audience base on Facebook. LinkedIn shows strong growth potential, thanks to the quality of publications and significant engagement.

1. Website

Since its launch on May 19, 2024, the ABC Global Communications website attracted **1,200 active users** by December 20, 2024, interacting with site content **8,500 times**.

During this **six-month** period, **18 analytical and reflective articles** were published. Topics included:

- The mining, agricultural, industrial, and tourism potential of African economies.
- Afro-Indian cooperation for development.
- International finance.
- The British Labour Party's African policy.
- The condition of women in conflict zones.
- Regional integration through COMESA.
- Electoral processes in Ghana and Senegal.

Most visited pages:

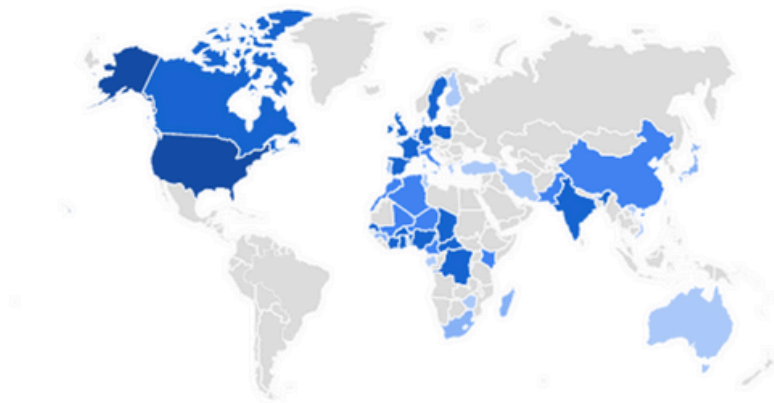
- Homepage: **1,800 visits**
- “Blog” page: **546 visitors**
- “Team” page: **494 visitors**

Geographic distribution of users:

- United States: **677 users**
- Burkina Faso: **103 users**
- United Kingdom: **66 users**
- Germany: **61 users**
- France: **49 users**



Utilisateurs actifs par Pays



PAYS	UTILISATEURS ACTIFS
United States	677
Burkina Faso	103
United Kingdom	66
Germany	61
France	49
Côte d'Ivoire	30
Senegal	20

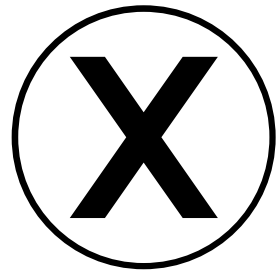
19 mai - 20 déc. 2024

[Afficher les pays](#) →

2. X (formerly Twitter)

During the same period, 160 posts were shared on ABC Global Communications' X account. These posts generated:

- **7,000 views**
- **696 interactions** (engagement rate: 9.9%)
- **395 likes**
- **39 shares**



3. Facebook

The ABC Global Communications Facebook page also experienced notable activity:

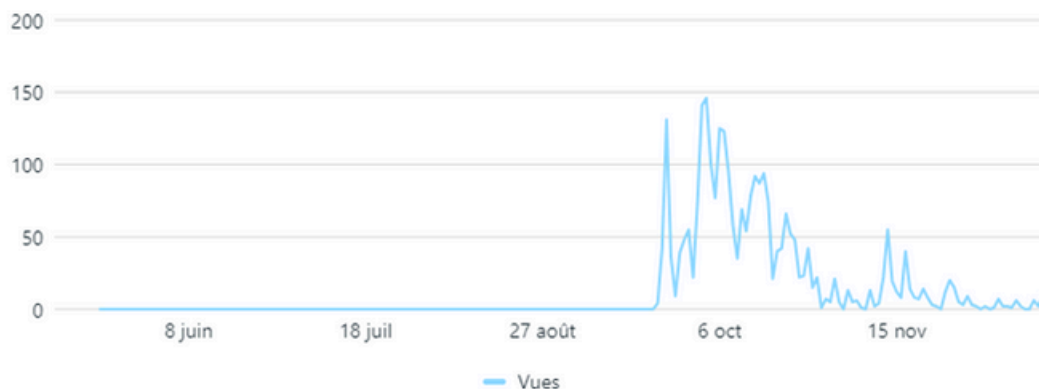
- **160 posts** shared
- **2,700 visits**
- **1,200 interactions**

Currently, the page has 1,500 subscribers, with 85.2% male and 14.8% female followers.



Performances

Par jour Cumulé ⓘ



Répartition des vues

Total
2709 –

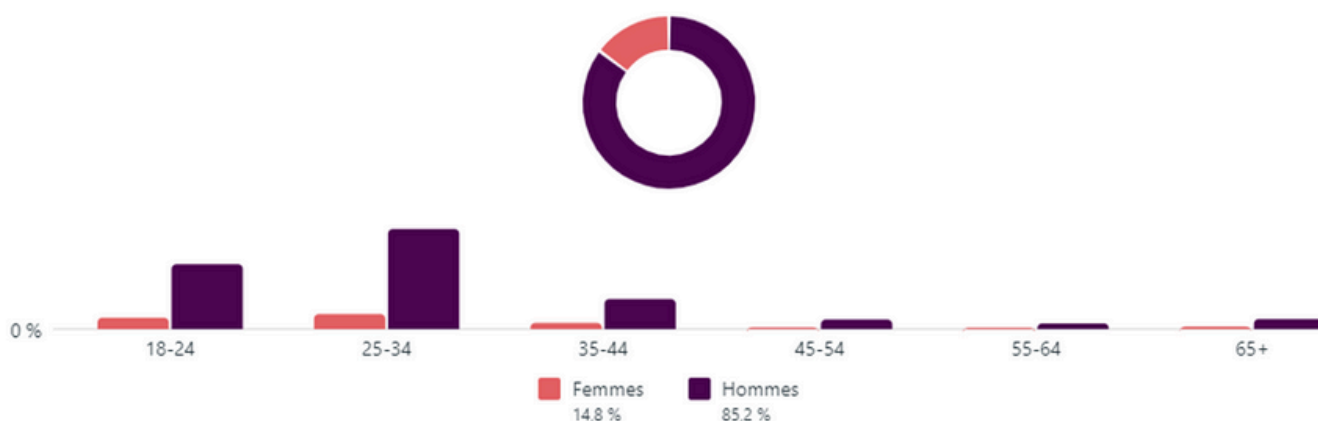
De source organique
100 % –

À partir des publicités
0 % –

Followers Facebook ⓘ

1474

Âge et genre ⓘ



Top countries of origin for subscribers:

- Nigeria (**23.6%**)
- DR Congo (**19%**)
- Guinea (**10.3%**)
- Benin (**9.7%**)
- Ghana (**8.8%**)
- Senegal (**7.8%**)

4. LinkedIn

The LinkedIn account recorded:

- **160 posts**
- **46,113 views**
- **343 interactions**

The account currently has 510 subscribers.



AFRICA AGENDA 2025



January 7 – Accra, Ghana: Swearing-in of elected President John Mahama.



January 29 – Announcement of separation between ECOWAS and the Sahel States Alliance (AES: Mali, Burkina Faso, and Niger to cease ECOWAS membership).



January 9-11 – Vodun Days – Historical city of Ouidah, Benin.



February 15 – Togo: First senatorial elections.



February 1-28 – African Nations Championship (CHAN) jointly hosted by Kenya, Tanzania, and Uganda.



February 17-18 – Ethiopia: Election of the Chairperson of the African Union Commission – Summit of Heads of State and Government.



February 22 to March 1 – FESPACO 2025 – Ouagadougou – Theme: "African Cinemas and Cultural Identities."



May 3-4 – Rwanda: Global AI (Artificial Intelligence) Summit in Africa.



May 28 – 50th anniversary of ECOWAS.



May 29 – Abidjan: African Development Bank Board of Governors elects successor to President Adesina.



September 21-28 – Rwanda: UCI Road World Championships.



October 2025 – Presidential elections in Ivory Coast and Cameroon.



November 6 – Morocco celebrates 50 years of the Green March.



November 2025 – South Africa: G20 Summit – Theme: "Fostering Solidarity, Equality, and Sustainable Development."



December 21, 2025 to January 18, 2026 – Morocco: Africa Cup of Nations 2025.



2025 – Presidential elections: Tanzania and Seychelles (dates to be determined).



2025 – Potential end of transitions in Gabon, Guinea, and Mali with elections pending.



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