

Top Online Media Outlets in

Based on Facebook Net Engagement Scores
9–15 November 2025

Total Number of



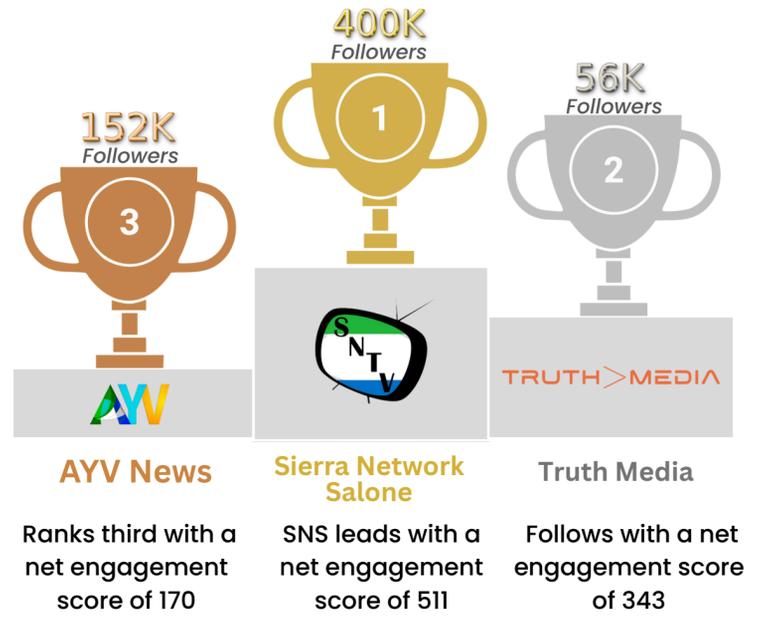
Media Outlet	Net Engagement Score	Post	Views	Likes	Comments	Shares
 Sierra Network Salone	511↑+14	28	153,331	11,000	2,998	302
 Truth Media	343↓-83	100	198,330	27,862	5,607	824
 AYV News	170↑+99	116	106,747	17,778	1,655	333
 Liberty TV	95↓-61	80	90,153	6,043	1,260	264
 Africadio	89↑+70	12	6,644	564	414	87
 Sierra Network Radio	85↑+26	42	61,774	2,591	833	137
 Epic Radio	42↓-52	160	182,355	5,833	538	395
 Rise Radio	37↑+0	31	3,602	690	164	300
 Fry Fry Radio	28↑+1	9	1,117	126	33	90
 True Tok Radio	18↓-7	10	469	98	38	40
 SLBC	14↓-5	53	6,866	582	95	42
 Star TV	4↓-1	2	100	7	0	0

Methodology

This ranking is derived from a structured analysis of Facebook engagement among major and emerging media outlets in Sierra Leone, using data collected through the Facebook API for all posts published between 9–15 November 2025. For each outlet, we captured core interaction metrics (likes, comments, and shares) and cleaned and standardized the dataset to ensure accuracy and comparability.

Engagement was summarized using a Net Engagement Score (NES), calculated as the sum of the average (per-post normalized) likes, comments, and shares for each outlet, ensuring that outlets posting more frequently did not receive an unfair advantage. The final ranking reflects each institution's overall engagement intensity during the analysis period, offering a consistent, data-driven comparison of audience interaction across the media landscape. Results will be published weekly.

Top 3 Media Leaders



About Meraki

Meraki Analytics (SL) Limited is a leading research, data science and technology consulting firm in Sierra Leone that specializes in largescale data collection, program evaluation, training and capacity development, and advanced analytics. Meraki Analytics has a highly skilled and experienced team of data scientists, statisticians, and subject-matter experts. We also boast a large and diverse standing pool of data collectors with experience in conducting nationally representative surveys across Sierra Leone, Guinea and Liberia. We possess significant experience in research design, digital data collection, enumerator training, field work supervision and quality control, data analysis and reporting. We have supported several local and international organizations including, most recently, Global School Leaders, the International Security and Development Center, VSO International, CODE International, Marie Stopes Sierra Leone, the National Water Resources Management Agency, Child Fund International, and the Freetown City Council, among others. This experience, in sectors spanning education, health, agriculture and technology, offers us a thorough understanding of the West African context as well as with the risks and opportunities associated with undertaking fieldwork activities in the region.