

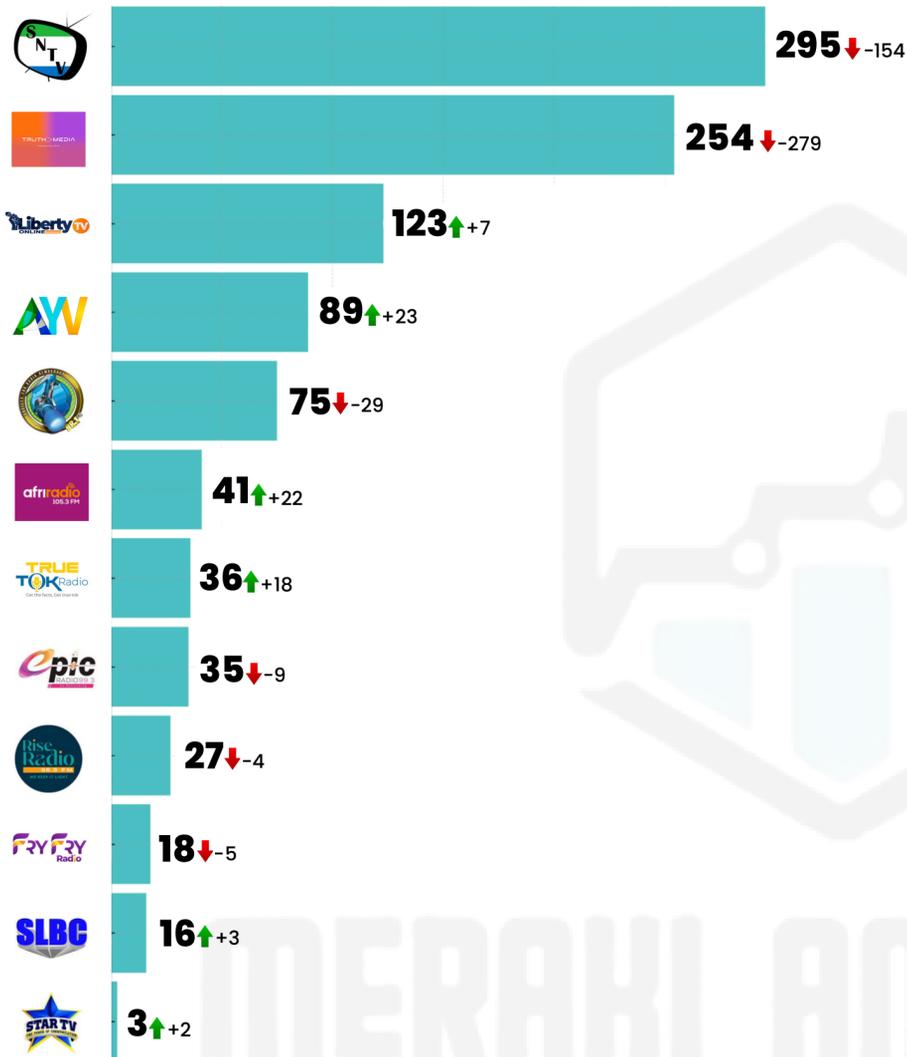
Top Online Media Outlets in

Based on Facebook Net Engagement Scores
23–29 November 2025

MML-Wk004/25

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Total Number of



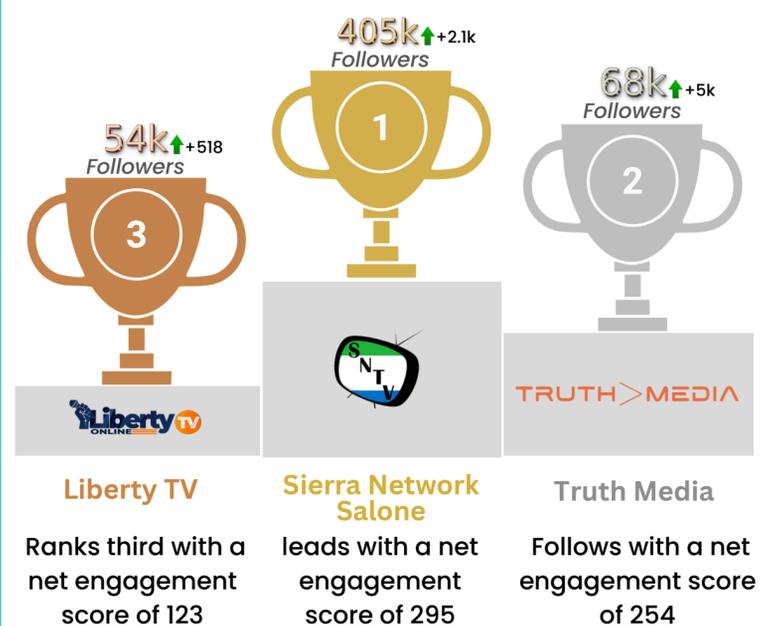
POST	Eye	Like	Comment	Share
36	144,064	8,224	1,942	451
108	194,967	22,448	4,394	552
81	108,017	8,572	1,036	321
106	49,372	8,414	785	189
34	46,796	2,201	309	56
12	5,251	330	104	52
10	709	148	66	147
136	51,408	3,825	516	417
50	4,328	876	117	343
5	304	44	18	28
47	6,846	612	84	64
3	253	8	1	0

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 23–29 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.