

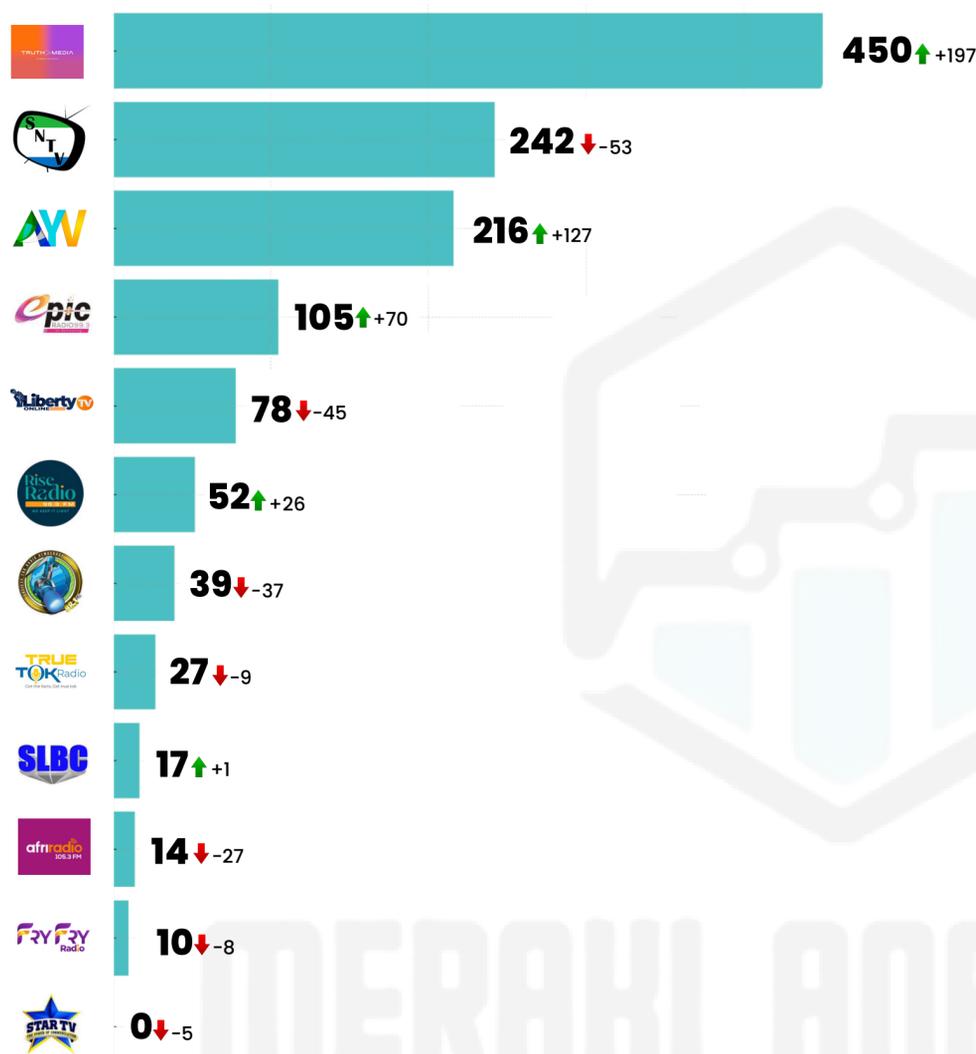
Top Online Media Outlets in

Based on Facebook Net Engagement Scores
November 30–December 6, 2025

MML-Wk005/25

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Total Number of



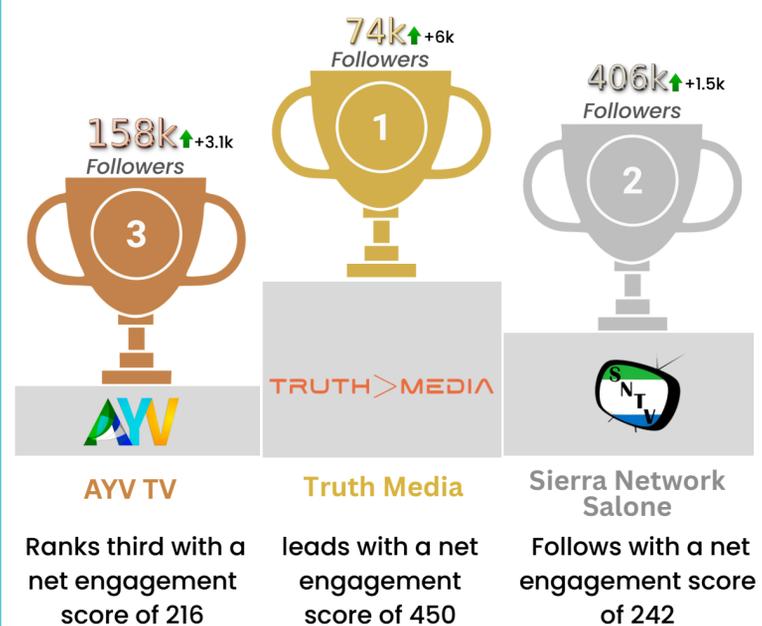
POST	Eye	Like	Comment	Share
100	317,605	39,698	4,638	684
52	170,094	10,884	4,394	320
84	102,792	17,402	544	193
96	173,904	9,114	544	450
88	48,069	5,761	965	138
50	19,756	2,191	179	241
24	13,849	742	186	7
7	423	65	21	105
47	9,490	651	64	73
12	917	103	29	32
5	229	30	8	13
0	0	0	0	0

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 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.