



ANNUAL REPORT

SOCIAL MEDIA

2025



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INTRODUCTION & OVERVIEW

Established in 2013 with seed funding from the Charlize Theron Africa Outreach Project and GIZ, Choma Magazine engages young women and girls through a mix of fun, relatable, and informative content.

The magazine's primary purpose is to educate and empower young women and girls on life, HIV, and sexual and reproductive health and rights (SRHR). By providing accessible information, Choma supports informed decision-making, promotes healthier lifestyles, and contributes to reducing HIV incidence among adolescent girls and young women (AGYW).

Choma exists because AGYW remain highly vulnerable to HIV in South Africa. Every week, roughly 1,000 AGYW are newly infected, and they account for about 25% of all new HIV infections despite being a smaller demographic. High rates of gender-based violence, sexual abuse, and coercion continue to be major drivers of these infections, highlighting the urgent need for education, support, and empowerment for this group.

This report reflects on the project's performance from January to December 2025. Despite the challenges experienced, continued support from donors enabled Choma to sustain its work and provide essential psychosocial support to young women and girls.



Choma

OVERVIEW OF ALL PLATFORMS

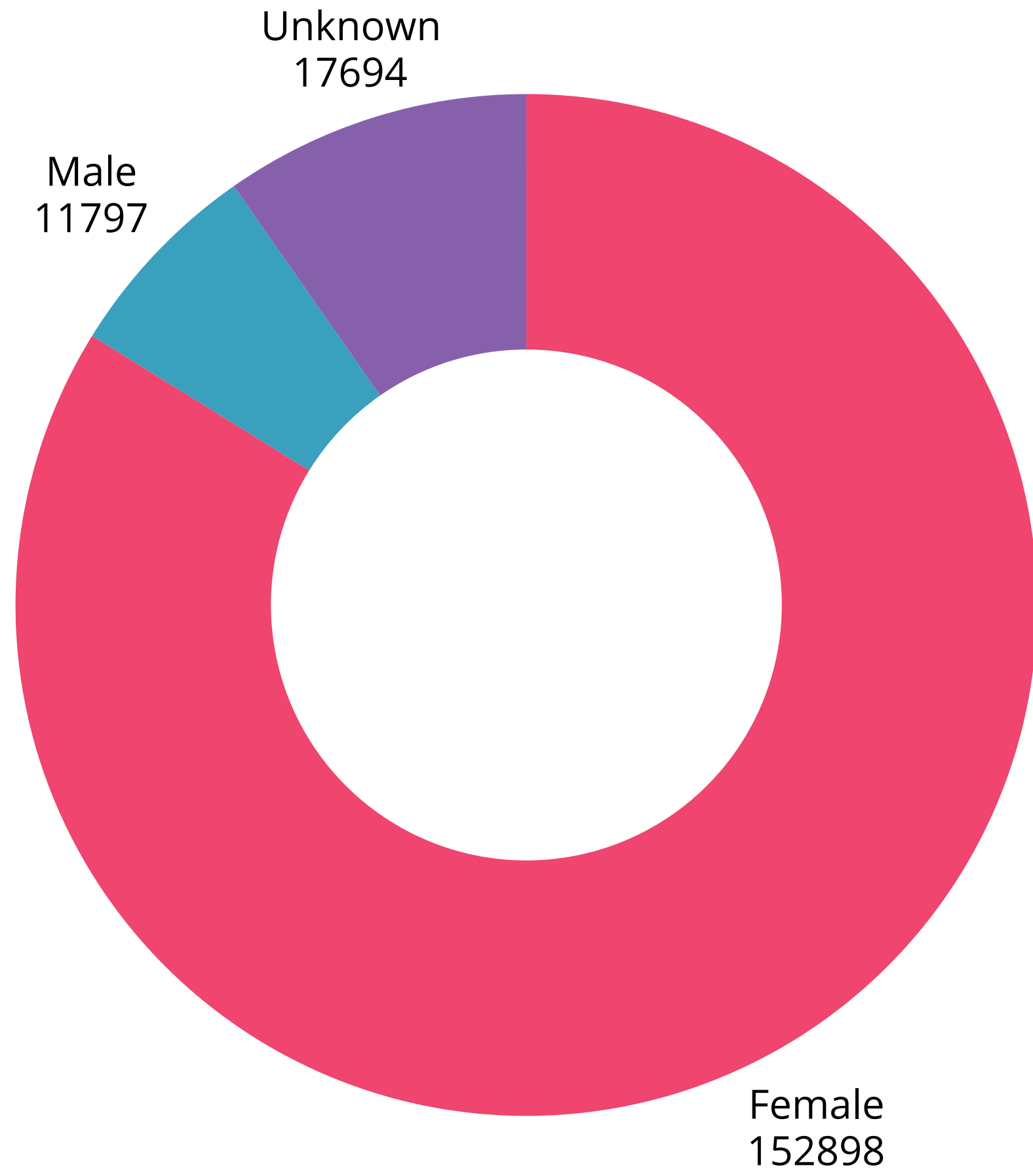
Total Users
182 389

Total New Users
20 159

Total Views
556 507



Choma

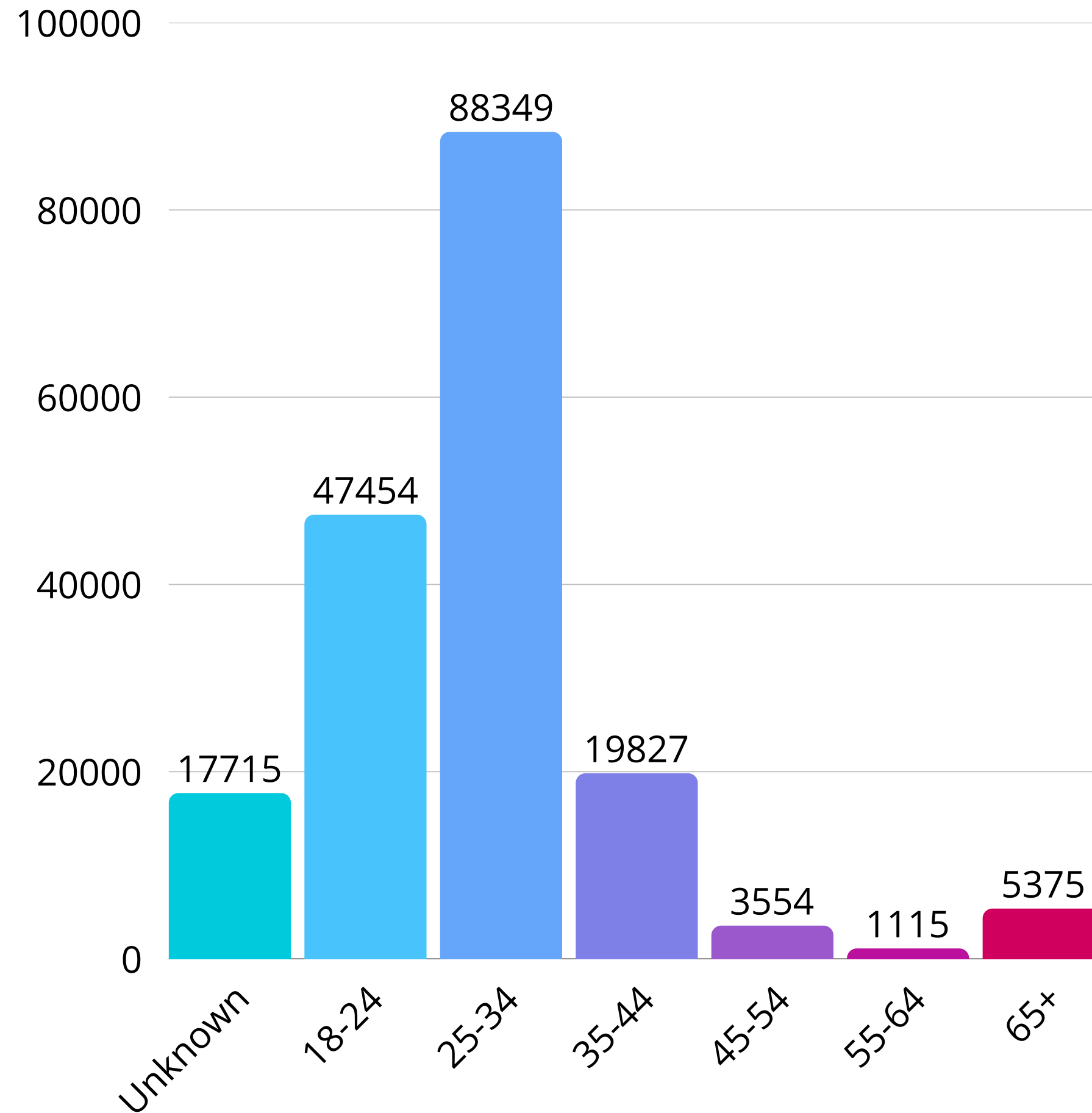


User Demographics by Gender

Social media platforms allows users to not disclose their gender hence we have a large portion of unknown gender.



User Demographics by Age



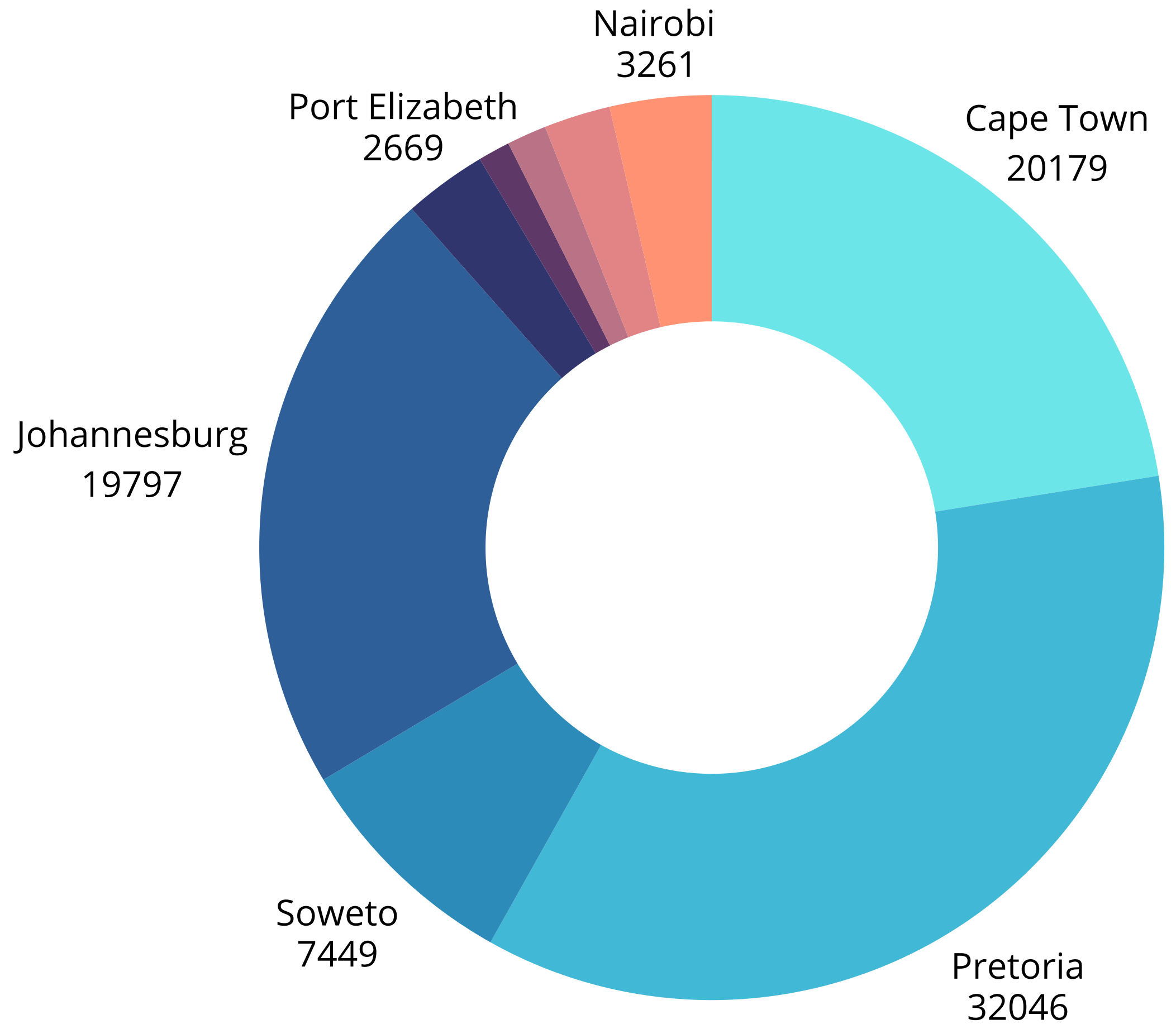
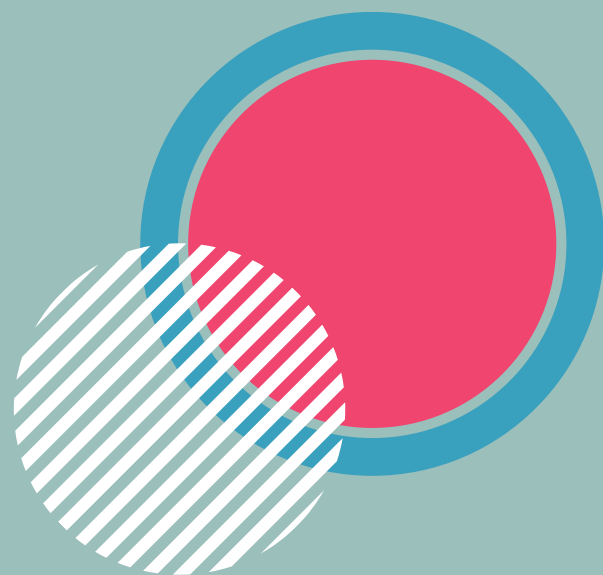
- A large portion of Choma users fall within the 18–24 age group, which is the primary target audience for the platform.
- However, there are nearly twice as many users in the 25–34 age group, suggesting that early Choma users continue engaging with the platform as they grow older.
- This trend indicates strong user retention and long-term relevance of Choma’s content.
- The 65+ age group shows a higher proportion of male users compared to other age groups.
- There is also a significant number of users with unknown ages, some of whom are likely under 18, as many school learners engage with Choma by submitting questions and interacting with the platform.

User Demographics by City

Our reach has expanded internationally to cities such as Lanzhou, with 2135 users; London, with 1027 users; and North Bergen, with 1273 users.

Although 90% of our users are from South Africa, we also have a significant number from the UK, US, and Kenya, with a growing fanbase in China.

There is also a large portion of users who have not disclosed their locations.



User Demographics by Platform Used



157 009 followers



5 050 followers



248 Users



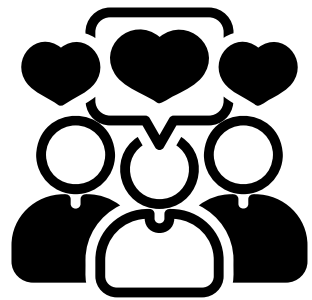
421 followers



19 661 Users



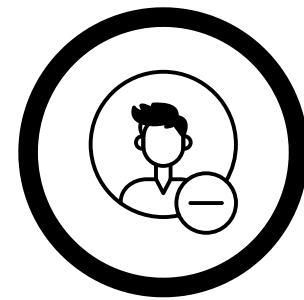
FACEBOOK



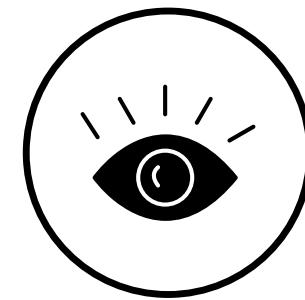
**No. of followers -
157 009**



New followers - 650



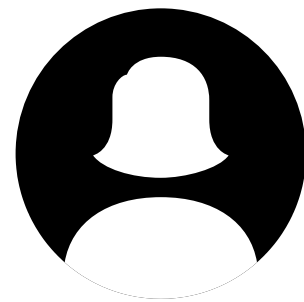
Unfollows - 1 136



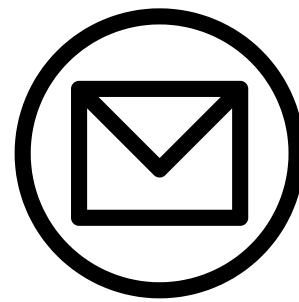
**No. of Views -
383 132**



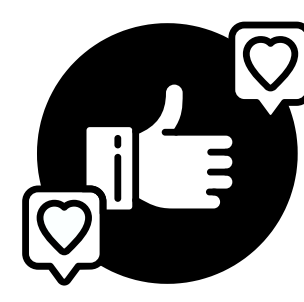
**Male followers -
10 363**



**Female followers -
146 646**



**No. of New
Messages - 229**



**Content interactions -
3 153**

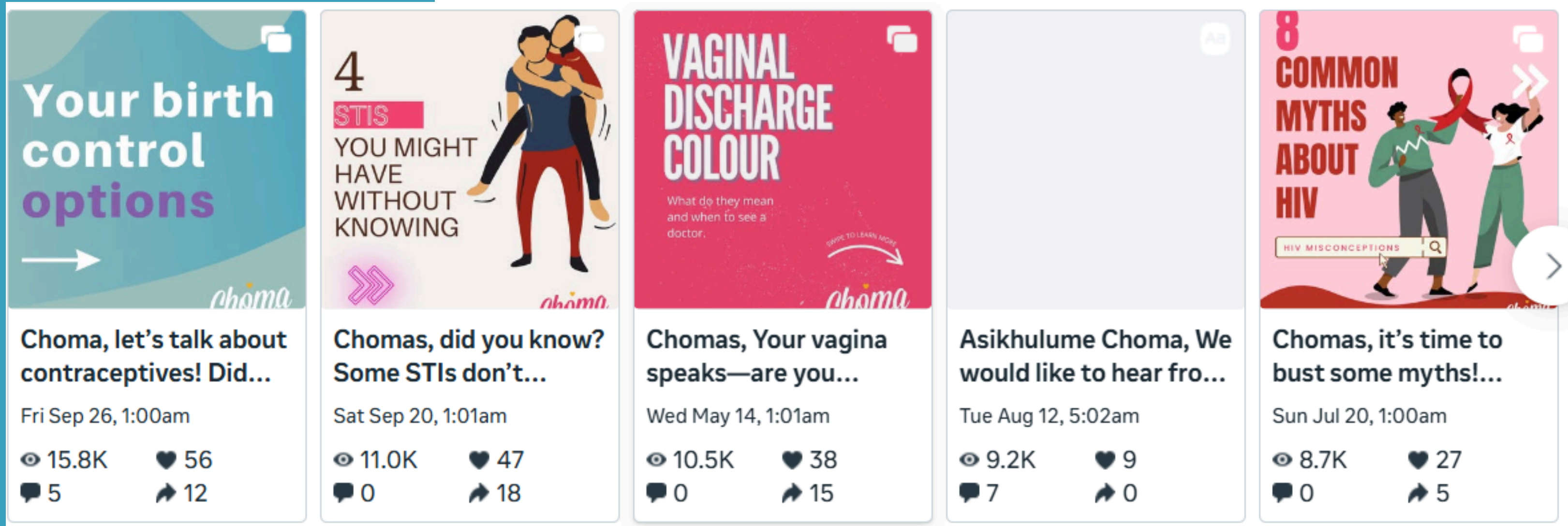
These insights reflect Choma's growing digital presence and meaningful engagement with young people. With over 157,000 followers and 383,000+ views, our content continues to reach a wide audience. More than 3,100 interactions show active participation, while 229 private messages highlight trust in platforms like #AskChoma for advice and support.

The data also shows strong reach among young women and girls (146 646 females), aligning with Choma's core mission.



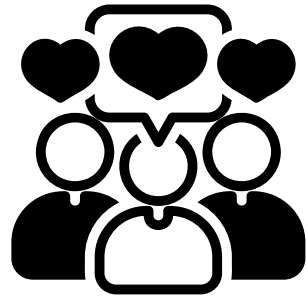
Choma

Top Performing Content



Our audience engage mostly with Sexual and Reproductive Health content, with Love and Relationships coming in as the second strongest performer.

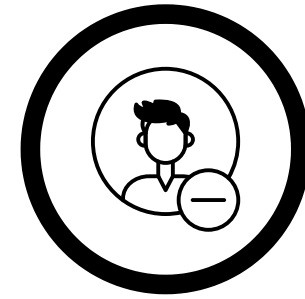
INSTAGRAM



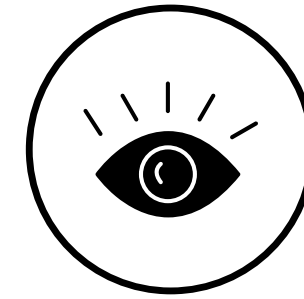
No. of followers -
5 050



New followers - 288



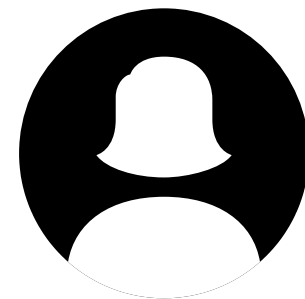
Unfollows - 391



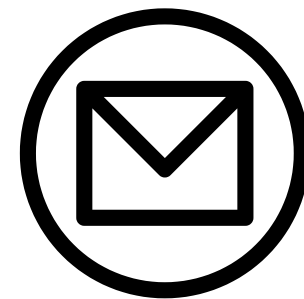
No. of Views -
74 852



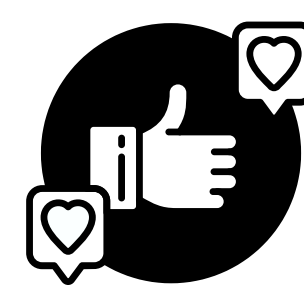
Male followers -
400



Female followers -
4 550



No. of New
Messages - 24



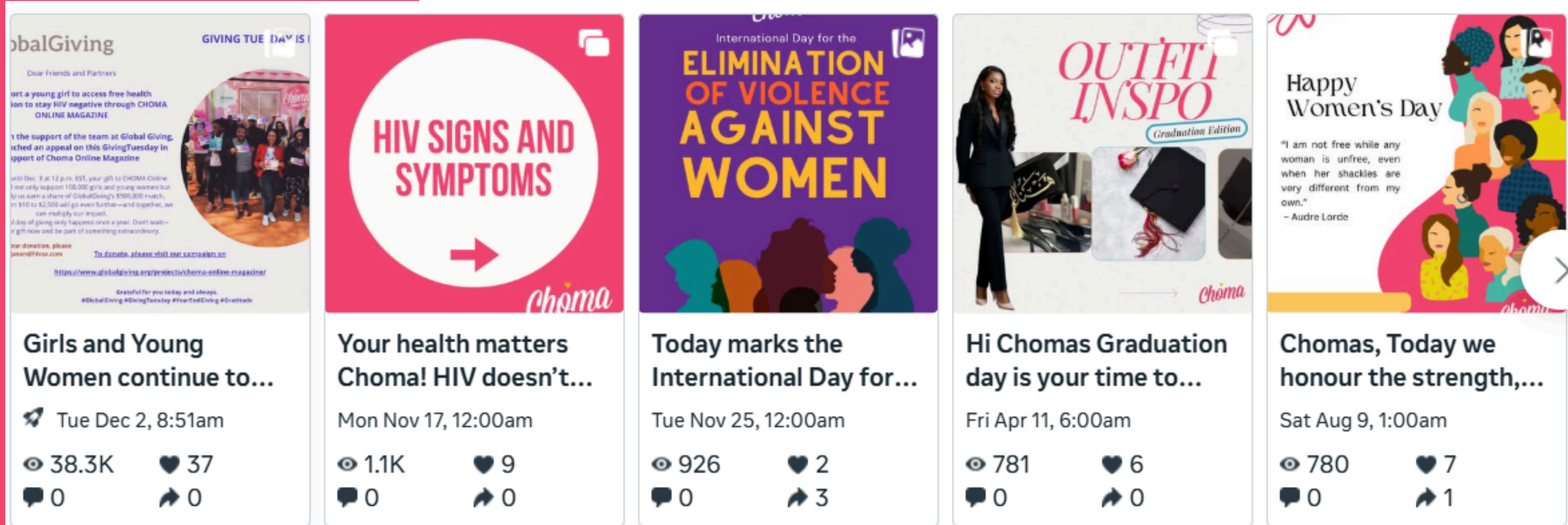
Content interactions -
674

Instagram has 5 050 followers and generated 674 content interactions, resulting in an approximate 13.3% engagement rate, which reflects strong follower participation. With 74 852 views, the content maintained solid visibility, while 288 new followers indicate audience growth, although we also had unfollows.

The 24 direct messages further highlight trust in the platform for private engagement and advice-seeking, particularly around sexual, reproductive, and mental health topics.

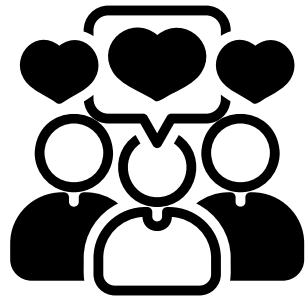


Top Performing Content



Sexual and Reproductive Health content leads the way, with holiday celebrations that spotlight women coming in strong too! Beauty and Fashion posts occasionally steal the show, proving that young people engage most when we meet them through what excites and interests them.

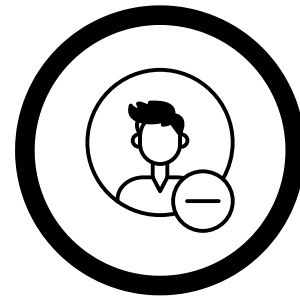
TIKTOK



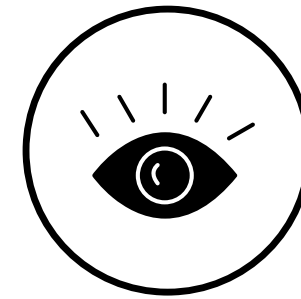
**No. of followers -
421**



New followers - 163



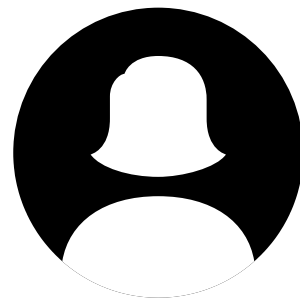
Unfollows - 35



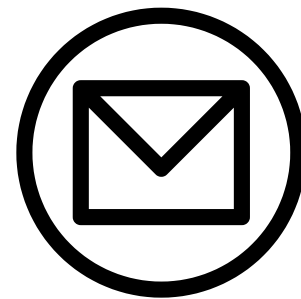
**No. of Views -
25 770**



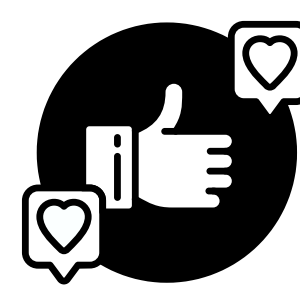
**Male followers -
139**



**Female followers -
282**



**No. of New
Messages - 5**

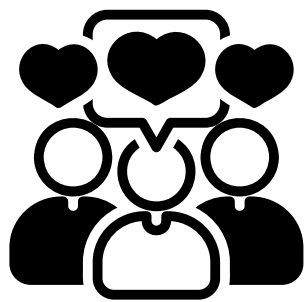


**Content interactions -
588**

With 421 followers, this platform generated 588 interactions, resulting in an approximate 140% engagement rate, which shows that users are interacting with content multiple times and that posts are resonating beyond just passive views. The platform recorded 25,770 views, demonstrating expanding reach, while 163 new followers reflect steady audience growth. Low ongoing private messages further indicates that we are still not yet trusted on this platform as our account is fairly new.



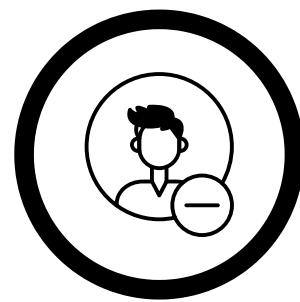
WEBSITE



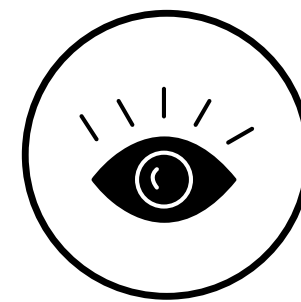
**No. of Users -
19 661**



New Users - 19 197



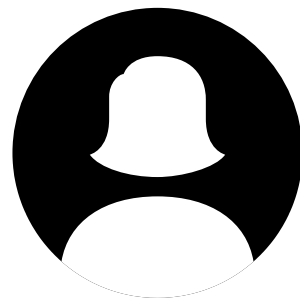
**Active Users -
14 126**



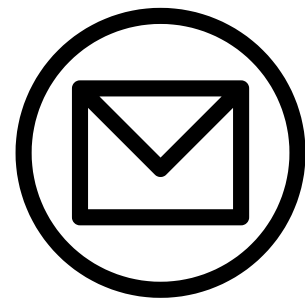
**No. of Views -
46 000**



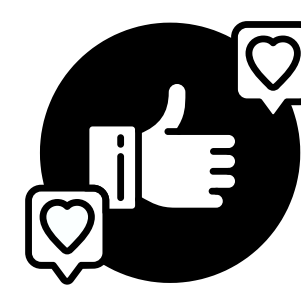
**Male followers -
795**



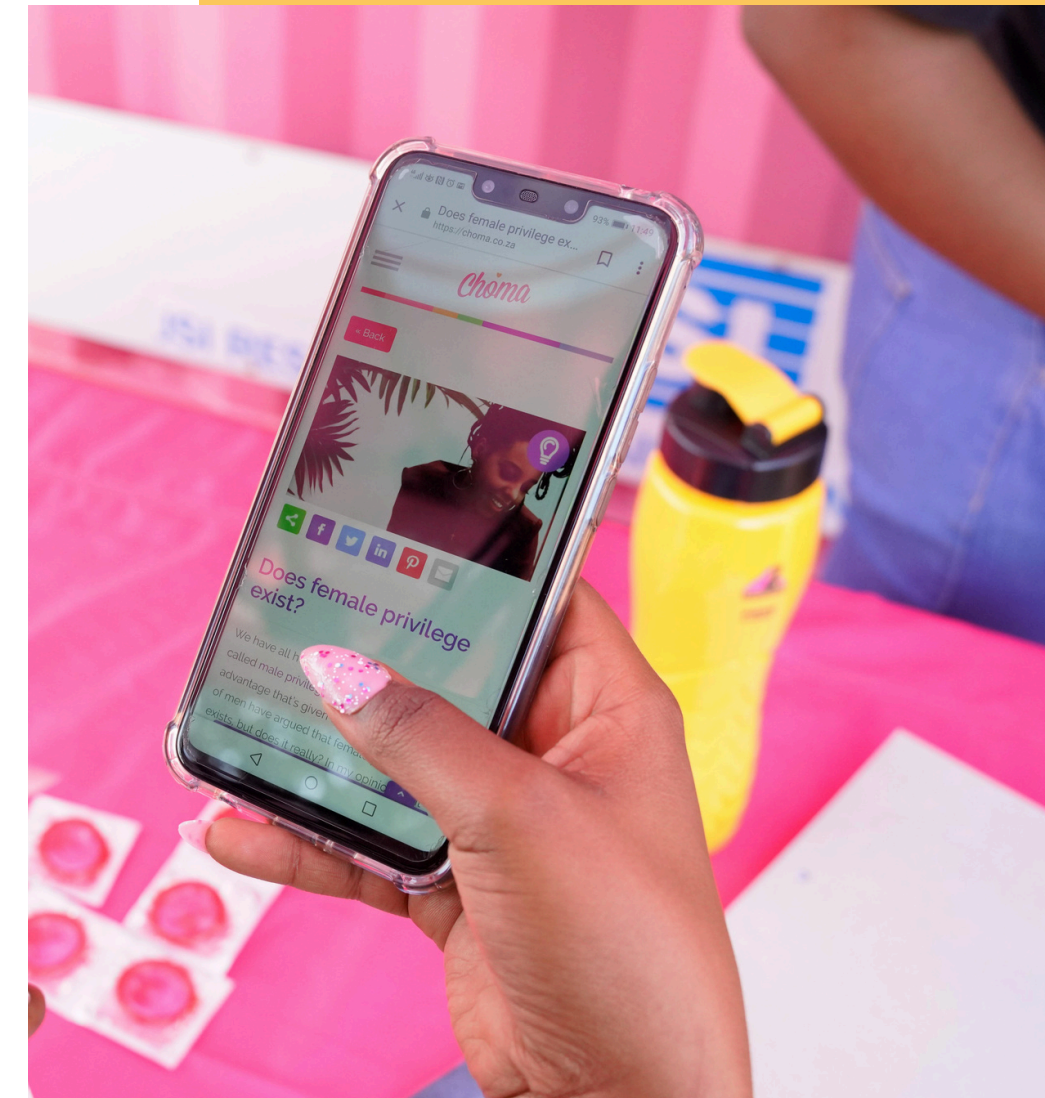
**Female followers -
1 420**



**Bounce rate -
52,8%**



**Engagement rate -
47,2%**



The Choma website recorded 19,661 users and over 46,000 page views, reflecting strong reach and interest in online content. With an engagement rate of 47.2% and 14,126 active users, nearly half of visitors meaningfully interacted with the site beyond a single page. Most visitors (19,197) were new users, showing continued discovery of the platform. While gender data is limited due to 17,446 users not disclosing gender, available insights still indicate a diverse audience.

A 52.8% bounce rate highlights opportunities to further improve user journeys, calls-to-action, and content linking to keep visitors exploring longer.

Choma

Ask Choma Performance

Ask Choma is a feature where users can reach out to trained moderators for advice and psychosocial support.

Total Messages Received

582

Common Themes

Sexual and
Reproductive Health

HIV & AIDS

Love &
Relationship



Choma

Ask Choma: Platform Breakdown

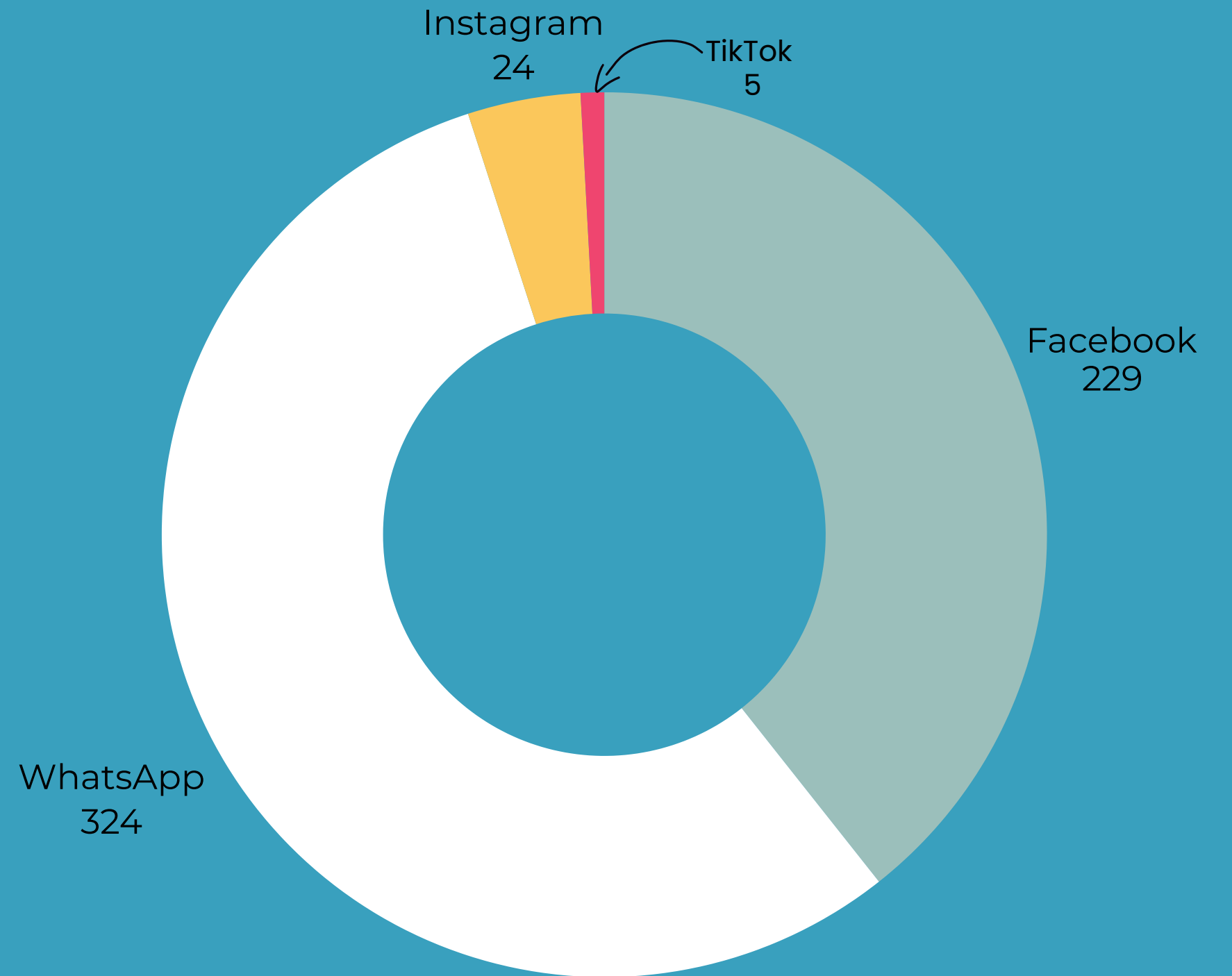
TOP PLATFORMS



229 Messages



324 Messages



Ask Choma: Common Questions

Sexual and Reproductive Health

- How accurate is an HIV home test at 8 weeks after exposure?"
- "I am experiencing a burning sensation when peeing, what's the cause?"
- "I need home remedies to terminate pregnancy."
- "How to mix Coca-Cola with Disprin?"
- "Does Coca-Cola and Disprin work to terminate a pregnancy?"
- "What causes a female who is on family planning to be sexually num, have no feelings when it comes to sexual intercourse?"

Mental Health & Psychosocial Support

- "Hi Choma, how do you deal with a break-up? I am always anxious, little things remind me of him (music, memories)"
- "I'm looking for someone who can help me deal with my anxiety issues."
- "I'm struggling with stress. Can you please help?"

Love and Relationships

- "How do you forgive someone who has hurt you?"
- "Hi choma. My bf wants me to do the deeds with him but I'm not ready. He says if I don't then he'll break up with me but I truly love him so what should I do?"
- "I have a problem with my boyfriend, he used to cheat and he's a liar. He said he has changed but I don't think so. Please help me."





User Feedback

"Choma, thank you so much for your advice I will work on myself daily to be a better version. I will start looking at the hobbies that I love to do. Thank you once again Choma. I don't know what I would do if you were not here as my best friend. You changed my thoughts."

"Choma, I am glad that you guided me and encouraged me to get tested. I won't lie it was nerve wrecking to get inside that room filled with lots of counsellors, and getting tested in front of them. I am pleased to inform you Choma, that I have tested and the test results came out negative. Thank you for being there for me."

"Thank you Choma for being a big sister to me. I know I can always count on you."

"Thanks for the help Choma and I will keep you updated. Thank you for always being there for me, I appreciate it."



Choma

ASIKHULUME CHOMA



The Asikhulume Choma Dialogue is a youth-led engagement space designed to create a safe and empowering environment where young people can think creatively about solving social challenges. The dialogue focuses on how youth can use innovation, AI, and technology to address issues such as Gender-Based Violence (GBV) and climate change in their communities.

Held on 23 June 2025, the dialogue brought together 35 young leaders from diverse backgrounds through interactive activities like role-play, talk shows, and storytelling. This session encouraged open conversation, collaboration, and idea-sharing.

Purpose:

- To empower young people to think innovatively about social issues.*
- To explore how AI and digital tools can support advocacy and change.*
- To promote youth participation in designing and leading community initiatives.*

Outcome:

Participants gained confidence in using technology for social impact and highlighted the need for digital inclusion, skills development, and mentorship. The dialogue showed that technology is more than a tool. It is a bridge that helps youth turn ideas into action, expand advocacy, and create sustainable, youth-driven solutions.

MONETISATION OF CHOMA

Choma qualifies for Meta Monetization and these are the earnings for 2025. We can only withdrawing money from \$25.

Earnings

Business assets:



Export

Overview

Content monetization

Stars

Approximate earnings ⓘ

\$3.87 ↑ 100%

\$0.20

\$0.00

Jan 1

Apr 11

Jul 20

Oct 28

Total Content monetization Stars

Content monetization

\$3.85 ↑ 100%

Stars

\$0.02 ↑ 100%

Choma

Summary

Facebook

- Content interactions decreased by 37.2%, despite a **60.2% increase in views**, showing higher visibility but lower active engagement.
- Community management improved with a **70.8% response rate** and a faster average response time.
- Choma ranks between **the 50th–75th percentile** compared to competitors for content and engagement.
- The platform lost approximately 937 followers, indicating challenges with audience retention.
- Photos and carousel posts perform best, highlighting the value of strong visual content.

Summary

Instagram

- Lost 391 followers, but engagement quality improved.
- Content views increased by **34.1% to 74,852**.
- Content interactions **increased by 32%**, showing stronger engagement from active users. This indicates a smaller but more responsive audience base.

Website

- Views decreased by 77.9% and new users decreased by 75.8%, indicating reduced discovery due to website SEO issues.
- Bounce rate **decreased by 17.0%**, meaning visitors who arrive stay longer.
- Engagement rate decreased by 14.0%, showing a need to improve content flow and CTAs.



Facebook: [Choma](#)

Instagram: [@chomamag](#)

TikTok: [@chomamag](#)

Website: [www.choma.co.za](#)

WhatsApp: [071 172 3657](#)