

# How the Nigerian president is using Facebook

 By [Jeremy Daniel](#)

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Politicians around the world have woken up to the potential of Facebook and Twitter as unfiltered platforms from which they can deliver their message to a receptive audience. But few have taken it up as effectively and with the same gusto as Nigeria's wonderfully-named President, Goodluck Jonathan.



During the 1930's, the US President Roosevelt delivered a weekly radio broadcast to the nation, which consisted of reassuring the nation that it was going to recover and sharing his hopes and plans for the country during the Great Depression. These "fireside chats" were enormously popular and had a profound effect on the nation.

President Jonathan has studied history and his use of Facebook can be seen as the digital version of a fireside chat. Almost every day there seems to be a thoughtful, personal note from the president who comes across as agreeable, insightful and proudly Nigerian. With titles like "All for one and one for all", "Believe in Nigeria" and "Thank God for Little Drops of Water", President Jonathan has amassed a devoted Facebook following of over 300 000 people.

Read the [full article](#) on [www.memeburn.com](http://www.memeburn.com).

## ABOUT JEREMY DANIEL

Jeremy Daniel is the editor of [www.memeburn.com](http://www.memeburn.com) and a firm believer in the transformative power of mobile technology for emerging markets. Jeremy has written across various media platforms for the last 10 years, from television to advertising to print before making the permanent cultural leap into online journalism. Follow him on Twitter at [@jeremytdaniel](#).

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