

South African Twitter's latest meme

By  Julia Breakey

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Former South African soccer player Mark Fish became the laughing stock of the web this week when he tweeted about jazz legend Hugh Masekela's passing on Tuesday.

"We love you forever," Fish wrote. "Thank you!"

The issue? The attached image was one of Fish with Sipho "Hotstix" Mabuse, who is still "very much alive".

“ [#MarkFish](#) I am very much alive - oops ask my family or manager [@MartinMyers](#) or [@BillyMonama](#) - I am alive and well pic.twitter.com/5MWU2Hyhup— Hotstix (@siphohotstix) [January 23, 2018](#) ”

Fish deleted the tweet, apologised, and posted a picture of the real Masekela, but not before Twitter latched on with the #MarkFishChallenge.

“ [#MarkFishChallenge](#)
Black Coffee pic.twitter.com/PbcOLO33oE— Mochoari Thabang (@MochoariT) [January 24, 2018](#) ”

In rushed a variety of mislabeled images for a meme so strong it stayed trending at the nation's top spot well into Thursday morning.

“ Helen Zille looks so good with long hair [#MarkFishChallenge](#) pic.twitter.com/rEulzHLhgU— Iyanla Fix My Life (@khoileesie) [January 24, 2018](#) ”

“ [#MarkFishChallenge](#)
Destruction Boyz pic.twitter.com/DehGBRsA0z— Diliza Mpuku (@dizzympuks) [January 24, 2018](#) ”

“ A rare picture of Nelson Mandela and Sjava [#MarkFishChallenge](#) pic.twitter.com/K8yqhxfxRQ— Sphamandla (@RayJSpha) [January 24, 2018](#) ”

Mark Fish himself got in on the action, retweeting some of his favourites.

“ Mark Fish and Mmusi Maimane pic.twitter.com/1CwRenKdBK— Khomotso (@cyber_guru) [January 24, 2018](#) ”

Props to Fish for taking the mistake on the chin — and for bringing some light to the sad loss of Hugh Masekela.

ABOUT JULIA BREAKKEY

Julia is a junior writer at Memeburn; a UCT film graduate with a passion for dogs, media, and dog-centric media. If she's not gushing about the new television show that you need to watch, she's rewatching *The Good Place* (which you need to watch).

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