



The Governance Series

Leadership in Communicating Sustainability

“Creating a sustainable future requires the involvement of everyone, from the top down. Active leadership is essential to driving this change and ensuring that all voices are heard. With greater engagement comes greater opportunity for positive impact.”

SARAH LONG



Phillip Madinga,
Chief Executive at Standard Bank Malawi

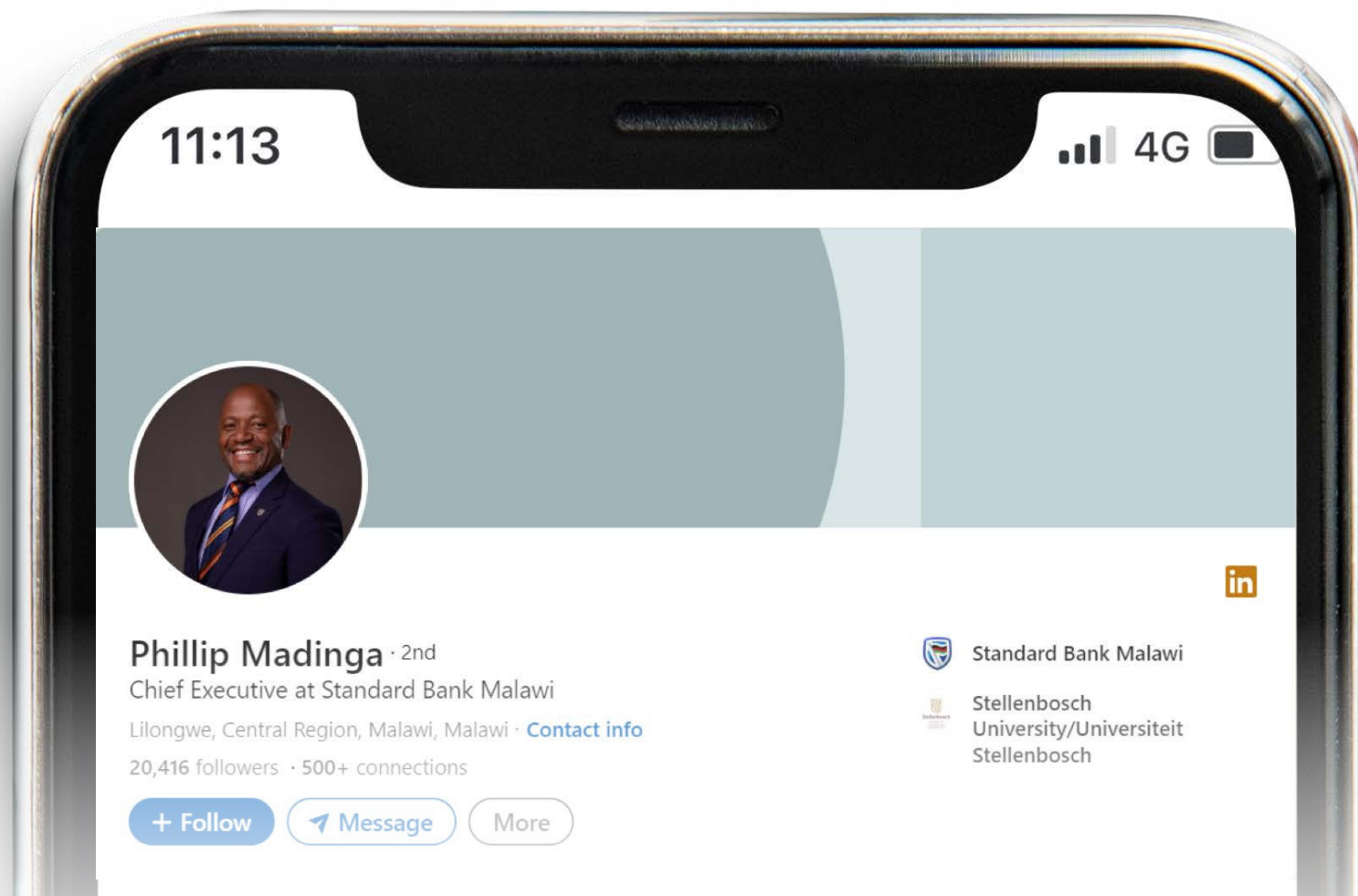
DISCLOSURE: MR MADINGA IS NOT A CLIENT OF AFRICANFINANCIALS





Phillip Madinga,

Chief Executive at Standard Bank Malawi



21,252

LinkedIn Followers

29/09/2023

LINKEDIN ACTIVITY:



52

Posts per Year



198

Average Likes per Post



13

Average Comments per Post

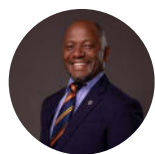


2.5

Average Reposts per month



COMMUNITY CONTEXT:



21,252 Followers

Mr. Phillip Madinga



12,570 Followers

Standard Bank Malawi



637,349 Followers

The Standard Bank Group

MEDIA TYPE DISTRIBUTION:

65%
Reposts*

40%
Images

35%
Original

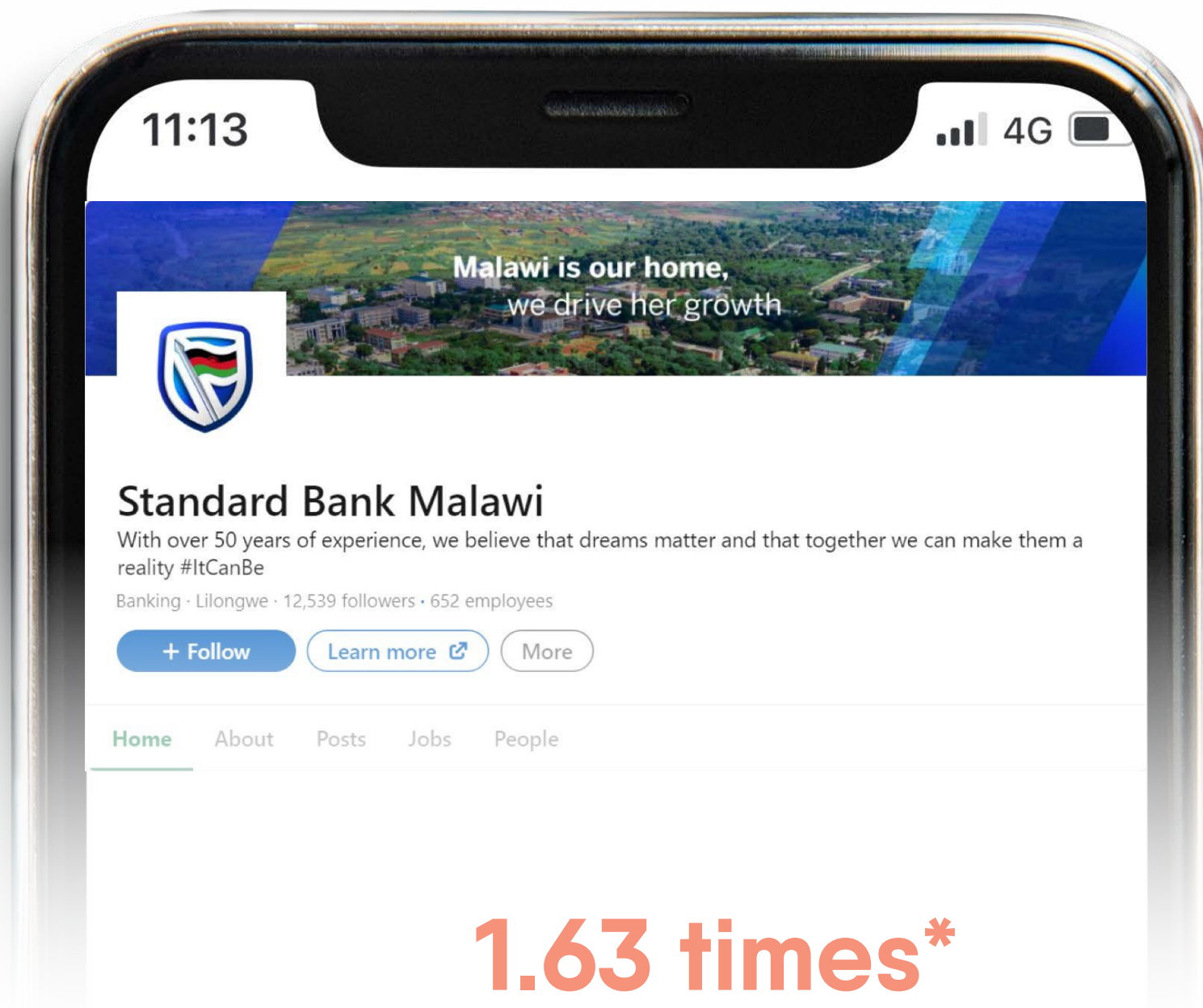
36%
Carousels

* Mainly company posts reposted from Standard Bank Malawi's profile: 32 posts (94%)
<https://www.linkedin.com/company/standard-bank-malawi>



As a responsible corporate brand and corporate citizen, Standard Bank Plc believes that it must share in the responsibility of supporting sustainable growth for the World that benefits current and future generations.

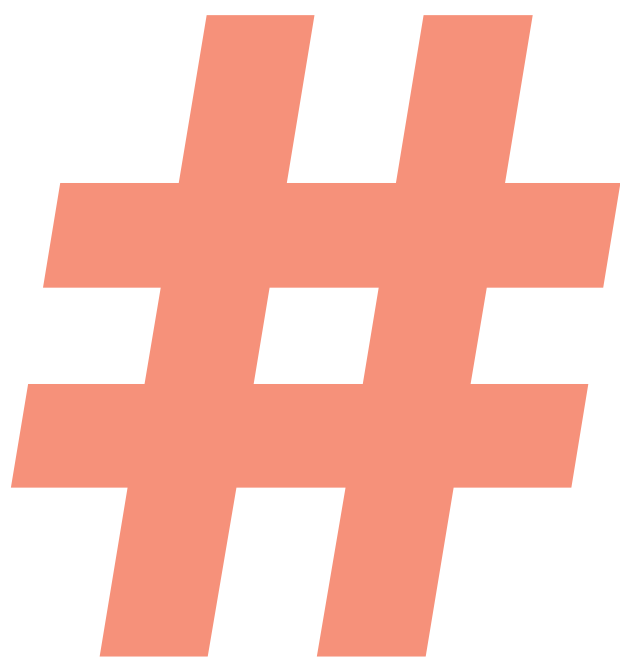




1.63 times*

CEO / Company Follower Ratio

*the ratio of CEO to Company Page followers



HASTAGS

#ItCanBe

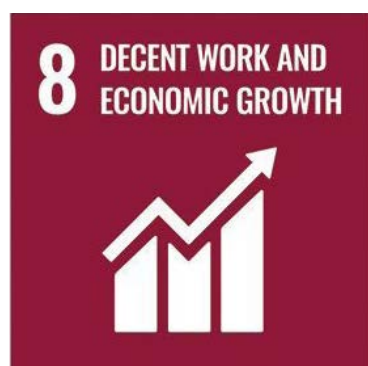
Used 40 times (appears in 76% of posts): the single most dominant hashtag



ALIGNMENT WITH SDGS

70% Total posts aligning with SDGs

TOP 3



19%
10 posts





11%
6 posts



11%
6 posts

CONTENT FOCUS

 **17%**
Thought Leadership and Management

 **19%**
Corporate Social Responsibility (CSR)

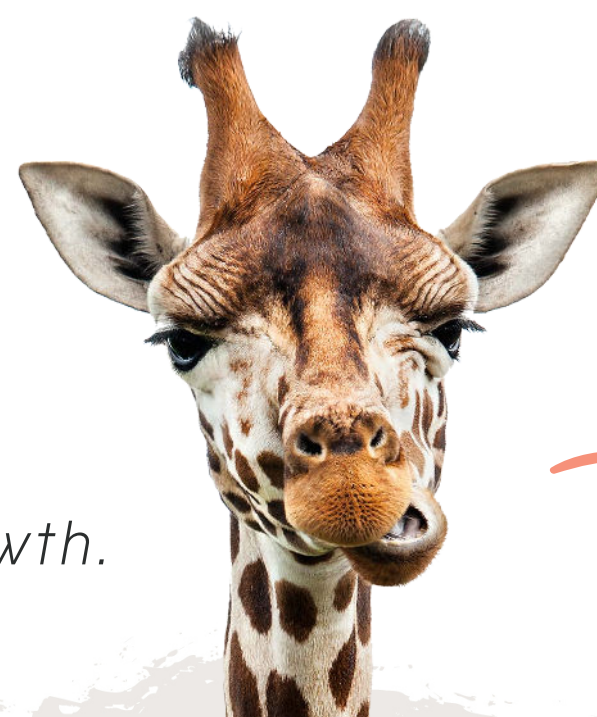
 **15%**
Community

 **14%**
Industry Focus

 **9%**
Malawi Nationalism



Malawi is Our Home, We drive her Growth.



Top 3 Posts

Signing the agreement for road rehabilitation project



687

Likes



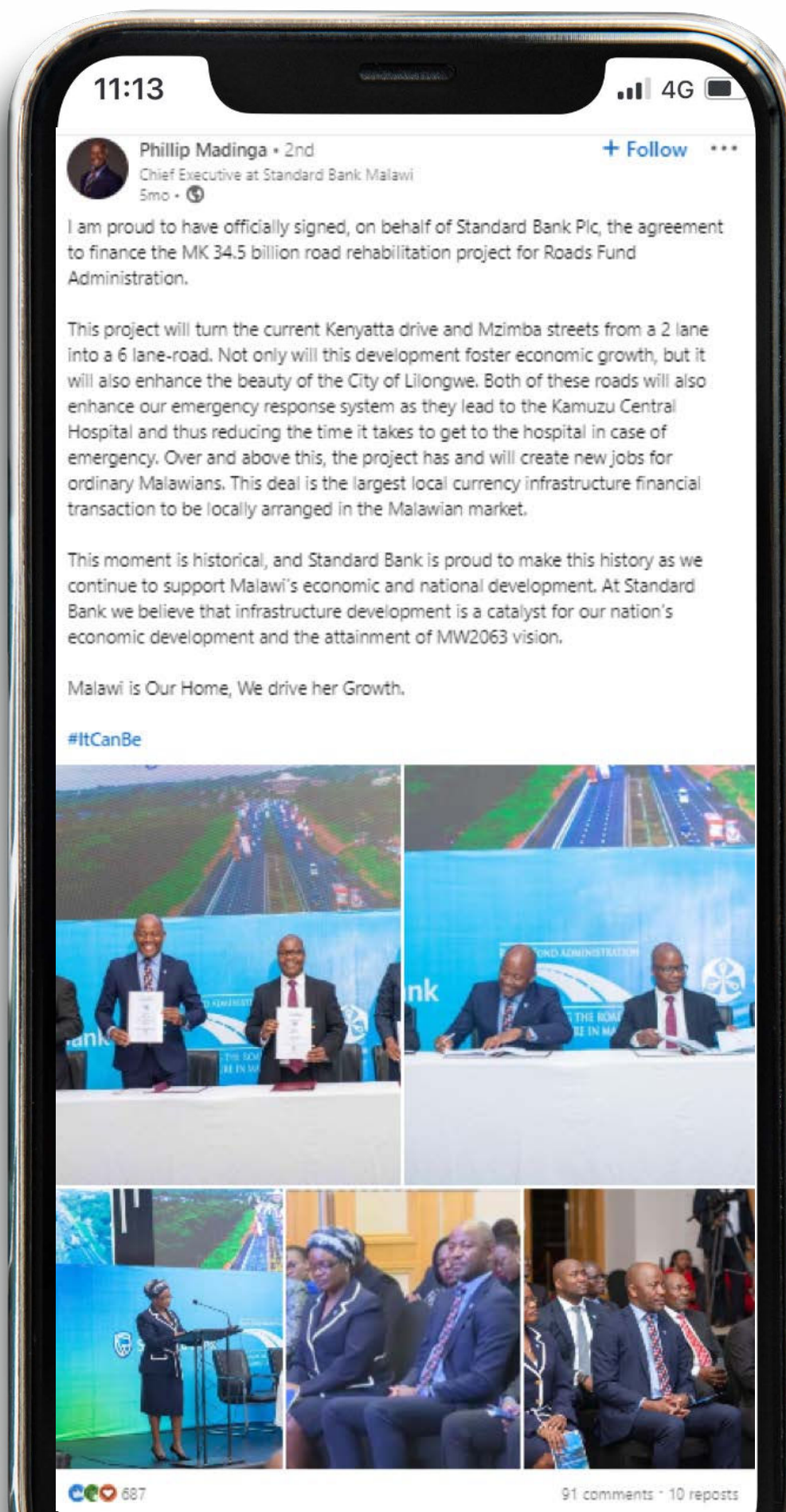
91

Comments



10

Reposts



Top 3 Posts

International Day of the Girl Child celebration



549

Likes



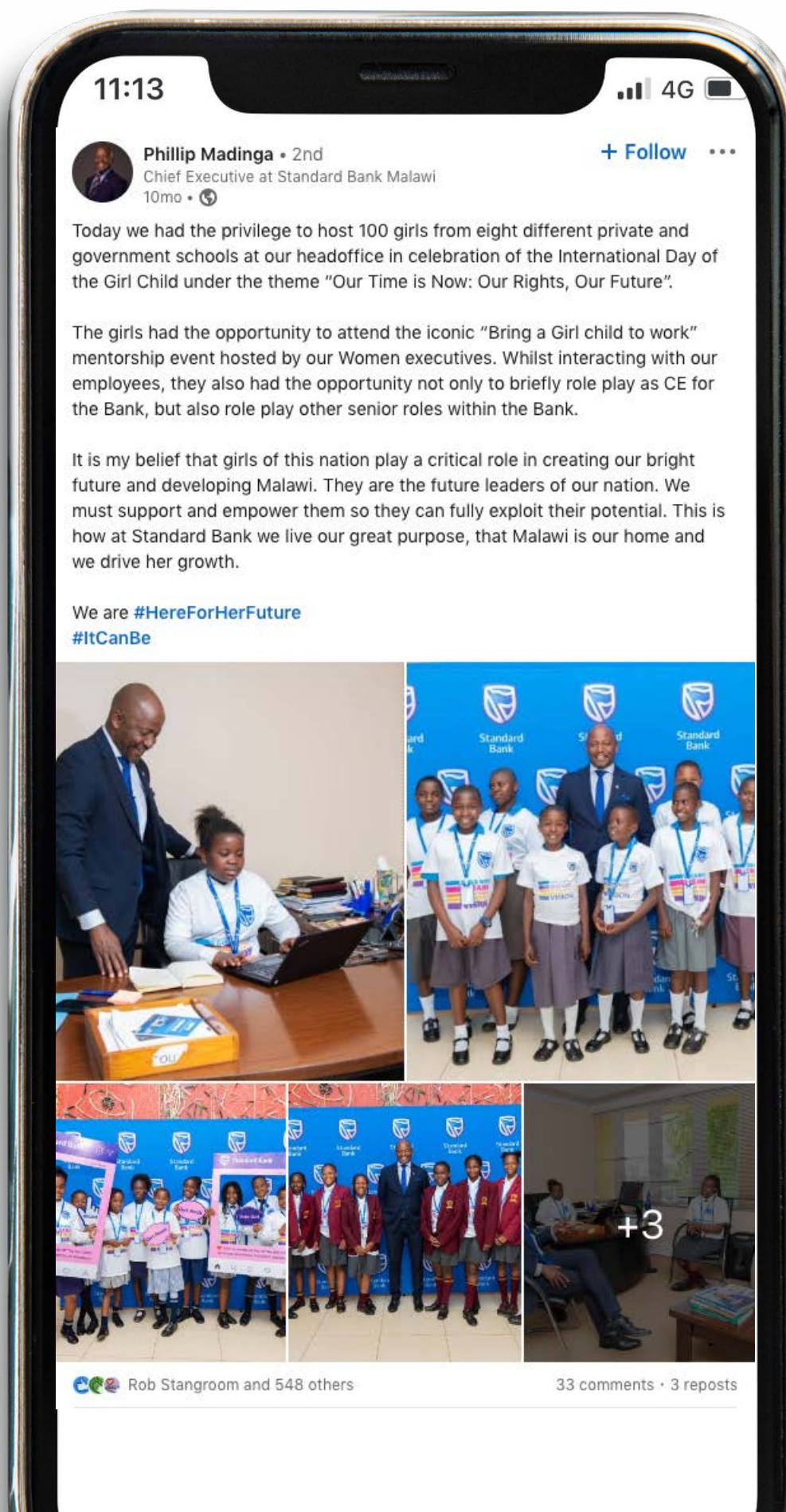
33

Comments



3

Reposts



Top 3 Posts

New year post



526

Likes



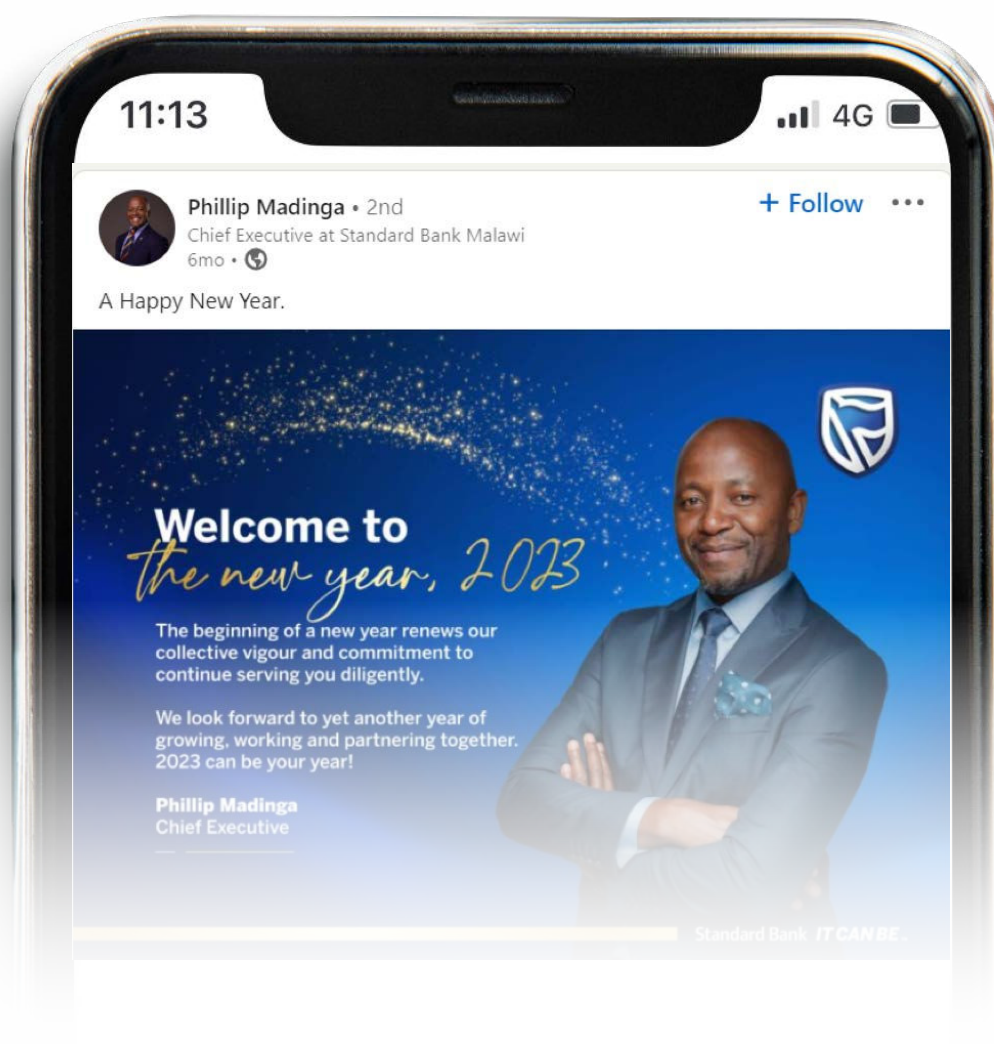
38

Comments



2

Reposts



Top Most Liked and Engaged Posts

POSTS WITH >300 LIKES:

11

Posts

10

Original content posts

5

Corporate social responsibility and community





Through strategic partnerships, investments in our people and support from our clients- we have made a positive impact. We also understand the importance of community and developing sustainably.



Analysis and Insights

Phillip Madinga, the Chief Executive at Standard Bank Malawi (from 1 January 2021), has grown a significant LinkedIn following of 20,192 as of 11/07/2023. He maintains an active social media presence, averaging one post per week throughout the year.

Mr Madinga averages one post per week.

Phillip Madinga's posts are receiving great engagement, with an average of 198 likes, 13 comments, and 3 reposts. It's worth mentioning that 11 of his posts have received over 300 likes, with 9 of them aligning with the sustainable development goals. The most successful posts mainly focus on thought leadership, management, corporate social responsibility, and community-related content.

The content shared by Phillip Madinga covers a wide range of topics. He frequently discusses Corporate Social Responsibility (CSR) and community initiatives, demonstrating a commitment to societal impact. Additionally, he engages with Malawi nationalism in a few of his posts, highlighting his perspective on this matter.

Furthermore, he emphasizes the importance of the Sustainable Development Goals (SDGs) by incorporating them into his content. **Nearly 70% of his posts align with the SDGs, with a particular focus on decent work and economic growth, industry, innovation, and infrastructure, and partnership for the goals.**

Nearly 70% of Mr Madinga's posts align with the SDGs.



In terms of media types, Phillip Madinga often utilizes images and image carousels to engage with his audience. It is worth noting that 35% of his posts consist of original content, demonstrating his personal contributions and unique perspectives. On the other hand, 65% of his posts are reposts or shares, indicating a collaborative approach to content creation. Notably, the majority of the reposted images (96%) are sourced from Standard Bank Malawi's profile and Standard Bank Group's profile, highlighting the consistent messaging and alignment between his personal brand and the bank's initiatives. This approach reinforces a cohesive narrative and strengthens the association between Phillip Madinga and the bank's overarching goals and values.

The majority of reposted images (94%) are sourced from Standard Bank Malawi's profile and Standard Bank Group's profile.

His reposts received (in total) 2 times more likes than the equivalent post on Standard Bank's Malawi LinkedIn company page.

Phillip Madinga frequently incorporates the hashtag #ItCanBe, which is used in approximately 76% of his posts. This hashtag aligns with his content's overarching theme of inspiring positive change and highlighting possibilities. The hashtag is the dominant hashtag of Standard Bank Malawi. The dominant hashtag of the Standard Bank Group is #ItCanBe.

The dominant hashtag is Standard Bank Group's #ItCanBe.

One of Phillip Madinga's most successful posts was the original post on signing an agreement to finance the road rehabilitation project for the Roads Fund Administration. This post garnered significant attention, receiving 687 likes, 91 comments, and 10 reposts.



Overall, Phillip Madinga effectively utilizes his LinkedIn presence to share thought leadership, promote CSR and community initiatives, discuss industry-specific topics, and contribute to Malawi nationalistic conversations.

- His focus on the SDGs showcases a commitment to sustainable development
- His views align with the values of Standard Bank Malawi.
- With a strong following and consistently positive engagement, Phillip Madinga maintains an influential presence on LinkedIn.

Disclosure: AfricanFinancials does not have a commercial relationship with the Standard Bank Group, Mr Madinga, or Standard Bank Malawi



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