

# BBNAIJA SOCIAL MEDIA RULE BOOK



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MultiChoice Nigeria recognizes the role the media plays in reporting and amplifying the BBNaija show and is focused on ensuring that they continue to get all the information they need to appropriately amplify the show across multiple media (including social) platforms.

The BBNaija Season 7 Social Media Bible is designed to offer guidance to our media partners, social media influencers, journalists, bloggers (Web and Instagram) and editors on the coverage of BBNaija Season 7. Please note that these Guidelines are not a license or legal document and do not confirm whether or not an activity infringes any IP rights concerning the Big Brother Naija reality TV show. We regrettably note that MultiChoice Nigeria cannot provide individual feedback on each potential use of its content. It is the responsibility of individuals and companies to seek legal advice.

# Brief Introduction



## Big Brother Naija

From its inception, Big Brother Naija has provided a unique mix of entertainment for the audience and economic value for the country. Over the years, it has successfully brought together young Nigerians at home and abroad as well as a viewing audience comprising citizens of other African nations under a single umbrella. Research from Plaqad Inc over the years, has shown that the show is very popular among young people within the ages of 18-34 with a gender split of 53.3% female and 46.7% male.

Since 2006, 120 Housemates have entered the show as strangers and left as lifelong friends with opportunities beyond their dreams. 6 of these housemates have gone home with the coveted title of Big Brother Naija Winner, and the life-changing prizes that come with it. This season will be no different as the winner takes home a whopping prize of the 100 million worth of prizes including 50 million cash!

# Brief Introduction



## MultiChoice Nigeria

MultiChoice provides subscription services to DStv, GOtv and streaming video-on-demand service, Showmax. It has the exclusive license and authorization to broadcast the Big Brother Naija Show. It has experienced a year-on-year rise in the value the show continues to offer its headline and other category sponsors evidenced in the number of returning sponsors. In the last two seasons of the show, MultiChoice has also introduced new offerings of the show to Showmax viewers, increasing accessibility for audiences who love the show but are not within the DStv and GOtv coverage.





# BBNaija Content Bank



Understanding the need for easy and speedy access to high-quality publicity materials (photos and videos) for you to cover the show adequately, we have provided a central content bank for the show via a unique website – [www.bbnaijamediaguide.com](http://www.bbnaijamediaguide.com). The content bank contains:

# BBNaija Content Bank



## Videos

Interesting clips from Big Brother Naija will also be shared in the content bank via an embedded link. You are NOT permitted to watermark visuals or adapt them to purposes other than for the coverage and reportage of the show. MultiChoice expects media partners to use the videos following these guidelines.



## Photos.

MultiChoice will provide all the relevant photos for optimum coverage. Please note that the images provided are the intellectual property of MultiChoice Nigeria and are strictly for editorial coverage. You are NOT permitted to watermark them.

# What Are The Fans Looking For?

Big Brother Naija enjoys fandom from all over the African continent and the diaspora. It is a show that cuts across all demographics, uniting everyone in its wake. **The Shine Your Eye Edition** – the show's most successful outing yet – reaffirmed how much the show is loved and the opportunities therein for the media. Below is a summary of the things fans of the show are constantly looking to see:

- Engaging content that provides them with emotional connections to the show and housemates.
- Opportunities to share their opinions about the show.
- Conversation drivers that range from the mildest drama to serious socio-cultural issues.
- Entertaining, educative and inspiring content that they can relate to
- Heroes to love, relationships to encourage, villains to condemn, and storylines to get enmeshed in.



# Setting Coverage Objectives



The experience from the previous editions of BBNaija has shown that having primary coverage objectives improves communication and engagement via the choice of content and manner of dissemination. The aim is to provide as much value to your audience as possible to grow your platforms.

## **Media coverage generated from BBNaija has the following objectives:**

Reaffirm BBNaija as the most engaging reality TV show in Africa.

Portray the show in the best light possible by highlighting the impact it continues to make in the lives of young Nigerians and its contribution to job creation for hundreds of Nigerians. Also, as a platform that encourages discourse on topical issues such as Gender-Based Violence (GBV), Girl Child Education and other socio-cultural ills.

Provide fans with all the information they need to know about this season.

Encourage participation – get fans to renew their subscriptions to enjoy the full, 24/7 BBNaija experience, follow the official BBNaija handles and vote.

Manage the BBNaija narrative whilst building credibility for your platforms.

Reinforce MultiChoice and its brands – DStv and GOtv – as premium authentic Nigerian and African entertainment providers.



# Setting Coverage Objectives

The best ways to do this are via creativity and authentic information.

What are the best captions and memes that creatively capture the show?

Please Note: Specific examples are for illustrative purposes only.

## Example:

"Vivian's honesty is why other housemates have warmed up to her. #BBNaija"

"The tasks carried out so far in this season have been intellectually stimulating and fun #BBNaija"

You are also encouraged to connect events from the show to larger themes and entities exploring human behavior or pop culture references.



## Example

Essay Title: "Fans love BBNaija's Hauwa, and we think it's because she's emotionally intelligent"

"5 Ways to Navigate Leadership Using Michael's HoH Strategy"

"How BBNaija's Rilwan is Surmounting Gender Roles"

**Be creative! The more creative you get, the more engagement you generate.**



# Staying Out Of Trouble



It is pertinent that media coverage and reportage of Big Brother Naija do not lead to Intellectual Property (IP) infringement, whether negligent or intentional. It is important to note that IP infringement may result in the loss of the social media handles of the erring media platforms. In this vein, this S7 Media Bible is a guide to media practitioners including bloggers and Social Media influencers, outlining the do's and don'ts of using BBNaija content on all platforms (including the web, social media and more)



It also covers the actions MultiChoice may take in the event of any identified breach on all forms of Social Media, including Instagram, Twitter, TikTok, YouTube, Facebook, other social networking sites and other internet postings, including news websites and blogs.

# Guidelines For Reporting BBNaija On Social Media



MultiChoice Nigeria respects the desire of the media to post content it feels are worthy and in line with its reputation. Equally, MultiChoice Nigeria has a right to protect its intellectual property.

The following statements are guiding principles that apply to all media (reporters, bloggers, influencers) when engaging with our BBNaija content on Social Media:

1. Media is not allowed to LIVE-stream the show on TV from any mobile phone or hand-held device directly or via any Social Media live application, including YouTube.
2. Media is not allowed to record and publish **over one minute** of the show on any social media platform.



# Guidelines For Reporting BBNaija On Social Media



3. Media is prohibited from making any call for fans, viewers or followers to watch recorded footage. For non-media platforms, you must indicate that the page is a fan page.

4. Only images and text-based tweets are allowed in real-time. Media practitioners can source images from the Africa Magic website and all official Social Media pages of BigBrotherNaija, DStv, GOtv and AfricaMagic. You can also obtain images from the BBNaija media guide website and always credit image/video sources.

5. You are encouraged to use the official hashtag of the show #BBNaija and any other hashtag as communicated per time.

6. Retweets and reposts from official social media pages of BigBrotherNaija, DStv, GOtv and AfricaMagic are allowed.

7. Should a media platform require specific video footage, they are to request the same by sending an email to [akaoma.onyeonoru@ng.multichoice.com](mailto:akaoma.onyeonoru@ng.multichoice.com).





# Conflict Resolution



Ideally, we don't have to get to this part. We want you to stay within the confines of the rule book, but IP infringement is essential to us, and we will take serious steps to resolve and protect our BBNaija content.



# Conflict Resolution

**In the advent of a breach of policy, MultiChoice Nigeria will carry out the following actions:**

1. Within 24 hours; MultiChoice Nigeria will notify identified owners (bloggers, owners of Social Media pages or YouTube accounts) via email and follow up with phone calls.
2. Identified parties will be expected to respond within the same 24-hour time frame.
3. In the event of the blogger not removing the said content within the time frame allotted, MultiChoice Nigeria will officially report to the respective social media platform owners.
4. The social media platform owners will notify the right owners (MultiChoice) of actions taken.



5. MultiChoice Nigeria may shut down social media pages streaming live content immediately.

As outlined above, we prioritize providing you with the best options for working with our BBNaija content. Adhering to these guidelines will ensure that our working relationship is mutually beneficial and maximized for more opportunities.

# BBNaija Events



One of the main attractions of Big Brother Naija is the events, as they provide viewers with high-intensity and live engagement opportunities. They are also crucial components of the show, deciding the fate of the Housemates. Engagements are expected to spike during these events. They are:



## Monday Nomination Shows

These are where housemates get to nominate each other for eviction.

## Sunday Eviction Shows

They are a highlight of Big Brother Naija due to the elimination of housemates from the show.

## HoH Games

Every Monday, the housemates participate in an intense competition for the Head of House title.

# BBNaija Events



**Eviction Party:** Between August and October, evicted housemates will have memorable exit parties where they'll meet with the media, their fans and other lovers of the show.



## Tasks & Presentations

Every Tuesday to Saturday, housemates get the chance to compete in games and presentations for a chance to win prizes.

## Pool Party

Every Friday, housemates will party by the pool and have the opportunity to use the grilling facilities, dance and play games.

## Saturday Night Party

Every Saturday night, housemates will be hosted to themed parties which will feature musical performances by their favourite artists and celebrity DJs.

# Interviews: Talent & Exec



MultiChoice Nigeria encourages media interviews of the BBNaija alumni and the executives behind the show. Interviews are a great resource for content, and we are happy to help facilitate your requests to speak to persons of interest about the show.

## **Talent**

The best times to connect with talent are the days following their exit from the BBNaija House. Interview requests with ex-housemates of the show can be forwarded to the MultiChoice Public Relations team or Agency PR consultants. An Agency representative will facilitate successful interview requests.

## **Exec Interviews**

We will treat Interview requests as stated above. Journalists can interview the following MultiChoice Nigeria Senior Execs:



**Busola Tejumola**  
Executive Head, Content  
MultiChoice Nigeria



**Tope Oshunkeye**  
Head of Marketing  
MultiChoice Nigeria

# Tricks And Tips

**Creative Captions:** Captions are great marketing tools for your content. The theatrical and explosive nature of BBNaija content is a caption-mine for you to utilise appropriately. Creative captions are essential. The more angles you can mine, the better your chances of standing out and attracting engagement.

## Examples:

**Normal Caption:** "Daniel Emerges HoH Ahead of Adekunle And Yemi"

**Creative Caption:** "Daring Daniel Overcomes Obstacles Set By Fellow Housemates, To Emerge HoH."

**Typical Caption:** "Listen To Fade Sing Nigeria's Anthem"

**Creative Caption:** "Fade's Rendition Of Nigeria's Anthem Deserves A National Award. Listen Here."



**Regular Caption:** "Komi Spent 20 Minutes Brushing His Hair For Tonight's Party."

**Creative Caption:** "If 'I Fresh Die' Was A Person, It Would Be Komi."

**Frequency:** We understand that the frequency of posts varies from platform to platform. Fans have shown a propensity to gravitate and engage with platforms that publish consistently and possess the most wholesome and creative content.

**Speed of Marketing:** The early bird catches the most eyeballs. The faster you are to publish crucial and relevant information or happenings in the house, the quicker you are to becoming content king for BBNaija.



# Tricks And Tips

## Analysis

Analytical content works wonders. Provide fans with more angles of thought and a fresh perspective of events and watch how quickly you turn into an authority on the show. BBNaija can edge platforms beyond the competition. Look out for behavioural patterns and trends within the house. Link them together for a grand narrative and explainer piece or thread.

## Topical Examples:

“Why we think SamJoe will Emerge As The Fans’ Fave This Season”

“6 Moments That Prove Elisha Is This Season’s Wildcard”

“Why Aisha represents The True Nigerian Hustling Spirit”

## Predictions

Nobody knows who the last housemate standing will be but they want to know and are making predictions in offline conversations. You can curate and dominate the discussion with bold predictions, bluffing and polls. It is a great content format to drive the conversation.

## Polls

One of the fascinating aspects of BBNaija is the voting process. Voting gives people a chance to pick favourites and commit to keeping them in the house. On social media, they are eager to replicate this process. Go heavy and creative on polls for spikes in your engagement. The basics are the nomination and eviction polls but you can also explore behaviours, rivalries, romance and more.

# Tricks And Tips



## Examples

"Did A Ninja Or Another Housemate Take The HOH Staff?"

"Whose Task Has Impressed You The Most?"

"Who Is The Best Cook So Far In This Season?"

## Quizzes and Vox Pops

Fans love the chance to be able to air their views and content like quizzes and vox pops that allow them to do so, is always a good idea when trying to generate engagement.

# Everyone You Need To Know



Here's a list of everyone you need to know to help with your coverage of Big Brother Naija.

## For MultiChoice Nigeria

Caroline Oghuma



Executive Head, Corporate Affairs,  
MultiChoice Nigeria  
[Caroline.Oghuma@ng.multichoice.com](mailto:Caroline.Oghuma@ng.multichoice.com)

Chima Okpala



Senior PR Manager  
[Chima.Okpala@ng.multichoice.com](mailto:Chima.Okpala@ng.multichoice.com)

Akaoma Onyeonoru



Corporate Social Investment Specialist  
[akaoma.onyeonoru@ng.multichoice.com](mailto:akaoma.onyeonoru@ng.multichoice.com)

# Everyone You Need To Know



Here's a list of everyone you need to know to help with your coverage of Big Brother Naija.

## For Showmax Nigeria

Jennifer Ukoh-Osamwonyi



PR Manager, Showmax  
Jennifer.ukoh@ng.multichoice.com

## For ID Africa/BHM

Njideka Akabogu



Lead PR and Communications Adviser,  
njideka@idafrica.ng

# Contact Information



**There are many exciting and engaging ways to cover Big Brother Naija. Get involved!**

If you want to know more about the show, please visit the Big Brother Naija official website.  
YouTube: Big Brother Naija

Instagram: @BigBroNaija

Facebook: BigBrotherNigeria

Twitter: @BBNaija

TikTok: @bbnaija

Website:  
[BBnaijamediaguide.com]

**Alternatively, you can follow all verified social media pages of DStv, GOtv and Africa Magic:**

DStv  
Instagram: @DStvNigeria  
Facebook: DStvNg  
Twitter: @DStvNg

GOtv  
Instagram: @GOtvNg  
Facebook: GOtvNigeria  
Twitter: @GOtvNg

Africa Magic  
Instagram: @africamagic  
Facebook: Africa Magic  
Twitter: @africamagictv

## Press Requests

For further press inquiries, do send an email to:

Njideka Akabogu:  
njideka@idafrica.ng

Damilola Atinmo:  
damilolaatinmo@idafrica.ng



# Frequently Asked Question



## **Where can I find the official BBNaija media content?**

You can download all official BBNaija media content or publicity materials on [www.bbnaijamediaguide.com](http://www.bbnaijamediaguide.com). The team will send specifically requested photos or videos directly to your shared email address.

## **How do I know if I am in breach of any policy?**

This policy is exhaustive, but you can consult with your legal representative. If in doubt, it is advisable to contact an in-house MultiChoice PR rep.

## **If I find an underground stream of BBNaija, and I share it, am I in breach?**

Sharing an unofficial stream of BBNaija is a breach of our media policy and IP infringement. You can only disseminate official broadcast channels and streams.

## **What is the correct hashtag for BBNaija?**

The official hashtag is #BBNaija. The team will communicate any other variant in due time.

## **Can I interview a disqualified housemate?**

Yes, you can. However, depending on the disqualification circumstances, the PR team may not be able to facilitate such interviews.

# Frequently Asked Question



## **Where can I get stats to quote or fact-check BBNaija data?**

Please reach out to any of the email addresses in section 10 above.

## **Can I reach out to any of the sponsors directly, with BBNaija related requests?**

Kindly route your requests to the addresses below:

**Njideka Akabogu:** [njideka@idafrica.ng](mailto:njideka@idafrica.ng)

**Damilola Atinmo:** [damilolaatinmo@idafrica.ng](mailto:damilolaatinmo@idafrica.ng)

## **What is the BBNaija official website?**

The official Big Brother Naija website is

<https://africamagic.dstv.com/show/big-brother-nigeria>.

## **What should I do to watch Big Brother Naija?**

To watch Big Brother Naija, you must be a DStv or GOtv customer. If not, please visit [www.dstvafrica.com](http://www.dstvafrica.com) or [www.gotvafrica.com](http://www.gotvafrica.com) or contact the nearest MultiChoice office or branch and subscribe to DStv or GOtv. You can also download the MyDStv app and MyGOtv app from the app store to reconnect, upgrade your package and for other self-service options.

# Frequently Asked Question



## How do fans of BBNaija outside Africa watch the show?

MultiChoice's rights to the Big Brother format allow only for the production and broadcast in Africa via DStv and GOtv. Fans outside Africa can catch daily, weekly reviews and other exciting updates on the BBNaija official social media pages or on Showmax, which is now available in the United Kingdom. DStv Premium customers enjoy a Showmax subscription at no extra cost as part of the DStv Thanks reward programme, whilst other customers get Showmax at half the price. Visit [www.showmax.com](http://www.showmax.com) to sign up.



**THANK YOU**

