

2023 Nigeria Social Media Awards: Celebrating Excellence



Celebrating Excellence: Recap of the Just-Concluded 2023 Nigeria Social Media Awards

The curtains have fallen on the spectacular maiden edition of the Social Media Awards, leaving a trail of excitement and inspiration in its wake. The event, which serves as a tribute to the movers and shakers of social media has highlighted the outstanding achievements and innovations within the social media sphere.

The 2023 Social Media Awards, hosted with fervor and enthusiasm, gathered social media enthusiasts, influencers,

content creators and industry leaders under one roof. The event celebrated the outstanding contributions made by individuals, brands, and organizations in harnessing the power of social media to connect, engage, and create a meaningful impact on society.

The highlight of the evening, aside from the award presentations, was the showcase of exceptional talent. Performers who have risen to fame through their online presence graced the stage, reminding us of the entertainment potential that social media platforms offer.

Inclusivity and diversity were at the forefront of the event, emphasizing that social media is a unifying force that transcends boundaries and connects people from all walks of life.

As we reflect on the just-concluded 2023 Nigeria Social Media Awards, we can't help but feel inspired by the exceptional talent and creativity showcased. The Social Media Award not only celebrates excellence but also serves as a reminder of the boundless possibilities that social media holds for fostering connections, sparking innovation, and effecting positive change in our society.



The Winners

The 2023 Nigeria Social Media Awards celebrated the following notable winners across different categories:

- 1. Best Audience Engagement Campaign:** Tecno Camon 20 | Steady Night Portrait Master Tecnomobilenigeria
- 2. Most Engaging TV Station On Social Media:** Arise News
- 3. Best Use of Social Media E-Commerce Company:** Jumia Nigeria
- 4. Most Engaging Beauty Brand on Social Media:** Lush Hair Nigeria
- 5. Most Engaging Radio Station on Social Media:** Cool FM Nigeria 96.9
- 6. 6. Most Engaging TV Presenter on Social Media:** Morayo Afolabi-Brown
- 7. 7. Most Responsive FMCG Brand on Social Media:** Indomie
- 8. Best Use of Social Media in A Crisis:** Falz The Bahdguy
- 9. Viral Slang Maker of the Year:** Shank Comics – Mapa'mi

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10. **Social Media Influencer of the Year:** Simply Tacha
11. **Most Engaging On Air-Personality on Social Media:** Daddy Freeze
12. **Most Engaging Journalist on Social Media:** Rufai Oseni
13. **13. Fashion Influencer of the Year:** Jeremiah Ogbodo
14. **Food Influencer of The Year:** Ify Moge kwu kitchen
15. **Most Responsive Security Agency In Nigeria:** Nigerian Navy
16. **Most Responsive Telecom Company In Nigeria:** Mtn Nigeria
17. **17. Best Dance Content Creator:** Teee Dollar
18. **Most Engaging Actor:** Stan Nze
19. **Most Engaging Actress:** Bimbo Ademoye
20. **21. Blogger of the Year:** Yabaleft Online
21. **Best Use of Social Media-Sports And Betting Platform:** Betway
22. **Best Use of Social Media-Banking Sector:** Guaranty Trust Bank
23. **Best Use of Social Media-Fintech:** Palmpay
24. **Most Supportive Real Estate Company On Social Media:** Revolution Plus Property
25. **Best Social Media Influencer Campaign:** Martell × Davido – Be The Standout Swift
26. **Fast Upriasing Social Media Content Creator:** Agbaje Oluwatimileyin “Portable Promises to Win The Next Grammy With “Ika Of Africa”
27. **28. Most Innovative Use of Social Media:** Mr Macaroni
28. **Most Supportive Company on Social Media:** Innoson Vehicles
29. **Best Use of Social Media-NGO:** Nigeria Health Watch
30. **Overall Best Social Media Content Creator:** Odinaka Chukwueze
31. **Best Health Content Creator:** Pharmsavi – Choose Health Always
32. **33. Viral Song Of The Year:** “Who Is Your Guy?” – Spyro
33. **34. Best Entertaining Content Creator:** The Audition by Josh2funny “The Strongest Man In The World”

34. **Best Educative Content Creator:** Chrisland Schools | First Aid Specialist Training (Fast)
35. 36. **Best TikTok Content Creator:** Khloes_Gram (Leave Them Alone)
36. **Best Instagram Content Creator:** Taaooma @Taaooma| “E-Suli Has Suffered”
37. **Best Facebook Content Creator:** Mark Angel Comedy| “The Witch Mother-In-Law”
38. 39. **Best Youtube Content Creator:** Chukwuebuka Emmanuel Amuzia | @Brainjotter | “The Trapped Soul”
39. **Best Music Video on Youtube:** Blaqbonez & Perliks: Back In Uni By Blaqbonez & Perliks
40. **Best Twitter Content Creator:** Omotara @_theladymo

6 categories of honorary awards are listed below

42. 42. **Social Media Personality of the Year:** Emoney
43. **Most Loved Social Media Personality of the Year:** Obi Cubana
44. **Most Supportive Social Media influencer:** Don Jazzy
45. **Most followed Comedian on Social Media:** AY Comedian
46. **Most Engaging Governor on Social Media:** Dr Alex Otti of Abia state
47. **Most Engaging Senator:** Senator (Dr.) Prince Ned Nwoko, Delta North Senatorial District

Congratulations to all the winners and participants who continue to shape the narrative of social media. We eagerly await the next edition, brimming with anticipation for the continued evolution of the digital landscape and the exceptional talents it will bring to the forefront.

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