

Overview: Politically Aweh's Honest Sasol Corporate Video featuring Siv Ngesi

The Sasol video, released on November 8, 2024, reached over 12,000 views by March 2025, driven largely by YouTube's algorithm and external sharing. It resonated strongly with young urban South Africans, predominantly men aged 25–34 in Cape Town and Johannesburg, who engaged deeply with its themes.

Viewer comments highlighted frustration with Sasol's environmental record, financial underperformance, and reliance on fossil fuels, often expressed through sarcasm and scepticism.

The video's timing amplified its impact, because it coincided with shareholder pushback, activist pressure, and media scrutiny of Sasol's environmental practices and governance at its AGM. Analytics confirm not only strong initial traction but also sustained engagement, showing the video played a key role in shaping critical public discourse around Sasol during this period.

Platform	Views	Comments	Notes
Youtube	12 356	50	
Facebook	20 500		One of highest performers on FB
Instagram	38 279		Main video - 20k Short - 15.4k Divest short - 2 879
Linked In	3 988	6	
Х	4 700	6	

Insights related to the video published on November 8, 2024:

Demographics and Geographic Focus

The majority of viewers were male (82.3%), aged 25-34, located in urban centres like Cape Town and Johannesburg. This demographic aligns with Sasol's target audience - urban South Africans who are stakeholders or affected by Sasol's operations. The engagement from cities near Sasol's facilities (e.g., Secunda) suggests local interest in the company's environmental and social impact.

Commentary Themes

Viewer comments centred on concerns about Sasol's environmental impact, poor air quality, and reliance on fossil fuels, alongside frustration over financial losses and governance issues. Many used humour and sarcasm to express scepticism, highlighting broader distrust of the company's practices

and public messaging. These comments suggest that the video resonated strongly with viewers who are critical of Sasol's operations or interested in energy policy debates.

The video's impact was amplified by growing scrutiny of Sasol's environmental record, shareholder criticism of its vague climate plan, and ongoing activism around its reliance on fossil fuels and governance failures. Public sentiment echoed these concerns, with viewers voicing frustration over air quality, shareholder losses, and corporate accountability. Extensive media coverage further fueled interest, positioning the video as a catalyst in broader debates about Sasol's sustainability and transparency.

Conclusion

The video released on November 8, 2024 was strategically timed to coincide with growing public scrutiny of Sasol's environmental practices and governance challenges. It resonated strongly with viewers critical of the company's operations, aligning with broader stakeholder concerns expressed during Sasol's AGM and through media coverage. The combination of YouTube analytics data and external events underscores the video's role in shaping public discourse around Sasol during this period.

Youtube Analytics:

The video experienced an initial peak of 4791 views shortly after its release around the 9th of November 2024. The total number of views reached over 12,000 in the period November 8th, 2024 to March 29th, 2025.

The Sasol video gained strong initial traction through YouTube's algorithm, with browse features driving 3,813 views on the first day. Suggested videos also played a role, contributing nearly 400 views on launch, while direct or unknown traffic added another 729. External platforms amplified reach further, bringing in over 1,000 views during the period and more than 250 on day one, showing that the video was actively shared beyond YouTube. Search accounted for a smaller portion of traffic, but it grew steadily over time.

Between November 2024 and March 2025, browse features and external sources delivered the most impressions, with 117,918 and 80,072 respectively. Importantly, external sources generated the highest click-through rate at 7.7%, indicating that audiences who discovered the video outside YouTube were especially engaged. Together, this mix of algorithm-driven visibility and external sharing ensured both wide exposure and meaningful audience interaction.

Viewer Demographics:

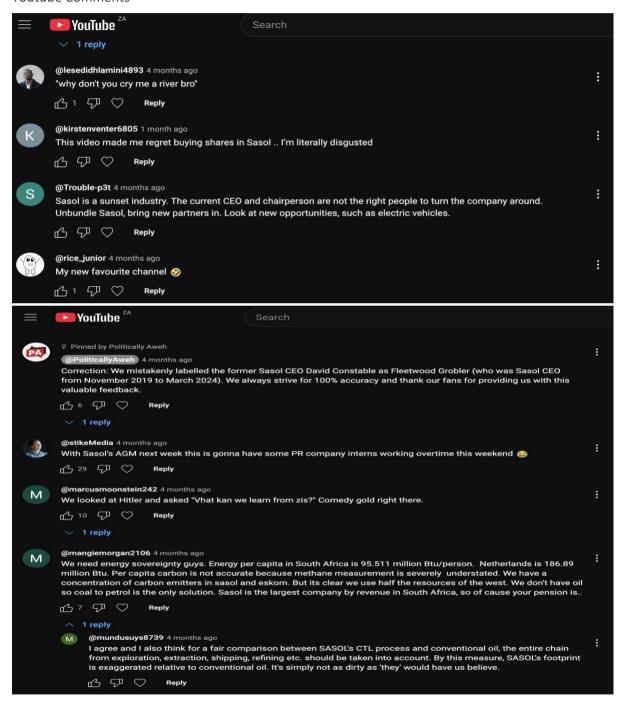
The video's audience was predominantly male (82.3%), with women making up 17.7%. Most viewers were aged 25–34, followed by 35–44 and 18–24, with the 25–34 group accounting for 27.7% of total views. Despite the gender imbalance, both men and women showed similar engagement, averaging around 4 minutes and 40 seconds of watch time.

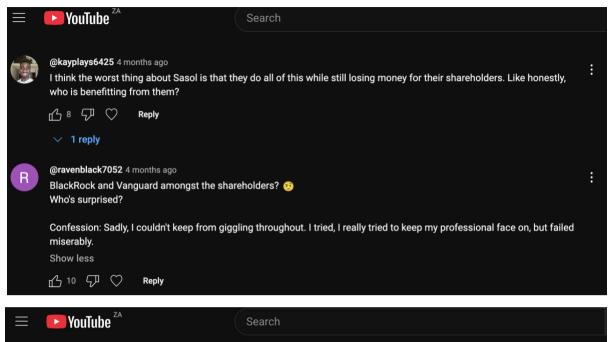
The city with the highest number of viewers was Cape Town, South Africa, followed by Johannesburg, Pretoria, and then Durban and Randburg. This aligns with Politically Aweh's target audience being mostly urban and English-speaking South Africans

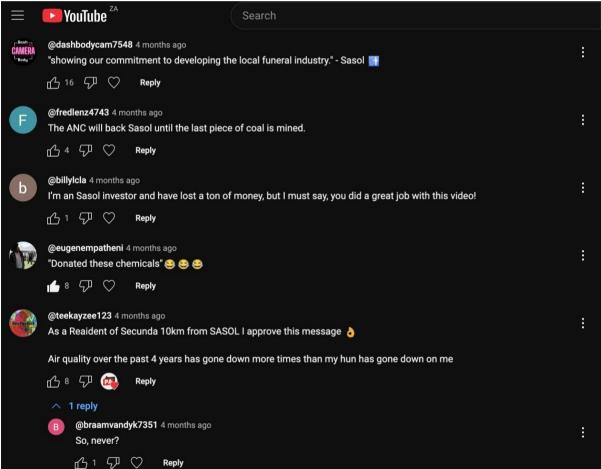
The average view duration for the video was 4 minutes and 37 seconds (out of 10'40).

In summary, the YouTube analytics highlight the initial success of the video being promoted by YouTube, coupled with a sustained interest and sharing of the content on external platforms. The audience was predominantly male, concentrated in the 25-34 and 35-44 age groups, and primarily located in major urban centres in South Africa. The average watch time indicates that viewers were engaging with a significant portion of the video's content.

Youtube Comments







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