

TikTok celebrates #AfricaDay with #IamAfrican campaign ft. Cassper Nyovest, Lady Zamar and more

TikTok and the African Union have partnered to place the spotlight on African content through a month-long campaign dubbed #IamAfrican in celebration of Africa Day on 25 May. The campaign calls on users to share their views on what makes them proudly African across various categories, including music.

This month, TikTok Africa will programme a line-up of in-app initiatives to highlight African content with genre-specific playlists, including Amapiano, Afrobeats, Gengetone and an exclusive in-app playlist. Some of SA's top musicians are among the artists whose songs will feature. Names like [Cassper Nyovest](#), Mi Casa's [J'Something](#), [K.O](#), [Moonchild Sanelly](#), [MFR Souls](#) and Lady Zamar.



“Through initiatives like the #IamAfrican campaign, TikTok is playing a strategic role in being a key player in promoting music, shining a spotlight on the amazing talent on the continent and uniting the world. As we continue to prioritise spreading joy, creativity, inclusivity, diversity on the platform, we call on everyone to get involved,” says TikTok Content Operations Manager for Africa, Boniswa Sidwaba.

All videos uploaded using one of the songs featured in the playlist with the official #IamAfrican hashtag stands a chance of being selected and shown on the music channel, TRACE, during the month of May.

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