

# What's happening on social media?

According to data from Acumen Media, lots have been on the minds of South African social media users, this week. Let's take a look, shall we?

The week's dominant stories on social media were the State Capture Inquiry and the very popular #10YearChallenge. Other stories keeping users talking was the political happenings in Zimbabwe; the death of Chippa Masinga; and the interest rate matter at the South African Reserve Bank.

“ Two stories dominate the charts this week, the explosive [#StateCaptureInquiry](#) kept social media glued, as a complete opposite, the [#10YearChallenge](#). Timelines were flooded with decade long pictures of users. [@MediaShowAfrica](#) [pic.twitter.com/LZor99Ug56](#)— Tonya Khoury (@ThisIsTonya) [January 18, 2019](#) ”

The racially segregated seating arrangement at the Laerskool Schweizer Reneke still kept tongues, or is that fingers, wagging. The Gillette ad taking toxic masculinity to task had many debating with some men berating the ad, while other men and women embraced it.

In other ad reaction news, the families of the victims of the Life Esidemeni tragedy protested the DA's use of the incident for electioneering purposes after it unveiled its 'The ANC Is Killing Us' billboard. On a lighter note, the Proteas' performance against Pakistan had South Africans in a positive spirit.

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