

Live from Parliament Digital Campaign Report

Nov 2014 - Mar 2015

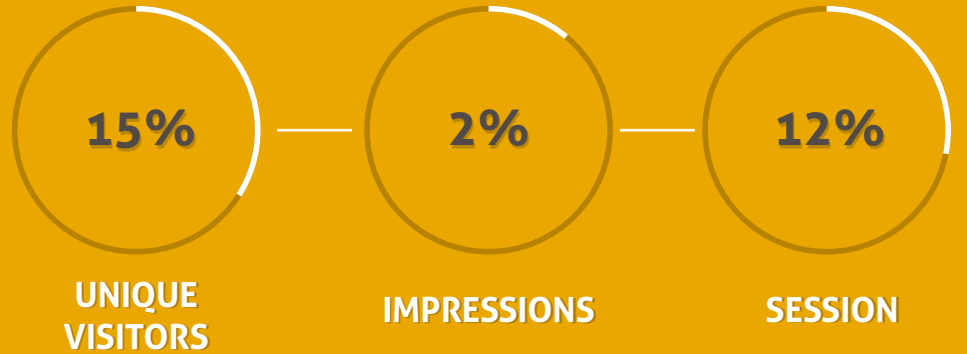


CAMPAIGN REACH **3,2 mil**

CAMPAIGN ENGAGEMENTS **10,000**

MEDIA INFLUENCE **4 mil**

PEOPLE'S ASSEMBLY WEBSITE TRAFFIC GROWTH



SOCIAL MEDIA CAMPAIGN

Our innovative Twitter campaign was one of the most successful aspects of the Live from Parliament initiative, helping us reach millions of young people:

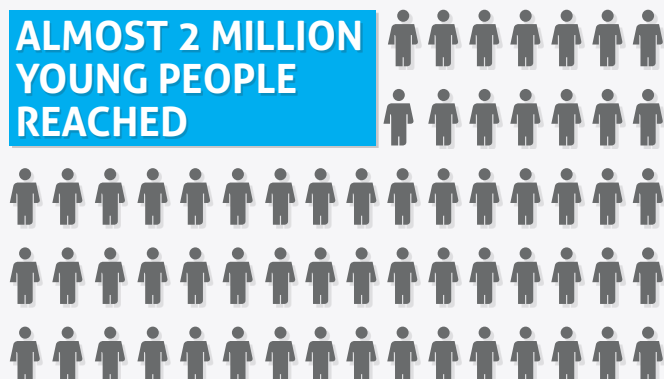
250,000
Young people reached

360,000
Young people reached

Our Twitter interview with Deputy Minister in the Presidency, Buti Manamela, created a direct dialogue between young people and politicians. The Twitter interview reached 250,000 young people and it was mentioned in the Deputy Minister's recent National Youth Policy speech. Another successful Twitter interview was hosted with DA MP, Gavin Davis, which achieved an estimated reach of 360,000.

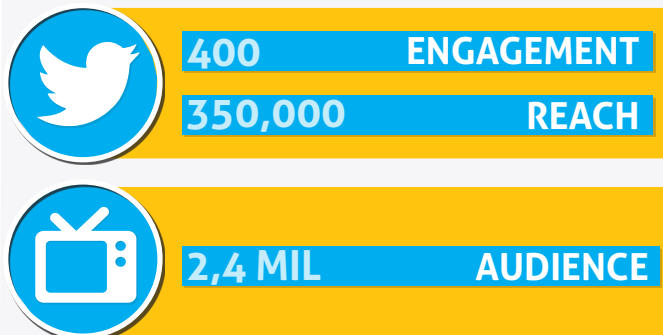
SIGNIFICANT EVENTS

We also used Twitter to reach and engage with audiences around significant events including the 2015 State of the Nation address and the National Consultative Conference on the National Youth Policy. Using dedicated hashtags - #livevipza, #nyp2015, #sona2015 - we were able to put these events on the radar.



YOUTH DEBATE

We hosted our first debate in Cape Town in the week leading up to the State of the Nation address. The debate was attended by 60 young people and reached an estimated 350,000 Twitter accounts and enticed 400 engagements through our conversations on Twitter. The debate was covered by Cape Town TV who broadcast to an audience of 2,4 million people.



INFLUENCE THROUGH THE MEDIA

- 1 Parliamentary reporters being interviewed by national radio stations, Talk Radio 702 and Cliff Central, reaching an estimated combined audience of 1,8 million young people.
- 2 Live from Parliament was listed on the global trend-watching website, Trendwatching, as a good example of Candid Exposure in Africa, <http://bit.ly/1yMWacP>, reaching 260,000 subscribers in over 180 countries.
- 3 Thapelo Mosiuoa, who managed the Live from Parliament social media campaign, was interviewed about the initiative by global news website Huffington Post, <http://huff.to/1CGIIMB>, which has a global reach of millions.

AUTHENTIC CONTENT

Our authentic content was 100% produced by 18 to 25 year olds and hosted on livemag.co.za. Our youth platform reached over 500,000 young people in 2014 and our YouTube channel attracted almost 500,000 views. One of our content highlights was the "Young MPs to Watch" feature with EFF National Spokesperson, Mbuyiseni Ndlozi.



GOVERNMENT INFLUENCE

Live SA attended an intimate meeting with the Deputy Minister in the Presidency, Buti Manamela, where an ongoing engagement between the National Youth Policy & Live SA was discussed.



Live from Parliament was a Livity Africa/Live SA initiative in partnership with the People's Assembly and Indigo Trust.
www.livevip.co.za / @livevipza #livevipza

