



UNIVERSITY
OF
JOHANNESBURG

<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APB
<u>MODULE</u>	: Advanced Diploma – Digital Contexts (SCO7X02)
<u>SEMESTER</u>	: Second
<u>ASSESSMENT</u>	: Special Assessment

<u>DATE</u>	17 JANUARY IN THE MORNING : AT 9AM	<u>SESSION</u>	: ONLINE
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<u>ASSESSOR(S)</u>	PROF M PRITCHARD & : DR NEIL LEVY
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<u>MODERATOR</u>	DR ANNÉ : LEONARD
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<u>DURATION</u>	TAKE-HOME : ASSESSMENT	<u>MARKS</u>	: 100
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1. HONESTY PLEDGE

I agree to be honest when answering questions during this assessment. I agree not to receive any help from anyone else when answering questions and that the answers contain my own ideas and words. Therefore, I will not copy and paste content from the internet, or the lecturer's slides, or from handouts, or textbooks or anywhere else and present this as if it is my own work. To this end, I understand what plagiarism is. All the work I submit for assessment is my own work.

To ensure that you understand the importance of plagiarism, please [watch this helpful video](#).

I now pledge that I have read and will abide by UJ's rules and policies for all my assessments, whether submitted via Blackboard, e-mail or elsewhere. By using the Blackboard platform, any work submitted is subject to UJ's policy on Plagiarism and UJ's Online (Academic) rules and regulations, confirming that the work being submitted conforms and complies with these policies as well as any other policy that might be applicable. In the event that it is found that a student has contravened these policies, a student will be subject to disciplinary action in terms of UJ's policies in this regard.

Do you agree to uphold the honesty pledge? (Tick the correct box)

YES	NO
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2. INDIVIDUAL ASSESSMENT INSTRUCTIONS

Read the following sections and answer the questions

2.1. Instagram influencer strategy in the format of a slide show presentation

As the social media strategist for the [#ITSNOTOK](#) movement you have been tasked to write an Instagram influencer campaign strategy to break the silence about Gender-Based Violence (GBV), targeting Generation Z. You therefore need to investigate how a suitable influencer can be contracted when specifically using Instagram to engage the target market about GBV. As indicated by the client, there is a need to create a unique and creative campaign that speaks in a language and tone that will resonate with Generation Z.

2.2. Social media strategy goals

The overall goal is to build a community of Generation Z advocates for GBV youth. To achieve this, your secondary goal is to develop an influencer campaign to spark engaging conversations with urban, 18 – 24-year-old Generation Z about GBV on Instagram over four weeks.

2.3. Technical requirements

Marks (-4) will be deducted every time a technical problem is experienced, so double-check and test that everything is working perfectly before you submit. Ask a friend to double test all your links and your media before you submit.

- a) It is not compulsory, but you may want to include audible, narrated clips in some of your multi-media slides (PowerPoint). Watch [this video](#) if you are unsure how to add your voice over or audio to your slides.
- b) Upload the slides in the cloud (Microsoft's One Drive or SharePoint works the best) with link that is set to '**anyone with the link can view**'.
- c) Keep to a maximum limit of 20 slides, with audible, narrated sound clips no longer than 1 minute per slide.
- d) All the videos or sounds are clear and audible.
- e) Professional layout. Do not clutter your slides with too much writing. Keep the font legible for a presentation. As a general rule, five to six short bullet points per slide are sufficient. Make use of diagrams, charts, images and illustrations to summarise information.
- f) Use the [official UJ slide template](#) since you represent the university when presenting the #ITSNOTOK movement for the client.
- g) Provide your full names, module code, student number, e-mail address and WhatsApp number on the first slide.
- h) Clickable URL's are used to indicate sources in-text (eg. [#ITSNOTOK](#)). Slides can also include clickable URLs to sources like videos, your infographic or any other document that you want to cite. If you make your own content elsewhere, like on

Canva, SharePoint or One Drive, for example, make sure it is set with permissions for **anyone with the link to view it**, before you embed the link in your slide. If you don't do this, we cannot view the document to mark it.

- i) You are not using notes at the bottom of your slides.
- j) Create a professionally designed infographic for your content strategy. You can use any free software templates, such as [Canva](#), [Piktochart](#), or in [Google Drawings](#). Each of these has how-to videos. [Watch these helpful guidelines](#) on how to plan and design infographics. Sometimes, free software does not store your work for long on their websites. Therefore make a backup that you upload in the cloud and submit the back-up to be marked.
- k) There are no spelling and grammar mistakes.
- l) Submit a PDF version of your final presentation without audio through Turnitin. Include a screengrab of your Turnitin report **percentage** as an appendix (not a receipt) when all is done. The report shows your name and similarity percentage in the single digits.
- m) **By 17 JANUARY IN THE MORNING AT 9AM**, submit the assignment on Blackboard.
 - ✓ Ask a friend to double test all your links and your media before you submit.

REQUIREMENTS	
1. Executive summary (5)	<ul style="list-style-type: none"> ✓ What is the biggest challenge that this strategy will solve on Instagram? ✓ How will this strategy solve a specific problem/challenge to amplify the brand's engagement? ✓ Motivate your choice of the influencer chosen. ✓ What will the duration of this campaign be? ✓ Who is the primary target market segment (small group, clearly described)? ✓ How is this strategy innovative? How will this campaign be unique, creative, and visible when addressing a unique need, opportunity, or problem? ✓ How will this be a creative and unique campaign that speaks in a language and tone that will resonate with Generation Z?
2. Situation analysis (15)	<ul style="list-style-type: none"> ✓ Here it is clear that you have done lots of research about the #ITSNOTOK movement and their existing social media strategy, channels, content and messages as it is relevant to the urban, 18 – 24-year-old Generation Z. Is any paid content being used? What may be working and what may need some tweaking? Are there any opportunities that you can spot? You have also researched the urban, 18 – 24-year-old Generation Z and why they don't easily engage about GBV on social media? You also thoroughly researched their Instagram habits and preferences and influencers. What do they like? Do they use a specific lingo, vernacular, hashtags, memes, slang or anything that is unique to the youth? What sort of tone of voice or content or messaging may appeal to them? What similar campaigns are addressing GBV on social media, and how are they engaging with Generation Z? ✓ All these, and more, must be reflected in your SWOT analysis. Don't just make assumptions or thumb suck ideas, but add a hyperlink in your text so that we can see what source you used when gathering your research. Proof of credible research sources must be provided for every statement you make.

<ul style="list-style-type: none"> ✓ You are also welcome to use primary research, in addition to secondary research, but then we also need evidence of that. For example: gathering insights by talking to young people or social media (social media posts) or doing recorded interviews with suitable experts. If you do this, show us the evidence.
<p>3. Insights (10)</p> <ul style="list-style-type: none"> ✓ Based on the situation analysis, what is the main insight or takeaway? ✓ How will this insight provide a strategic opportunity for this campaign when using influencer/s on Instagram? ✓ How is this an opportunity to create a unique, engaging and creative campaign that speaks in a language and tone that will resonate with Generation Z?
<p>4. Target market segment analysis (15)</p> <ul style="list-style-type: none"> ✓ Delve deeply into the target market and analyse this small group in detail. Which section of the urban, 18 – 24-year-old South African Generation Z youth are you focusing on? Do they live in the inner city, the suburbs or the townships? What languages do they mainly speak? What are their demographics, lifestyle preferences, social media preferences, and anything else you did not mention in your SWOT before? What are their attitudes towards GBV and why? Which Instagram influencers do they follow? Are they child-headed households or students or working or unemployed? ✓ Base your analysis and description on credible, hyperlinked research sources; don't guess.
<p>5. The campaign message and slogan (10)</p> <ul style="list-style-type: none"> ✓ In four to five sentences, write the overall message for the campaign that will appeal to your target market segment. Appeal to your specific segment of the urban, 18 – 24-year-old Generation Z youth. Your message must truly connect and resonate with the market segment you described before. If you use slang, make sure that you also researched it thoroughly in your situation analysis. ✓ Write the actual sample message in a suitable tone of voice that will appeal to your target market. If your overall message uses the vernacular, please also give a translation. Be creative! ✓ Also, add a slogan (one sentence or a few words).
<p>6. Instagram influencer content strategy infographic for the #ITSNOTOK movement (15)</p> <ul style="list-style-type: none"> ✓ Based on your overall goal to build a community of Generation Z advocates against GBV, compile an infographic that illustrates your Instagram influencer content strategy. Here you indicate the planned tactics and content that the #ITSNOTOK movement influencer will use to engage about GBV on Instagram with the target market segment you described earlier. Also, keep in mind the concerns raised in your SWOT analysis, which form the basis of your decisions. ✓ Your content strategy is a higher-level plan that is not as detailed and operational as a content calendar. Yet, a content strategy gives the client enough detail to understand what platforms are going to be used, what content (images, text, video, stories, live streaming, audio, memes, etc) will be used and when. A content strategy also indicates how content will be creative and appeal to the target market. ✓ The layout of the infographic must be professional, appealing and creative. ✓ Insert a clickable, accessible link to navigate to your infographic. ✓ Ensure that all the tactics described in this section have been already thoroughly researched, analysed and described in the first few sections of your strategy. You cannot decide, for example, to use Instagram if you have not previously convinced us that your target market segment uses Instagram and that Instagram is a

relevant platform for your brand. Likewise, you cannot use a particular influencer if you have not analysed its relevance earlier.
7. Sample content (10) <ul style="list-style-type: none"> ✓ Create at least three different pieces of sample content that the influencer will use on Instagram. This will give the client a sense of how the campaign will speak in a language and tone of voice that will resonate with Generation Z. This can be a creative TikTok video, a meme, an Instagram story, a short podcast, or anything else relevant for the respective social media networks you have chosen. ✓ You can add it to your slide or provide a hyperlink to content you saved elsewhere in the cloud.
8. Measurement and evaluation (10) <ul style="list-style-type: none"> ✓ What will count as meaningful engagement for your Instagram influencer campaign? Describe the social media metrics that you will use to measure the effectiveness of your content strategy.
9. Technical requirements (10) <ul style="list-style-type: none"> ✓ As already described in Section 2.3. above.

TOTAL: 140

Important housekeeping rules

- We need to plan for loadshedding and power outages, so please make use of the university's libraries or computer labs to overcome this challenge.
- Make sure you meet the deadline and build in enough extra time to complete the assessment on time. Online submissions are programmed to close on the deadline, after which it may no longer be possible to complete your assessment online.
- Always keep a back-up copy of all exams submitted, even uncompleted answers that you are busy working on. Use sites like Google Drive or One Drive to back up your completed assessment in the cloud. This protects you from losing your work due to your computer getting stolen, breaking down or getting hacked. Losing documents for one or another reason is not a legitimate excuse for not completing assessments on time.
- Please note that this is an assessment. Thus copying and pasting of class notes, lecturer's slides or prescribed reading will result in poor performance (as it is plagiarism). We examine your understanding of the content learned, not the regurgitation or repeating of prescribed readings, lecturer's slides or class notes.
- You may not e-mail lecturers about the assessment questions to solicit assistance, nor may you collaborate with other students on your assessment.
- Be aware that similarity reports (Turnitin) will be used to check the originality of your answers and your answers against those of other students. This means that you cannot copy and paste your answers from the internet or other students. Make sure you familiarise yourself with the university's plagiarism policies. We expect Turnitin similarity reports to not exceed 10%. Remember, when we all use the same headings, for example, these will show up in your similarity report. However, we are aware of these similarities and will disregard those.
- Ensure that you have adequate data and a reliable Internet connection to make sure that you can successfully submit your assessment on Blackboard. Apologies such as 'my internet dropped the connection' are not be accepted.

- h) When uploading or completing assessments online, ensure that everything is completed and uploaded before closing your computer. Apologies such as 'my document did not upload properly' will not be valid. Your responsibility is to make sure that the assessment is completed and that everything is uploaded for your assessment to be marked.

2.4. Background information about the #ITSNOTOK movement

- a) A [recording](#) of the brief presented by the client on Blackboard.
- b) [Webinars](#) against GBV.
- c) The #ITSNOTOK movement [website](#) There are examples of artwork and past campaigns. Remember, we cannot change the hashtag and brand identity colours, but you can add additional ones if you like.

If you need counselling because you feel triggered by this assignment, please do not hesitate to reach out to your lecturers. We can arrange professional counselling for you. Alternatively, you can also contact the professionals at PsyCad.



PsyCad Online Counselling Services
The Future Reimagined

The Centre for Psychological Services and Career Development (PsyCaD) has an array of online and telephonic counselling services available for UJ students and the broader community. Counselling sessions are available through telephone calls or via video calling platforms i.e. Zoom, Skype or MS Teams.

For bookings and other queries, call PsyCaD offices on the following numbers*:
APK: 011 559 3324/2394 | **DFC:** 011 559 6042 | **APB:** 011 559 1318
SWC: 011 559 5752 | **B5 Office/ External clients:** 011 559 3106
(*Phone lines and counselling services are available from Monday to Friday from 08:00-16:00)

For online group sessions, please complete the form on the link:
<http://ow.ly/UaV650zTrdK>

Crisis line 082 054 1137: for emergencies, available 24 hours.

Download the PsyCaD App on Google Play Store

Ulink: Log into the PsyCaD module on ulink (under Organizations)

Email: psychservices@uj.ac.za

Follow PsyCaD on:
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Contact PsyCaD

psycadinfo@uj.ac.za

- **Auckland Park Bunting Road**
011 559 1318
- **Auckland Park Kingsway**
011 559 3324
- **Doomfontein**
011 559 6042
- **Soweto**
011 559 5752

24 Hour Crisis Line
*For UJ students and staff only



Good luck with your assignment!