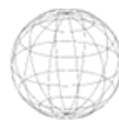




# CAMPAIGN REPORT

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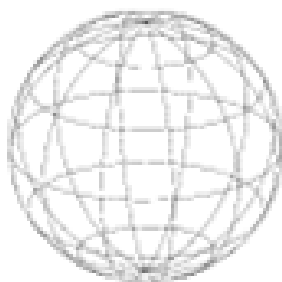
PEYTON CHAPLICK  
SARAH CLARK  
BREELY PETERSON



**DIGITAL LITERACY  
ADVANCEMENT NETWORK**

# TABLE OF CONTENTS

DLAN & CAMPAIGN INTRODUCTIONS	<u>3</u>
BUSINESS PLAN	<u>4-5</u>
CAMPAIGN THEMES	<u>6</u>
OBJECTIVES, STRATEGIES, TACTICS	<u>7-8</u>
MEDIA EXAMPLES	<u>9 -11</u>
BLOG POST	<u>12</u>
SOCIAL MEDIA PLAN	<u>13-14</u>
MEDIA EXAMPLES	<u>15 -18</u>



**DIGITAL LITERACY  
ADVANCEMENT NETWORK**





## WHO WE ARE

The goals of the Digital Literacy Advancement Network (DLAN) are to increase accessibility to media and digital literacy education in South Africa. Education is crucial to building and empowering communities. The internet has become an essential tool in learning due to the vast knowledge it contains. Although Africa's internet access rate has grown to 570 million users as of 2022, "the internet penetration rate stood at around 43 percent in 2021, below a global average of 66 percent" ([Statista](#)). DLAN's campaign will focus on ways to create accessible media for South African citizens and advocate for digital equity.

## WHO WE SERVED

Africa Center for Media and Financial Literacy (ACMFL) for this campaign. The independent nonprofit organization focuses on critical literacies, primarily Media and Financial literacy ([ACMFL](#)). The DLAN team developed strategies that used digital tools to connect with those with less access or experience with media resources.





**The Business Opportunity:** South Africa's public has limited access to the internet due to high internet costs and low digital literacy. Local businesses have a harder time reaching global markets. Schools and hospitals cannot reliably access the information needed to educate students and healthcare professionals (Thompson, 2023, para. 10). Especially in regard to schools in South Africa, 75% cannot afford to distribute assignments via the internet which hinders their students' chances of success (Thompson, 2023, para. 3).



**Company Description:** The Digital Literacy Advancement Network's primary goal is to increase media and digital literacy education accessibility in South African communities. The organizations' objective is to empower individual citizens with the education required to discern online information and make informed decisions concerning businesses, media, and the world at large.



**Team:** DLAN will work with the Africa Center for Media and Financial Literacy (ACMFL) to improve the equity of digital literacy in South Africa. DLAN's PR team includes Peyton Chaplick, Breely Peterson, and Sarah Clark. All three members have experience with managing and developing social media content, VR and AR programs, budgets, and campaigns.

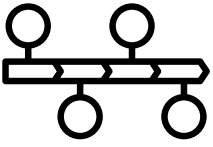


**Industry Analysis:** There are three key factors to our organization's success. Firstly, have we made sufficient connections with other community organizations and, secondly, have we provided them with the essential resources to establish the digital access that will provide South Africans with the tools to balance and progress their digital and media literacy education.



**Target Market:** Our target audience is educators, business owners and corporate executives in South Africa who share our passion to increase access to resources and build the means and connections to do so.

# Business Plan OVERVIEW



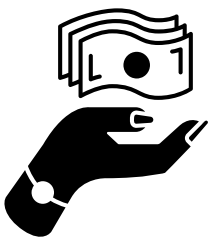
**Implementation Timeline:** It is pivotal that we work within the nation's culture and businesses to serve South African communities. We will build connections with educators and business owners in the first month of our plan, as well as target fundraising opportunities. The next two to three months will be spent working with the ACMFL, our chosen educators, business leaders, and corporate executives to determine what resources and education materials are most needed and effective. The six months following will focus on the execution phase where we will run our programs, continue to build on the resources and education materials available, and run our social media campaigns and media events. The final two months will be for evaluation.



**Marketing Plan:** DLAN will be cooperating with the ACMFL to train our target audiences with the intention of building equity and digital accessibility across South Africa using social media and community events.



**Financial Summary:** DLAN will rely on fundraising and grant funding as its main revenue stream. The clients we gather from businesses and education and health institutions will be able to hire educators and industry professionals from our organization to supervise projects and workshops as they develop their proficiency in digital literacy. Fixed variable costs include social media, events, and technology dependent on the type of project. Our near term goals include having enough funding to provide resources (computers, education materials, etc.) to the organizations we partner with. Long term goals for DLAN are to consistently fund seminars, provide our resources to communities in need, and increase the presence of our organization worldwide.



**Funding Required:** Our funding will go toward acquiring more digital equipment for our consumers and clients as well as hiring additional educators and supervisors to ensure that our clients are learning and using our tools to reach greater potential. The funding will also be used in community outreach events to increase awareness of our campaign.

# Business Plan OVERVIEW

# CAMPAIGN THEMES & CATEGORIES

After analyzing 15 sources for qualitative research, the following themes and categories were developed to be the foundation of DLAN's campaign for the ACMFL.

## Digital Literacy Education & Innovation

Digital Literacy Education, Community Growth, Digital Innovation, Accessibility

Education leads to innovation within communities that advocate for accessibility.

## Advocacy for Digital Accessibility

Community Growth, Digital Literacy Education, Political Advocacy, Accessibility

Digital accessibility is its own category as education and political advocacy are the foundation of implementing this type of literacy.

## Political Reform

Digital Literacy Education, Political Advocacy, Community Growth, Digital Innovation

Political reformation is a core foundation of success in bringing digital literacy to more communities.

CAMPAIGN

THEMES &  
CATEGORIES

DIGITAL  
transformation





# OBJECTIVES, STRATEGIES, TACTICS

**GOAL:** Expand the reach of the ACMFL within South Africa and on a global digital scale to increase awareness, community engagement, and funding.

**OBJECTIVE 1:** Increase knowledge of digital literacy needs in South Africa by 15 percent over the next six months through the ACMFL.

**STRATEGY 1:** Use digital and print ads for six months to target prominent corporations and educational institutions.

**TACTICS:**

- Run print ads featuring statistics on digital literacy in local newspapers in South Africa and on community bulletins
- Distribute pamphlets with digital literacy information and upcoming ACMFL events
- Publish advertisements on Facebook and Instagram which feature statistics on digital literacy in South Africa that also highlight actions taken by the ACMFL and other similarly focused organizations to develop digital literacy in South Africa

**OBJECTIVE 2:** Increase visits to the ACMFL's website by 10 percent within six months to promote community discussions.

**STRATEGY 1:** After completing six school events, as mentioned in the previous communication plan, host a paid event open to the general public to learn about digital tools such as augmented and virtual reality.

CAMPAIGN

GOALS &  
OBJECTIVES

# OBJECTIVES, STRATEGIES, TACTICS

## TACTICS:

- Market the event using digital ads on Facebook and Instagram and local papers and community bulletins
- Hire public speakers and well-known community members to speak alongside ACMFL members
- Hire local influencers to attend the event to share their personal experiences online and how they have implemented digital literacy
- Share influencer posts on ACMFL social media pages leading up to the event as well as any posts featuring footage recorded during it
- Develop and disperse pamphlets with the links to the ACMFL's website. Also provide a QR code that leads to the ACMFL's main website on the pamphlet with instructions on how to use it so attendees can practice with AR

**OBJECTIVE 3: Partner with five companies who are committed to raising \$5,000 each for the ACMFL digital literacy initiatives.**

**STRATEGY 1: Direct marketing and advertising efforts towards companies (business owners and executives) either involved in technology and digital literacy or who are likely to donate and partner with ACMFL.**

## TACTICS:

- Run a three month long targeted LinkedIn digital ad campaign
- Create ACMFL LinkedIn posts about efforts made to further media literacy in South Africa and encourage discussion on them. This will provide insight into the views of South African citizens and guide the organization in future endeavors which use the gathered funds

**STRATEGY 2: Empower existing partners to promote their partnership with the ACMFL to their clients and other companies.**

## TACTICS:

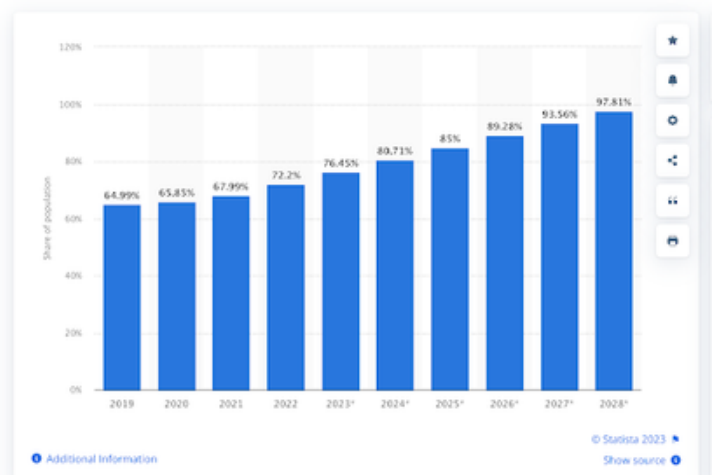
- Curate a drip email campaign to current partners empowering them with knowledge on the ACMFL and how to discuss with their current clients and other companies
- Send emails to current partners offering to host a free digital literacy event at their workplace if they connect us with another potential partner



## 3 WAYS TO IMPLEMENT DIGITAL LITERACY IN RURAL COMMUNITIES: INSIGHTS FROM DIGITAL LITERACY ADVANCEMENT NETWORK (DLAN)

In the dynamic landscape of the 21st century, digital literacy has become an indispensable skill that empowers individuals, businesses and communities. However, despite the significant increase in access and effects of globalization, the digital divide persists in rural areas where access to technology and resources remain limited, especially in comparison to their urban counterparts. As an agency committed to creating a more informed and connected world, we aim to empower organizations to build communities focused on increasing digital literacy with the resources and education to do so.

Internet user penetration in South Africa from 2019 to 2028



RECORDED AND PREDICTED INTERNET USAGE IN SOUTH AFRICA FROM 2019 TO 2028. COURTESY OF STATISTA.

As of February 2023, 3.7 million people in South Africa were illiterate. However, as Lea-Anne Moses, Executive Director of the Fundza Literacy Trust remarks, “Online reading tools play an important role in creating easy access to quality reading materials.” Therefore, we solve two issues: we increase access to digital technology, and promote literacy education itself.

The following three initiatives are crucial and are highly beneficial to the implementation of digital literacy education and access to resources in rural communities:

### 1. Access to Affordable Technology and Internet Connectivity

First and foremost, digital literacy is inherently tied to access to technology and the internet. In many rural communities, limited access to these resources hinders the development of digital skills. We must bring awareness to communities who face limited access to technology, like those in South Africa. Many people in highly-developed societies may have no idea that only 1.2% of people in South African rural communities have access to the internet at home. That is why at DLAN we are continuously organizing public relations campaigns with clients who are also committed to digital equity.

In addition, partnering with technology providers, government agencies and non-profit organizations can help facilitate the distribution of affordable devices such as tablets or laptops. With high costs being the primary obstacle to internet access in places like South Africa, initiatives that bring affordable, low cost options to these rural communities are crucial in the digital literacy movement. Additionally, investing in infrastructure projects to expand broadband access ensures that rural communities can fully participate in the digital age. While some improvements have been made due to government initiatives, there is still progress to be made. The graph below demonstrates the predicted internet user penetration from 2019 to 2028. The rates themselves are highly encouraging however it is important to note that this is just the first step in digital literacy implementation as having access to the internet doesn’t mean one knows how to engage with it.

## 2. Community Workshops and Training Programs

One of the most impactful ways to enhance digital literacy is through community workshops and training programs. These sessions can cater to varying skill levels and age groups, ensuring inclusivity. As a PR agency, we know firsthand the importance of engaging the public when you want to spread a message. Bringing together community leaders, including business owners and educators, to train them on the importance of digital literacy and also how to exercise it can benefit all who participate. Being that this is considered earned media, we acknowledge that this is the hardest form of media to obtain, compared to organic and paid. However, it is arguably the most impactful and effective being that it is true endorsements from the public at large and in essence, has others furthering your message for you. But again, this PR strategy not only furthers the campaign itself but benefits the community at large by increasing awareness of digital literacy resources they may not have known about.

By providing hands-on training in basic computer skills, internet navigation and online safety, participants gain the confidence to use digital tools effectively as emphasized by Rural Health Information Hub in regards to online health portals. Workshops can also cover more advanced topics like digital marketing, online entrepreneurship and remote work opportunities, empowering individuals to explore new avenues and contribute to their community's growth.

## 3. Collaboration with Local Businesses and Entrepreneurs

Supporting local businesses and entrepreneurs is key to fostering economic growth in rural communities. Our PR agency encourages collaboration between these entities and digital literacy initiatives. For example, Huawei, an information and communications technology company, has partnered with the country's Department of Communication to build the technical capacity of small and medium-sized enterprises. Huawei's CEO noted that, "each 10% increase in fibre broadband penetration will increase the country's GDP by 1.5%." Therefore, by collaborating with businesses, we not only promote the adoption of digital tools within businesses, but we create a ripple effect that benefits the entire community, if not the country at large.

Through workshops, mentorship programs and networking events, local entrepreneurs can learn how to leverage digital platforms for marketing, sales and operations. This not only enhances the competitiveness of local businesses but also opens up new markets and opportunities. For example, after integrating digitalization into its operations, Shoprite Holdings, the largest supermarket retailer in South Africa, has seen an increase in customer satisfaction and overall revenue growth. Moreover, the knowledge gained by entrepreneurs can be shared within the community, creating a culture of continuous learning and innovation.



DAVID COHN, CHIEF INFORMATION OFFICER (CIO)  
AT THE SHOPRITE GROUP. COURTESY OF SHOPRITE.

**“Therefore, by collaborating with businesses, we not only promote the adoption of digital tools within businesses, but we create a ripple effect that benefits the entire community, if not the country at large.”**

From a PR standpoint, utilizing local business owners and executives of prominent companies in the region creates an incentive for media outlets to cover the digital literacy initiatives and workshops that these people may be leading. A statement from a local citizen is likely not going to garner as much news coverage as a statement and interview from a prominent business executive whose business plays a major role in the country's economy. South Africa has done an incredible job utilizing this tactic to the point where it has been brought to the attention of the President of the United States of America, who has since created the Digital Transformation of Africa (DTA) policy. This exemplifies how strategically choosing businesses and leaders in the community to spearhead initiatives is a critical component of digital literacy implementation, especially in rural communities.

Implementing digital literacy in rural communities is a multifaceted challenge that requires a holistic approach. By combining improved access to technology, community engagement and collaboration with local businesses, we believe creating sustainable solutions that empower individuals and uplift these communities is entirely possible. Digital literacy improves access to education, healthcare and the economy, however an often overlooked area that would benefit from campaigns such as ours with the Africa Center for Media and Financial Literacy (ACMFL) is the PR industry. As a PR agency, we want to note that improved digital literacy can have a tremendous impact on a country's connectivity to the rest of the world.

Improving digital technology in rural communities like South Africa would allow for better reporting both to and from the country, resulting in increased awareness among citizens and with the world at large. Also, an increase in digital and media literacy skills means individuals are better able to voice what may be going on in their rural communities and make their needs known. Digital literacy is not just a skill; it's a catalyst for positive change, and together, we can ensure that no community is left behind in the digital revolution.



**WORLD LEADERS MEETING AT THE U.S. AFRICA LEADERS SUMMIT IN WASHINGTON DC IN 2022. COURTESY OF [COMMERCE.GOV](https://www.commerce.gov).**



## PRESS RELEASE



Media Contact:  
[Breely Peterson](#)

### FOR IMMEDIATE RELEASE

#### **ACMFL Launches Digital Literacy Directive**

ACRA, GHANA - December 14, 2023 - Today, the Africa Center for Media and Financial Literacy (ACMFL) announced its newest campaign, Digital Literacy Directive, aimed at increasing digital literacy education and resources in South Africa. In a world increasingly shaped by technology, this initiative aims to narrow the digital divide, equipping individuals with the crucial skills needed to thrive in the modern era.

The Digital Literacy Directive includes a full digital literacy curriculum in addition to extensive community outreach initiatives, with skilled instructors conducting workshops, seminars, and training sessions in collaboration with local organizations and educational institutions. The curriculum itself encompasses vital skills such as internet navigation, online security, digital communication, and basic programming, with the aim of equipping individuals of all ages and backgrounds.

“ACMFL’s commitment to advancing media and financial literacy now extends to the Digital Literacy Directive,” stated Amara Zulu, Director of the ACMFL. “By fostering digital literacy, they are paving the way for economic growth, promoting inclusivity, and building a more resilient society.”

The Africa Center for Media and Financial Literacy invites individuals, organizations, and partners to unite in support of the Digital Literacy Directive. A digitally literate South Africa helps pave the way for increased financial and media literacy and therefore an improved future for Africa as a whole.

###

#### About the Africa Center for Media and Financial Literacy:

Founded in 2020, the ACMFL is an independent, educational non-profit focused on increasing media and financial literacy across sub-Saharan Africa. Utilizing partnerships with the government and corporations, the ACMFL aims to increase resources and education in both media and financial literacy across the country. However, understanding that digital literacy is the first step, our organization aims to also influence digital literacy policy, education and initiatives in order to further improve media and financial literacy.

## SOCIAL MEDIA PLAN

**GOAL:** Expand the ACMFL's social media presence to increase internet usage in South Africa and encourage user interaction with the rest of the globe.

**OBJECTIVE 1:** Increase the number of South African followers and interaction on ACMFL social media sites by 20 percent.

**STRATEGY 1:** Host an Instagram chat every month, for 6 months, in order to encourage community interaction and discussion on local public and organization events.

**TACTICS:**

- Advertise Instagram chats in handouts distributed in real-world community events and include a brief description of how they work to mitigate confusion. Provide a link to an example Instagram chat for interested parties.
- Research and discuss subjects of interest to South African communities. Include 1 question per chat that concerns global affairs to encourage further investigation by South African participants.

**STRATEGY 2:** Produce and share social media posts that appeal to the interests of South African communities every other day for 6 months.

**TACTICS:**

- Research commonly searched subjects and trends for inspiration on social media post construction
- Encourage South African citizens to submit photos to the ACMFL, featuring attendance at community events or ACMFL programs
  - Include links to the participants social media accounts, if they have them
  - Multiple submissions are allowed and can be converted into carousel posts

CAMPAIGN

SOCIAL MEDIA PLAN

# SOCIAL MEDIA PLAN

**STRATEGY 3:** Create social media content that encourages interaction between ACMFL members and the South African community.

**TACTICS:**

- Host Q&A's on social media on a monthly basis so followers from the South African and global community can learn about ACMFL events and programs
- Spotlight ACMFL members in social media posts, with signed permission, to humanize the organization to its followers on social media

**OBJECTIVE 2:** Increase community understanding and use of digital media through social media by 10 percent.

**STRATEGY 1:** Develop and release infographics on ACMFL social media platforms to educate followers on digital literacy in South Africa.

**TACTICS:**

- Research the areas of most interest to the South African community and how they are affected by the inequity of digital literacy in the nation.
- Release infographics that discuss the benefits of equity in digital literacy.
- Include links to research sources to encourage followers to perform more research.

**STRATEGY 2:** Post a quiz on social media every 2 months, starting in the 1st month, to measure ACMFL's follower's understanding of social media and digital tools that the organization has used and shown to South African communities online and at events.

**TACTICS:**

- Encourage followers to share the quiz to maximize data retrieval.
- Show participants the result of their questions and provide links to resources, either from ACMFL's social media posts, or other sources online, where they can improve their learning.
- Make the quizzes available through scannable QR codes and post them on event pamphlets to encourage event attendees and followers.



# MEDIA EXAMPLES



# CAMPAIGN MEDIA EXAMPLES



## THE FIVE P'S OF DIGITAL CITIZENSHIP

When the four 'core' subjects (math, english, science, history) are all being taught online, digital literacy in the classroom is imperative.



### PRIVACY

Keep all personal information protected and do not share publicly.

01



### PERMISSIONS

Be selective in who and what has access to your online information .

02



### PROPERTY

The information you create online becomes your property. Keep it secure and also be sure not to steal anyone else's.

03



### PROFILE

Your online presence creates a digital profile of you that is accessible to the public. Your profile should be curated carefully.

04



### POSITIVE


The digital world allows people to hide behind their profiles. Having a positive presence is important.

05

# MEDIA EXAMPLES

**DIGITAL LITERACY ADVANCEMENT NETWORK BLOG**
ABOUT BLOG

**WE HELP ORGANIZATIONS BUILD LASTING AUDIENCE CONNECTIONS THROUGH IMPACTFUL AND CULTURALLY EMPOWERING MESSAGES AND ENGAGEMENT STRATEGIES**



Here at Digital Literacy Advancement Network, we operate as a team. We believe the part is greater than the whole and everyone is on our team for a reason. Our collective experiences and education have all led us to this incredible organization and the desire to bring digital and media literacy education and resources to everyone in South Africa.

**MEET SARAH**

Chief Strategy Officer

**MEET PEYTON**

Chief Operations Officer

**MEET BREELY**

Chief Marketing Officer

## 3 WAYS TO IMPLEMENT DIGITAL LITERACY IN RURAL COMMUNITIES: INSIGHTS FROM DIGITAL LITERACY ADVANCEMENT NETWORK (DLAN)

November 9, 2023

In the dynamic landscape of the 21st century, digital literacy has become an indispensable skill that empowers individuals, businesses, and communities. However, despite the significant increase in access and effects of globalization, the digital divide persists, especially in rural areas where access to technology and resources remain limited, especially in comparison to their urban counterparts....

### WEBSITE INTENT:

With DLAN's website presence, the goal was to establish our purpose and impact, have our team page present for our visitors, and showcase our research with our blog post.



# DIGITAL LITERACY 101

(noun): the ability to use information and communication technologies to find, evaluate, create, and communicate information, requiring both cognitive and technical skills

(American Library Association).



## THREE FUNCTIONS:

- receive and understand information from a digital source
- create digital content
- share digital content and information with others

“Africa’s digital ecosystem offers massive potential to spur economic recovery, promote opportunity, advance social equality and gender equality, and create jobs.

First Lady of the United States, Jill Biden

## WHY DIGITAL LITERACY?



Improve job opportunities



Increase access to education



Improved economy

## DID YOU KNOW?

- Only 22% of households in South Africa have access to a computer while only 10% have internet connection
- As of April 2021, only 0.55% of public schools have access to internet and only 58% had access to a computer
- 67% of South African IT leaders lack the in-house expertise to keep up with data regulations