The online platform is a BlogSpace, branded around ‘Africa we Want’. It is a deliberate shift to position in a fresh way, the heart and pulse of the programmes, concepts, facts and actual issues that we and our like-minded organisations work with. And now pioneer for us, through the Scenarios process.
AFRICA WE WANT

BLOGSPACE

Rationale

This space is about the Youth Fact Book findings, the Scenarios, our programme findings and work and research. The YMCA needs to be proactive, on point and timeous with current trends and popular culture. The BlogSpace will lead discussions on social justice issues and economic and innovative discourses.

It is also about those of others in the field and our emerging ‘groups’ or ‘knowledge clusters’ around thematic programmes, eg TM and Religious Diversity already have groups we are working with. It will not be organisationally branded as this is universally known as public relations and the ‘brand’ will be what we are working towards: the African Renaissance, the Africa we Want. This encourages youth engagement.

Benefits

- **Programme impact:** actual data and information gathered can be shared in a way that is knowledge outside of reports that remain internal or articles that only quote a single, thus giving a different type of credibility and depth to our work
- **Youth:** it gives the youth solid information around which to engage on social media platforms which they have been asking for: on a serious level and also on a fun innovative level (they have indicated they want both)
- **YMCA:** movements lessons sharing and learning, profiling, awareness raising, networking, understanding of key issues, linkages between programmes, forecasting
- **Other organisations – appreciation for other’s work; generation of knowledge for other’s consideration**
- **Partners:** impact and networking can be shown beyond just the YMCA
- **Public:** engaging in public discourse, generation of bite sized knowledge products, contribution to popular culture, opening of new discussions and possibilities, exposes etc
- **KM:** a focus is given to KM, a relevance and an outlet which then provides public response which shows us whether what we are doing is considered worthy or exciting or valuable
- **Communications:** this adds an innovative and exciting element to communications and insists that different forms of social media are employed across the board.

Current blog essentials

- Information
- News
- Trustworthy
- Provocative
- Digestible
- Quality
- Content upgrade/value add marketing
- Graphics essential – simple
- Themed as written by one person (still)
- Not organizational in terms of PR but more on concepts, ideas, programmes, facts etc
- TECHNICALS must be invested in...
Title: Africa we Want

Frequency: every 2 weeks on same day of week

Sharing: Sharing on social is important (comments in blogs are becoming outdated)

Authentic versus PR

- Written by same person for authentic and consistent voice. Not ghost written.
- YMCA tag line credit.
- Personal themed approach - gives credibility of connection to an organisation and the authenticity of a person’s voice and the assurity that it is not PR and vetted and thus it is more trustworthy as a programmatic or factual knowledge creation product.
- The trick: from a YMCA lens, on the issues we know and advocate for.

Content upgrade/value add: (marketing and customer satisfaction) and converting unique users to subscribers.

The focus of a particular aspect is linked to the value add is offered if the user "CLIKS HERE" and when they do they sign up by giving their email and then they get the value add product. (strong current strategy)

Some examples:

- Bonus tips
- Key trends
- Video tutorial
- Interview with an expert on topic of blog article
- Interview with a person of interest on topic of blog article
- Visual guide – eg mindmap or infographic
- Indepth article
- Elearning tools
- Handbook

Thus each posting will have:

- Article
- Graphic and/or photos
- Content upgrade/value add

The archive will then be thematisised.

Technology

- Correct platform
- Mobile version
- Technological link to trending topics and relevant search engine niches
- Google adwords or key word trends
- Google reposting of the blog
- Clean cache
- Plugins
- Navigations
- Aesthetics
- Algorithms
- Search engine optimisation
- Accelerated Mobile Pages (AMP)
- Mobile first indexing
- Subscriber listings
- Subscriber set up
- Bounce rate notification
- Sharing and engagement rates and monitoring