

## Case Study

Name of Client : African National Congress  
 Type of platform : Facebook



### Overview

In order to build brand awareness and to generate leads, the African National Congress created a strong publishing strategy of integrating conversation generic pages of pages that including the search words for the organisation to distribute engaging content. As a result of merging several pages from around the country Hashtag South Africa was able to increase the facebook page from 56 000 followers to 120 000 in 12 hours, they saw an increase of 800% in ROI and a 250% increase in their fan base.

### Goals

African National Congress uses Facebook to grow a vibrant online community of users interested in learning about the events and activations across the country during election season 2014.

### Approach

Hashtag South Africa engaged with Facebook Global offices in the migration of generic accounts and unassigned pages with collective following over that of their accounts.

### Results

- Achieved increase in page post responses by 200%
- Increased location targeting from across South Africa and creating new content to news feeds that did not receive in the past
- As a result of their campaigns, their People Talking about this rose from 45% to over 200%\*

\*As a % of fans talking about their brand

The African National Congress (ANC) is the Republic of South Africa's governing political party, supported by its Tripartite Alliance with the Congress of South African Trade Unions(COSATU) and the South African Communist Party (SACP), since the establishment of multiracial democracy in April 1994. It defines itself as a "disciplined force of the left

