

## Case Study



Name of Client : South African Chamber of Commerce & Industry  
Type of platform : Facebook, Twitter, YouTube, SlideShare

### Overview

Hashtag South Africa was contracted by the South African Chamber of Commerce and Industry on the 30th September 2013 to execute a Social Media Campaign to grow awareness and gain attendance from the online audience using Social Media as a platform of communication.

The Following are analytical figures reflecting the Social Audience Pre Hashtag South Africa's involvement.

Facebook		Twitter		YouTube	
Likes	208	Followers	112	Total Videos	0
Talking about you	1	Following	2	Views	0
Check ins	1	Tweets	121	Subscribers	0

BEFORE

The following shows analytical figures post SA Chamber Annual Convention.

Facebook		Twitter		YouTube	
Likes	1107	Followers	410	Total Videos	15
Talking about you	336	Following	1085	Views	74
Check ins	11	Tweets	411	Subscribers	2

AFTER

The above numbers are unique people in the regional vicinity of Johannesburg between 27-65 with a University Qualification.



"Creating offline content to promote online conversation"

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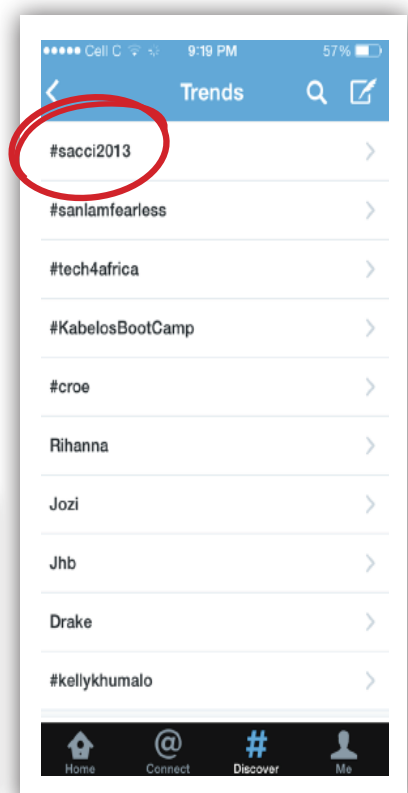
### Facebook

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### Twitter

We created a unique Hashtag that assisted us in creating a pool of conversation around SA Chamber Annual Convention. Strategic messages were sent out over a week as a build up to the event in the line of Energy, ICT and Infrastructure. The Hashtag for SA Chamber Annual Convention was #SACCI2013. Till today people are able to search twitter using this hashtag to reference articles and key points that were addressed. During the conference we Lived Tweeted (sent messages as moments unfolded) to our online audience base, which create National Awareness in South Africa to the point that #SACCI2013 was trending around the country. An Achievement we are proud of at Hashtag South Africa.



Trendsmap SthAfrica @Trends... 37m  
#sacci2013 is now trending in South Africa [trendsmap.com/za](http://trendsmap.com/za)

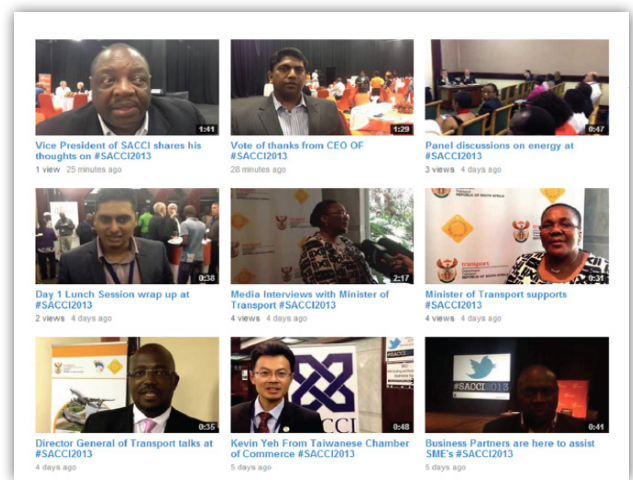
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### Youtube

We created A YouTube video when we begun our Campaign with CEO Neren Rau advising future audiences of what to expect from SACCI2013 this video was used to save time explaining to people what the event was about. We gained great interest from referencing this video. During the Convention we captured Amateur video interviews with key industry figures so that we have content to share with our online audience during convention and post to sustain What the SA Chamber is doing for business in Private sector.



### SlideShare

Interesting presentations were shared during SA Chamber Annual Convention, We created an online social account on SlideShare.net giving our online audience the ability to access presentations, share with colleagues post event. This platform gives us real time analytics on the performance of views and where they are viewed. proud of at Hashtag South Africa.

Presentation	Views
SA Chamber Annual Convention Agenda	122
Vodacom Presentation	124
Productivity SA	48
Business Partners	33
Social Media Presentation	TBC

