GENDER LINKS
FOR EQUALITY AND JUSTICE

Voice + Choice
SADC Protocol@Work Summit

WOMEN'S VOICE & LEADERSHIP SOUTH AFRICA

In partnership with Canada

YMCA
GA RANKUWA

LEARNING AND SHARING SUMMIT 2025

Social media as a Best Practice
South Africa, Pretoria, Ga-Rankuwa

ACHIEVEMENTS AND PLANNED OBJECTIVES

- Reaching out to the youth internationally
- Gaining visibility
- Gaining more partnership and collaboration
- Attracting funders and Government Officials
- Attracting partners that want to assist us in developing messaging





PARTNERS AND NETWORKS

- We did not work with any organization that are under the VCSA grant, however we partnered with other organizations on conducting webinars, podcast sessions and street interviews.
- International partnership with YMCA Hong kong, US YMCA
- Partnered with the YOUTH SECTOR

s1 e6(PART 1)_ POWA gender based violence talk_ Gender_ Gender roles_ Gender identity_ sexism.mp4

S1_ E2 Street Interview at Constitutional Hill _ HUMAN RIGHTS MONTH.mp4

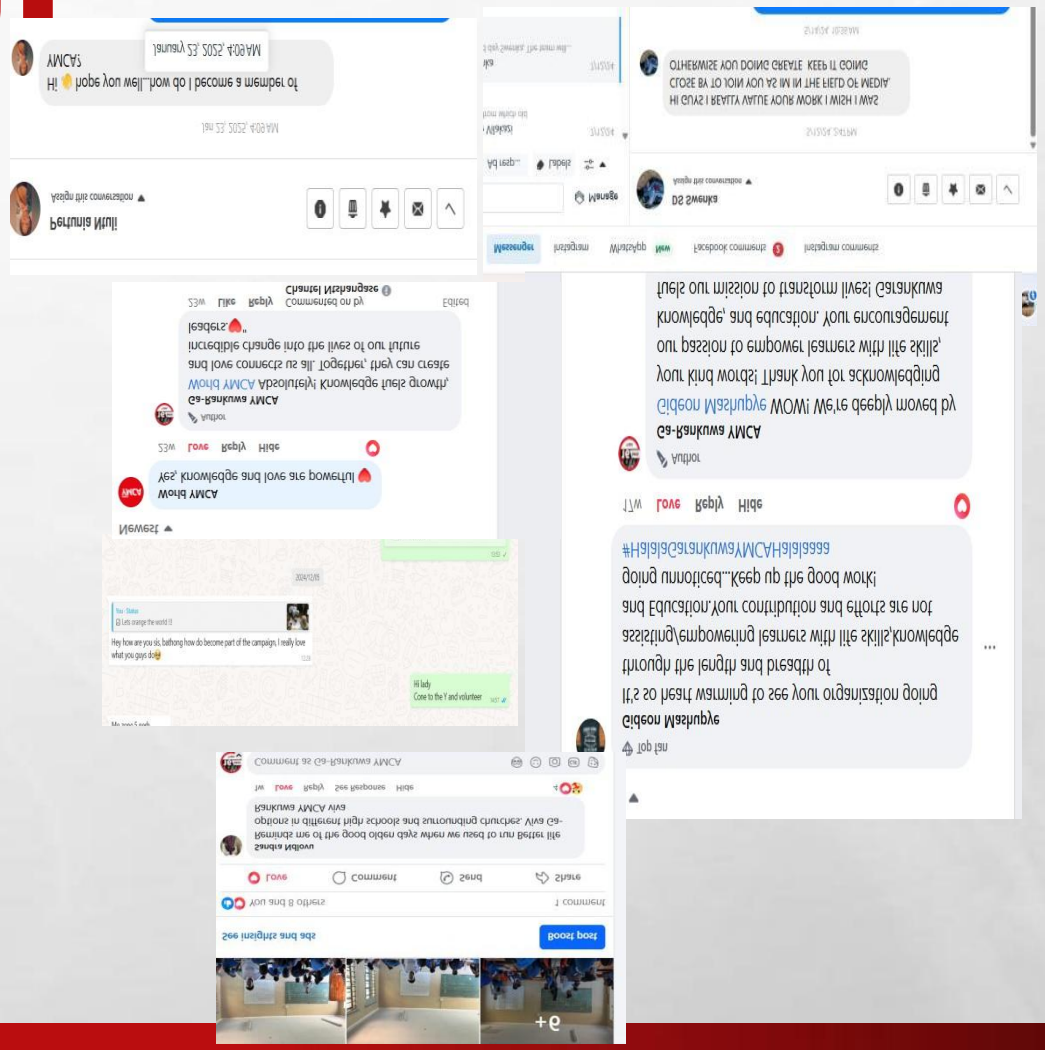


S2 E1| STUDENTS FROM CHINENESE YMCA OF HONG KONG| Life in Hong Kong compared to S.A | WOMEN'S MONTH.

YMCA PowerSpace Podcast
68 subscribers
Subscribed
2
Share
Download

IMPACT

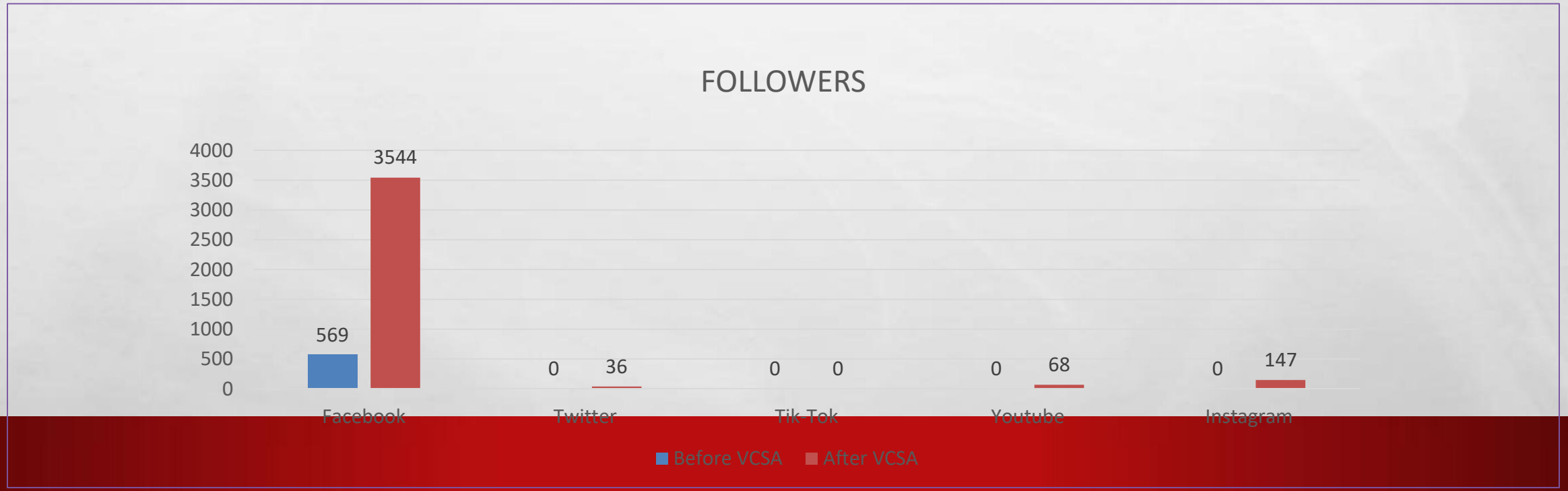
- YMCA COMMUNITY FINDS IT AS A SAFESPACE.
- INFORMATION SHARED IS RECEIVED AND IMPLEMENTED.
- EASY ACCESS TO INFORMATION
- YOUNG PEOPLE ARE INFORMED
- EXPOSURE OF THE ORGANISATION
- LINK YOUNG PEOPLE TO JOB OPPORTUNITIES
- YOUNG PEOPLE ARE MAKING RIGHT LIFE DECISIONS
- PERCEPTION CHANGES.



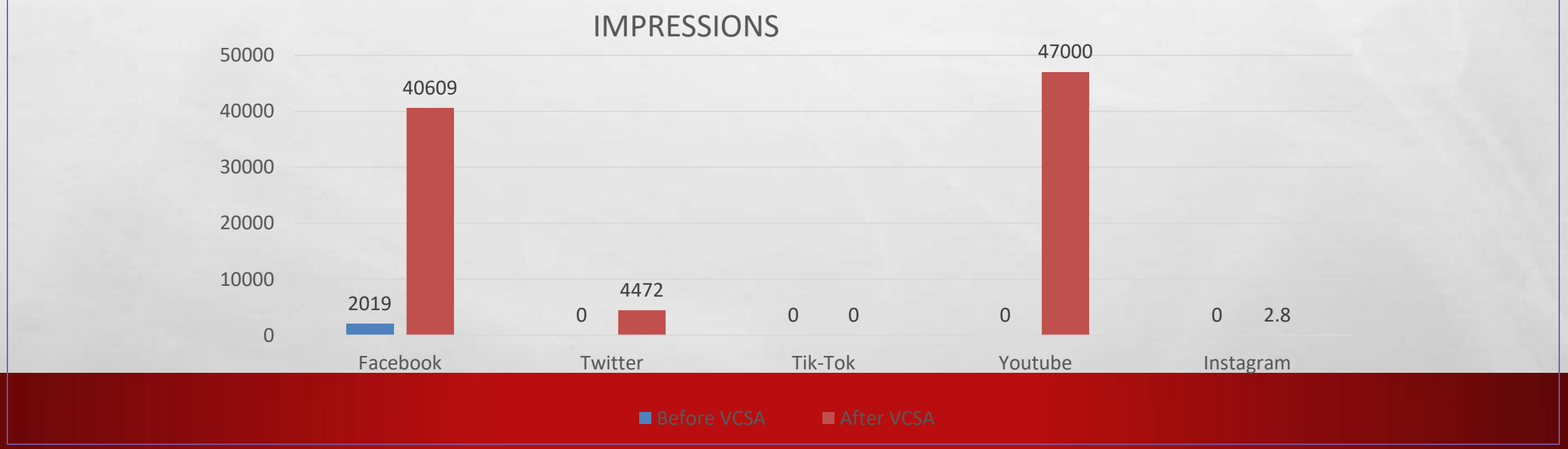
SOCIAL MEDIA PLATFORMS

- YOUTUBE: YMCA POWERSPACE PODCAST
- FACEBOOK : GA-RANKUWA YMCA
- TIKTOK : POWERSPACE YMCA
- INSTAGRAM :GARANKUWA_YMCA
- TWITTER: @YMCA GARANKUWA
- EMAIL:GARANKUWAYMCA@GMAIL.COM
- **WEBSITE: HTTPS://GARANKUWAYMCA.CO.ZA/**
- 087 821 7126/7541
- WHATSAPP: 065 975 7139

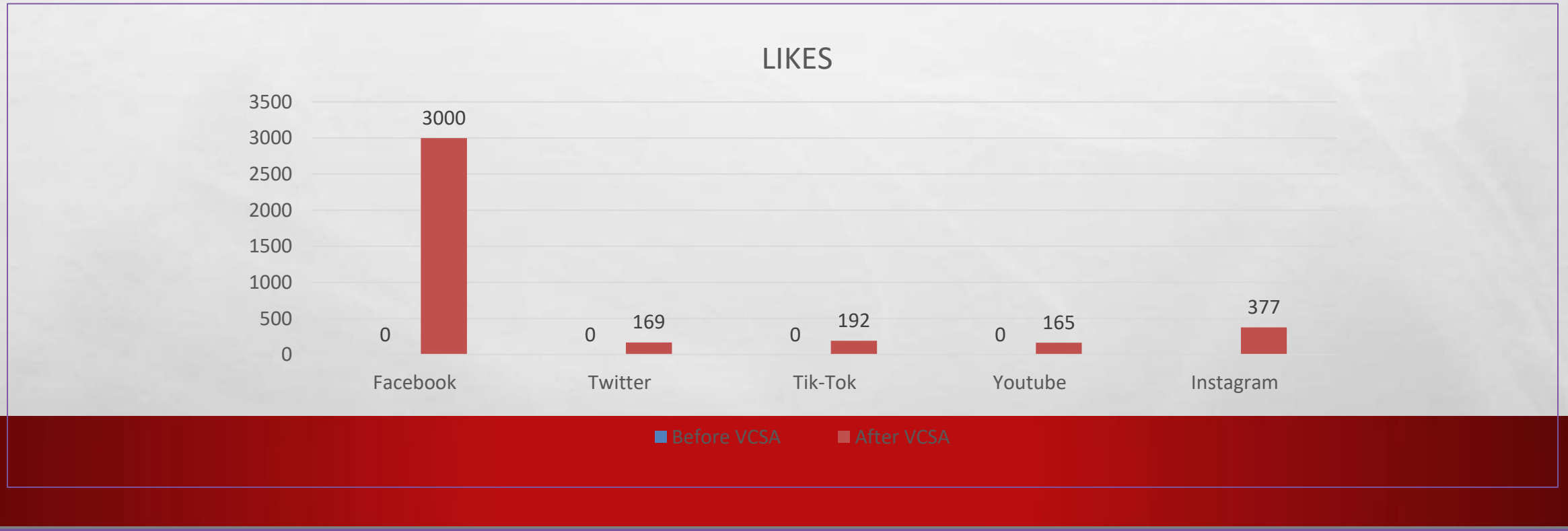
Followers	Before VCSA	Current
Facebook	569	3544
Twitter	0	36
Tik-Tok	0	0
YouTube	0	68 subscribers
Instagram	0	147 (90days)



Impressions	Before VCSA	Current
Facebook	2019	40 609
Twitter	0	4472
Tik-Tok	0	
YouTube	0	47 000
Instagram	0	



Likes	Before VCSA	Current
Facebook		3000
Twitter	0	169
Tik-Tok	0	192
YouTube	0	165
Instagram	0	377



CHALLENGES AND LESSONS LEARNT

- Not Relevance (Our posts are sometimes not relevant to the young people)
- Not all Young people are on Twitter.
- Human Resource shortage
- Not able to sustain a young person due to lack of funds
- Inconsistent Posting

HOW WILL THE LESSONS LEARNED BE APPLIED?

- MAKING SURE OUR CONTENT IS RELEVANT TO THE TARGET
- DURING EVENTS WE NEED TO PROMOTE OUR SOCIAL MEDIA PLATFORMS BY ASKING THE BENEFICIARIES TO FOLLOW OUR PAGE
- BEING MORE CREATIVE IN MESSAGING
- BEING CONSISTENT
- HAVING A PERSON WHO WILL BE RESPONSIBLE FOR THE SOCIAL MEDIA PLATFORMS. INVESTING IN IT.

NEXT STEPS

- HAVING A SOCIAL MEDIA PERSONNEL (INVESTING)
- DEVELOPING RELEVANT MESSAGING
- BEING INFORMED ON THE CURRENT CONTENT AND JARGON USED ON SOCIAL MEDIA
- CAPACITED THE SOCIAL MEDIA PERSONNEL
- INVEST ON SOCIAL MEDIA EQUIPMENTS

THANK YOU!!!



BUILDING A YOUNG PERSON HOLISTICALLY…BODY, SPIRIT and MIND