



STRATEGIC COMMUNICATIONS

# Jamie Wilkinson

## Head of Digital Media



Proud member of:

**AAMIG**

Australia-Africa Mining Industry Group





**FROM DARK CONTINENT TO DIGITAL VILLAGE** The levelling  
of the communication playing field





STAR CRIP

FABILOUS

FABILOUS



**RADI-AID**

+++ AFRICA FOR NORWAY +++



3:23 / 3:44

To view video go to: <http://youtu.be/oJLqyuxm96k>

**JAN  
2014**

# AFRICA

**we  
are  
social**

**1,125,664,947**

TOTAL POPULATION



**39%**

URBAN

**61%**

RURAL

**205,185,547**

INTERNET USERS



**18%**

INTERNET PENETRATION

**79,851,240**

ACTIVE SOCIAL NETWORK USERS



**7%**

SOCIAL NETWORKING PENETRATION

**750,257,377**

ACTIVE MOBILE SUBSCRIPTIONS



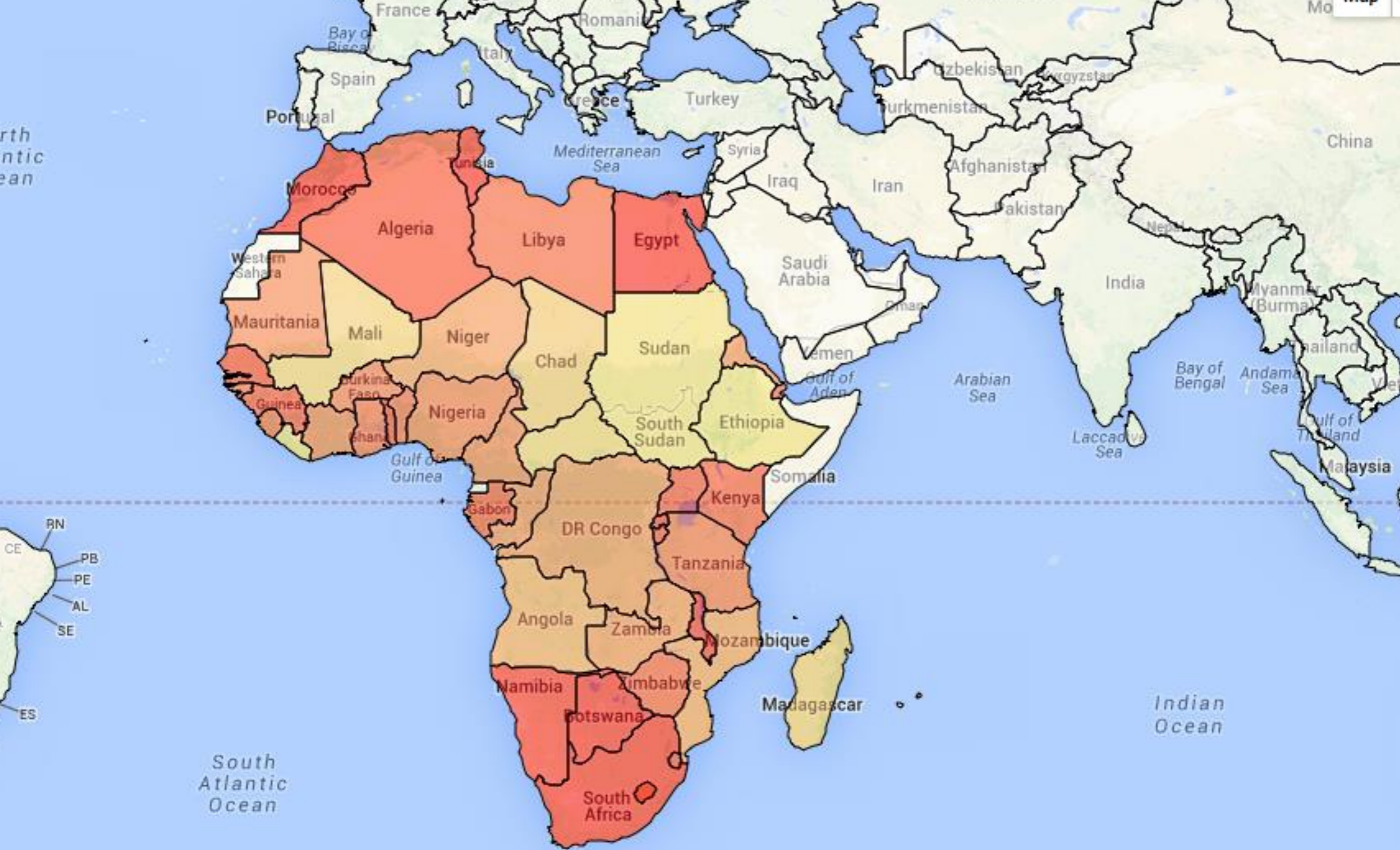
**67%**

MOBILE PENETRATION

To read full report:

<http://wearesocial.net/blog/2014/01/social-digital-mobile-worldwide-2014/>









### EXCLUSIVE INTERVIEWS WITH CASPAR LEE

by Caspar • 4/11



#### EXCLUSIVE INTERVIEW WITH FINN HARRIES

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#### EXCLUSIVE INTERVIEW WITH TROYE SIVAN

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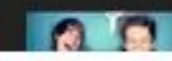
#### EXCLUSIVE INTERVIEW WITH TYLER OAKLEY

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#### EXCLUSIVE INTERVIEW WITH JACK HARRIES

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#### EXCLUSIVE INTERVIEW WITH SHANE DAWSON



## EXCLUSIVE INTERVIEW WITH FINN HARRIES



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# Mohamed Bouazizi | محمد البوعزيزي

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Mohamed Bouazizi | محمد البوعزيزي

ادعوا للبوعزيزي بالرحمة والغفران يا إخوان

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Mohamed Bouazizi | محمد البوعزيزي

:

لكل طالم نهاية مظلمة

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**APPEARS IN:**  
[South Africa: Police say 34 dead in Lonmin Marikana mine shooting \(VIDEO\)](#)

Witnesses say police opened fire on striking workers at the Lonmin Marikana platinum mine in South Africa.

Police surround fallen miners after they opened fire during clashes at the Lonmin Marikana platinum mine near Rustenburg, South Africa, on August 16, 2012. Hundreds of workers armed with machetes, sticks and metal rods had gathered on a hillside near the mine, defying police orders to disperse. Several people were lying on the ground, some bleeding from wounds, after the crowd fled, according to an AFP reporter. Police say at least 30 people were killed.

- AFP/Getty Images



“...what emerged in the wake of the Marikana massacre was an information vacuum”

50,000 mentions of Lonmin on Twitter within 24 hours

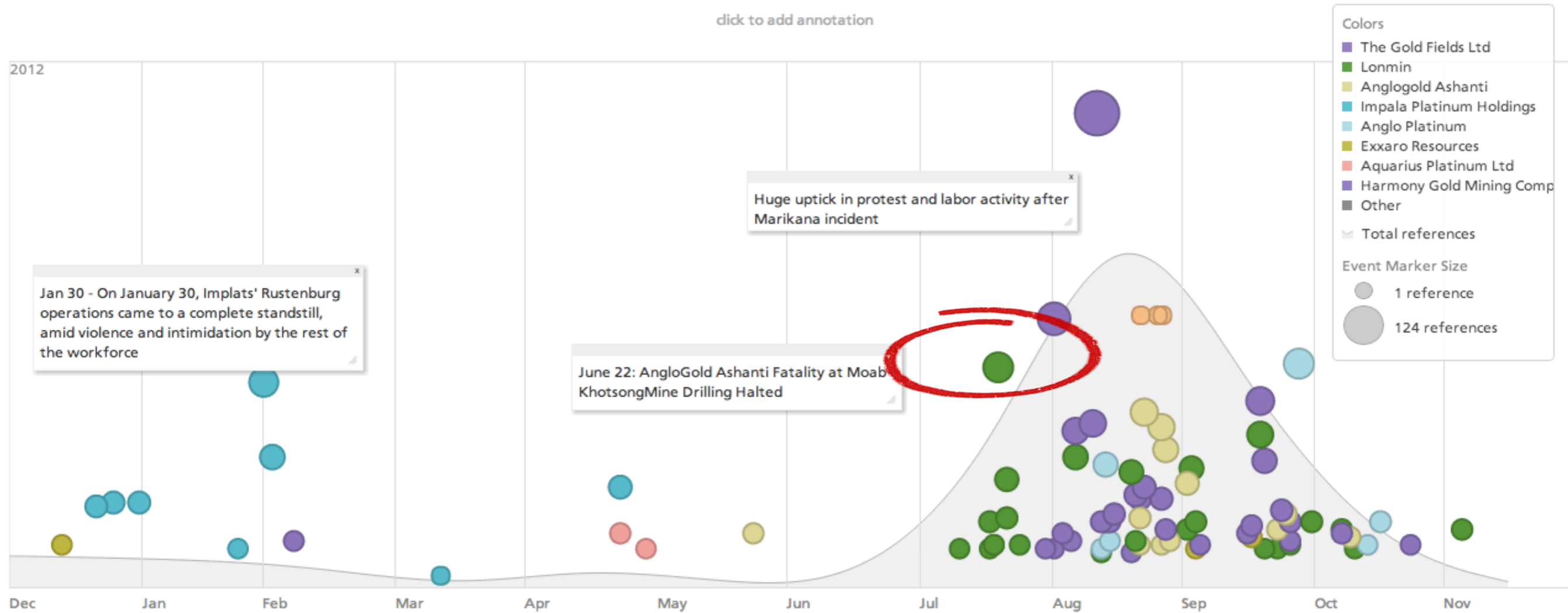


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## Disruptive events for major SA mining operations - 2012

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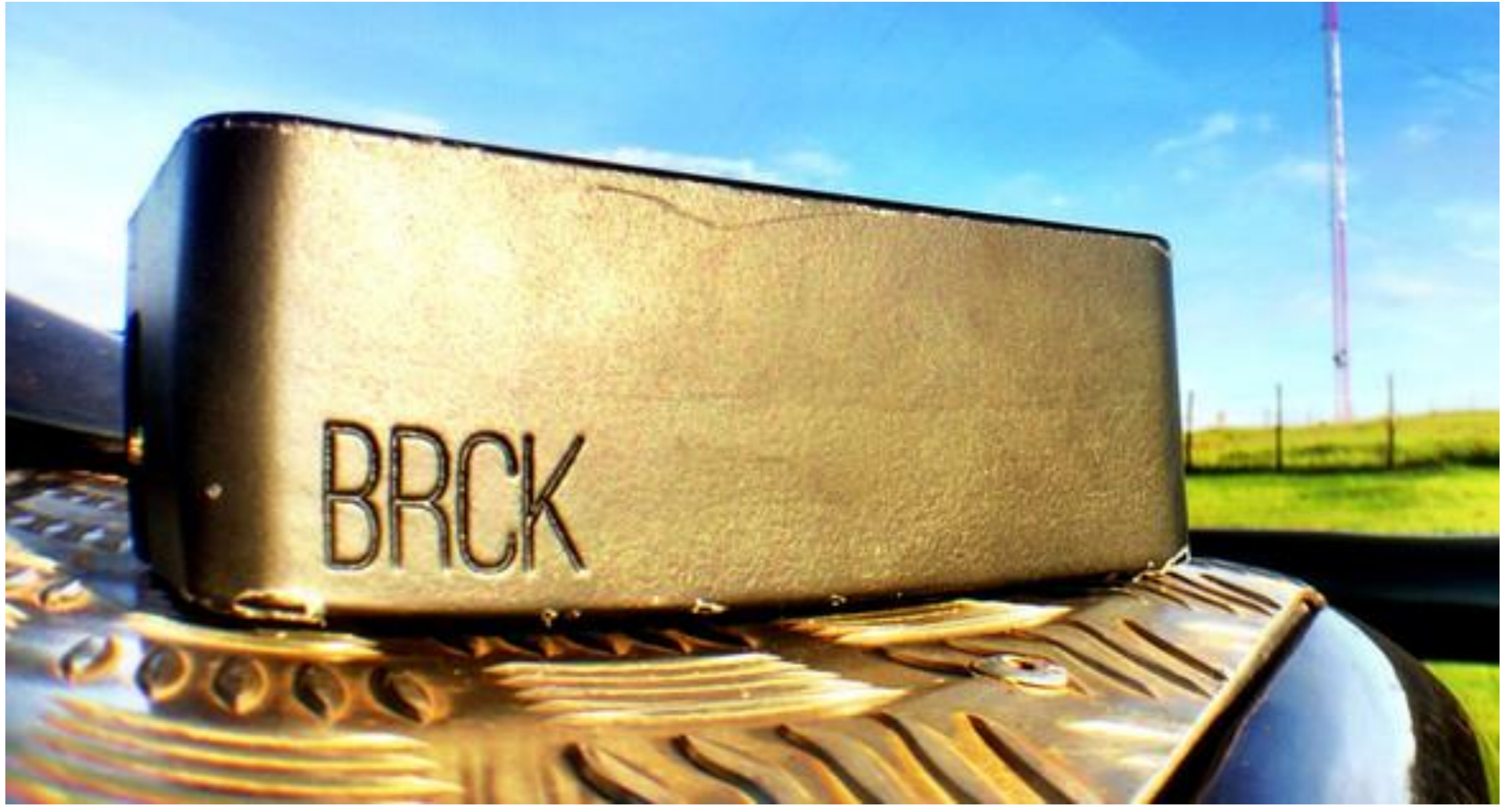
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In today's social information age, a lack of visible, decisive leadership that aligns with a company's online community's values is gross negligence and reputational suicide.







**Funded!** This project was successfully funded on Jun 5, 2013.



~~1,078~~  
backers  
**\$172,107**  
pledged of \$125,000 goal  
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seconds to go

 Project by  
**Ushahidi**  
Nairobi, Kenya

**K** First created · 3 backed  
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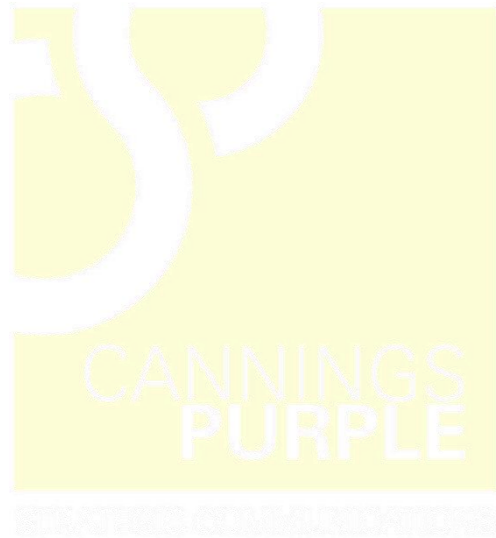
**STARTUP  
STOCK  
EXCHANGE**

To view video go to: <http://youtu.be/2hTiid3A8O4>



To view the full video go to: <http://youtu.be/MHHjP7XrBq0>





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