



Tokiso Mbatha
Strategic Communications PhD
Candidate | Social Media Professional
| Content Development Manager

Portfolio of Work

Hello!

I'm Tokiso Mbatha.

I am a strategic communication professional whose interest in the past couple of years has been on social media. With over 10 years experience as a communication professional, my experience includes: managing Influencer campaigns, running social media programs for B2C and B2B organisations, Crisis management and content development.

Key skills:

- Project Management
- Team Leadership
- Budget Management
- Online Reputation Management
- Marketing
- Strategy Development
- Content Development



*Brands I have
worked for*



Work

Examples of Work Created

1

Social Media
Posts/Campaigns

2

Influencer Program

3

Long Form Content



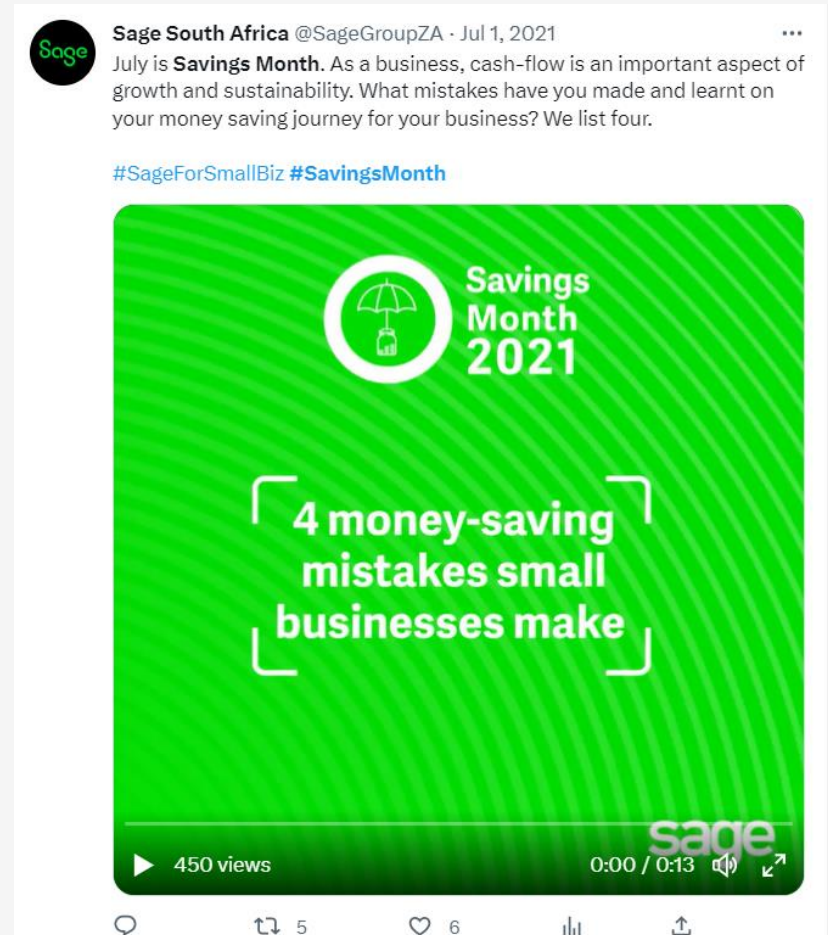
Social Media Campaigns

Savings Month

Objective: Create value content for SMEs

Tactic: Leverage Savings month and create educational content. It was a mix of tips, mistakes to avoid and audio/video from influencers

Outcome: Increased brand visibility.



Budget Speech:

Objective: Launch Tax Year End

Tactic: Leverage National Budget Speech as Tax changes are announced. Created prediction content, published key tax related posts on the day of speech and developed post-speech reaction content.

Outcome: Increased brand visibility and drove audience to Sage's Tax booklet.





Influencer Program

Influencer Program

Launched in 2020 October.
Renewed every year. Has positioned Sage at leading position against competitors in terms of Share Of Voice in South Africa. Reach averaged 3-million over for three years.



Influencer Program



Mashudu Modau @Mashstartup · 18h

...

The Employment Tax Incentive (ETI) is one of the most powerful SME tax benefits there is! 🙌🙌🙌🙌🙌

The ETI reduces your (the employer's) overall Pay-As-You-Earn (PAYE) contribution without affecting individual employee wages **

sage.com/en-za/blog/hir... ✓ #SageAdvice #SageForSmallBiz



sage.com

Hire young workers and give your business a boost with the Employ...

In this year's State of the Nation Address (SONA), President Cyril Ramaphosa emphasised the role of government in helping business...



8



9



1,822



Influencer Program





Long Form Content

Long Form Content

Blogs and thought leadership
articles

Social Media 101: the best ways to present yourself online as a working professional:
<https://www.sn124.com/truelove/lifestyle/careers/social-media-101-the-best-ways-to-present-yourself-online-as-a-working-professional-20230228-2>

Five key social media policy elements to consider in 2018:
<https://fleishmanhillard.co.za/2018/02/five-key-social-media-policy-elements-consider-2018/>

Twitter makes life on social real hard for fake news:
<https://fleishmanhillard.co.za/2018/03/twitter-makes-life-social-real-hard-fake-news/>

Where is social media heading this year: <https://blog.penguin.co.za/blog/where-is-social-media-heading-in-2017>

Our podcast of the month: <https://blog.penguin.co.za/blog/our-podcast-of-the-month-social-media-marketing-happy-hour>

Six common errors simple to overcome on social media:
<https://blog.penguin.co.za/blog/author/tokiso-molefe>

The Rise of a conscious audience:
<https://cdn2.hubspot.net/hubfs/484913/CAMPAIGN%201%20Interim%20Content%20February-March%202017/SM%20Landscape%20Report%202017%20-%20Penguin.pdf?t=1496329729476>



Thank you