



*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*

City Press

TRUE LOVE

COSMOPOLITAN

Sage

gloo
DESIGN AGENCY

South Africa
Inspiring new ways

FNB

MAGNA CARTA
REPUTATION MANAGEMENT CONSULTANTS

Eskom

Standard Bank

Sorbet
get that feeling

CHIVAS

penquin

SUZUKI

Phumelela
Gaming

Edelman

Telkom

GE

FLEISHMANHILLARD

Life Group
HEALTH CARE

absa

Unilever

MasterCard

Work

Examples of Work Created

1

Social Media
Posts/Campaigns

2

Influencer Program

3

Long Form Content

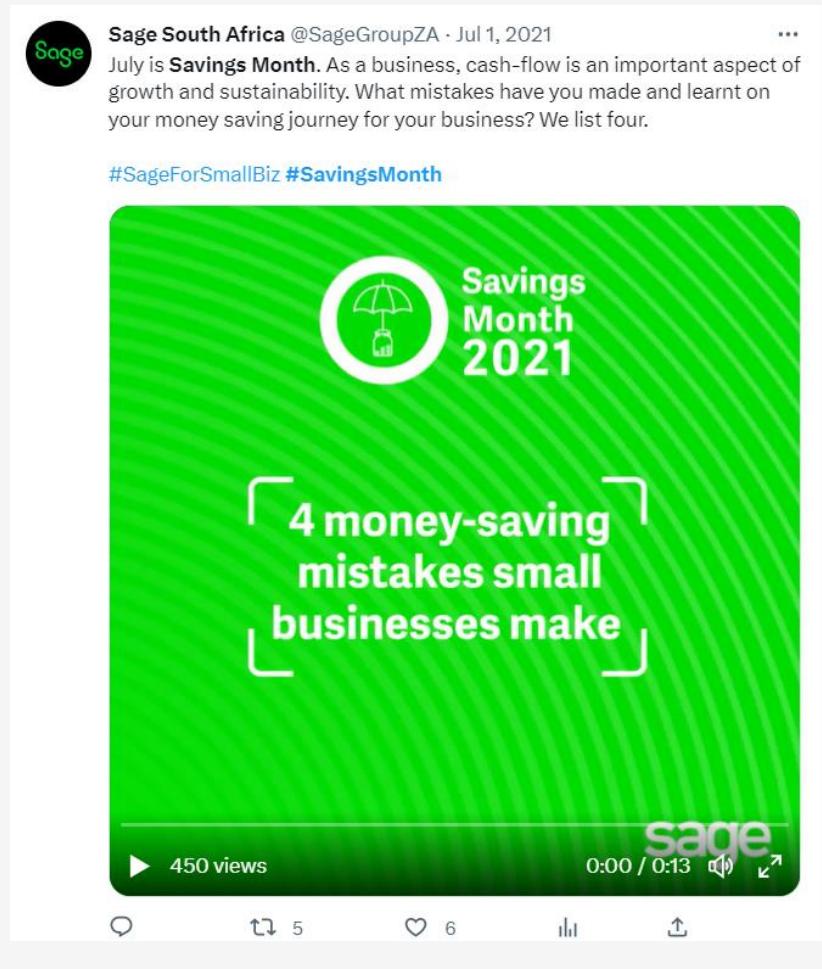
Social Media Campaigns

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.



Listen to this and let us know if you agree.

#SavingsMonth #SageForSmallBiz



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...](https://sage.com/en-za/blog/hiring-employees-in-sa)  #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...

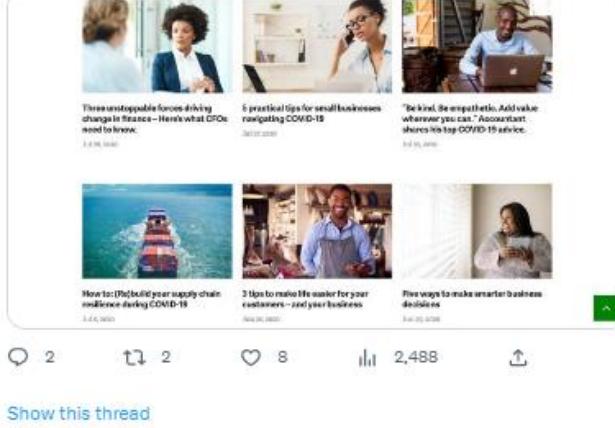
  8  9  1,822 

Influencer Program

Mashudu Modau @Mashstartup · Jan 4

The team at @SageGroupZA have a number of tools to help small businesses manage their business better. Sage Advice helps entrepreneurs get the best insights & learnings for smarter business practices.

Check it out: sage.com/en-za/blog/ #SageForSmallBiz



Sage South Africa @SageGroupZA · Aug 16, 2022

Cheap is not always the best! Here's why @PhumiSkosana says, "Price your services to make profit".

#SageForSmallBiz #WomensMonth #WomenInBusiness



OP @MorolongZA · Nov 30, 2021

entrepreneurs, now you can run & manage your biz from the palm of your hand with @SageGroupZA accounting mobile app.

you'll be able to raise a quote, send an invoice, add & pay for stock or just track status of your biz, anytime & anywhere?

#SageForSmallBiz #Ad





*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.snl24.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%20%20Interim%20Content%20February-March%202017/SM%20Landscape%20Report%202017%20-%20Penguin.pdf?t=1496329729476>



Thank you