



WOMEN @ WEB CONTENT CREATION GUIDEBOOK



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ABOUT The Kenya ICT Action Network (KICTAnet)

KICTAnet is a multi-stakeholder platform for people and institutions interested and involved in ICT policy and regulation. The Network is a thought leader and is dedicated to bringing evidence, expertise, and more voices into ICT policy decision-making. KICTANet promotes public interest and rights based approach in ICT policy making.

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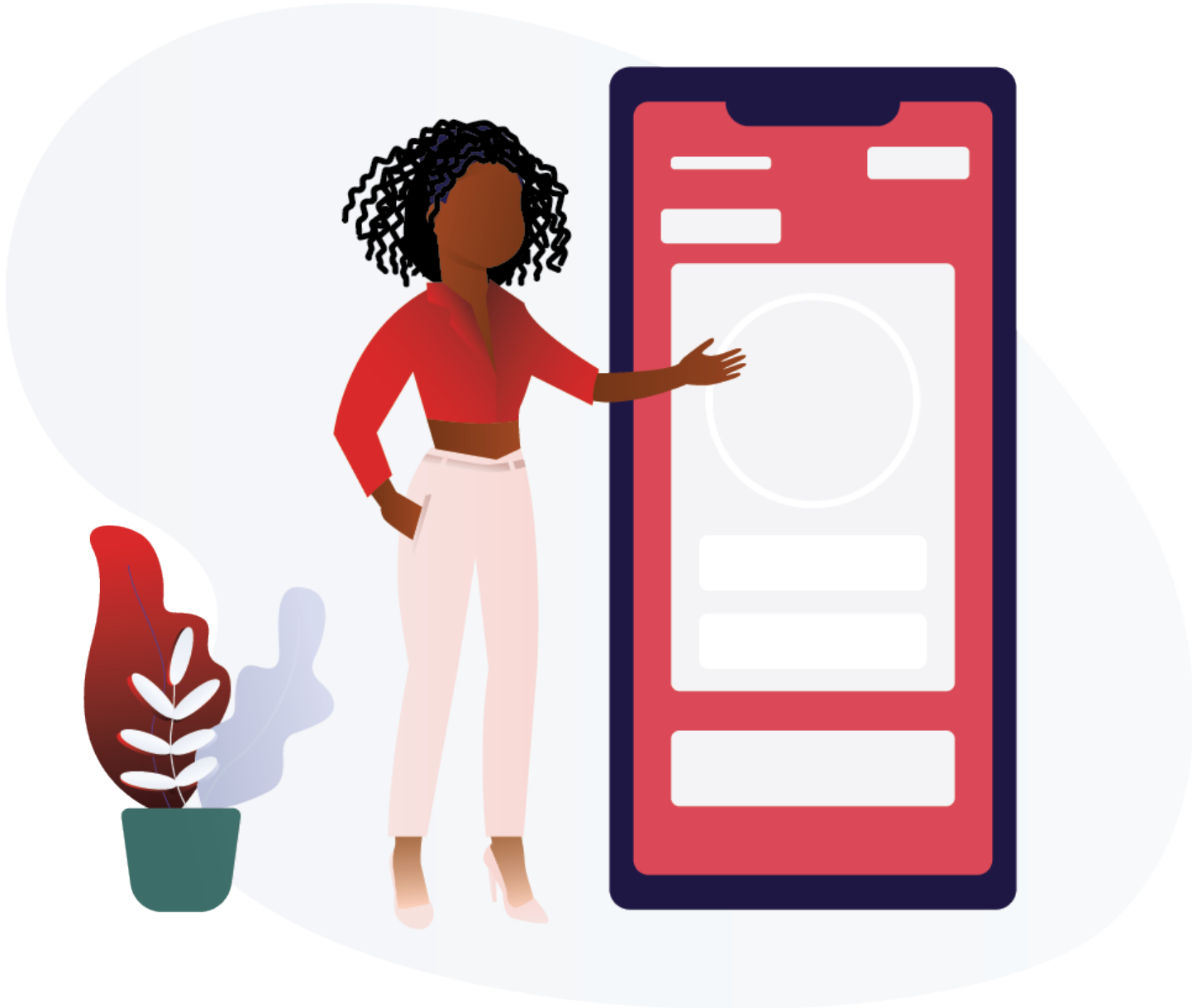
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INTRODUCTION





A large number of the East African population now lives online. In Kenya 98% access and use the internet, and has become one of the most essential resources in our day to day activities especially with the over reliance on technology during the pandemic. More businesses are going online for continuity, and more people are connecting with each other using the social networking platforms.

Women's active involvement on the internet is not only beneficial to their economic activities, but also in their careers, their need for artistry, social and political expression. Online content creation is a way of creating own footsteps and online identity. Women get to be known as experts in the field of the content they create.

Against this background, KICTANet sought to create a tool to guide different groups of women on content creation.

A.1 How to use the guide

This guide is aimed at helping content creators sharpen their skills and better navigate the storytelling platform(s). It covers blogs, vlogs, podcasts and use of social media. It gives tips on how to be a better storyteller, identifies audiences and how to monetize platforms. It also explains some of the tools that can be used for social media planning and content management.

A.2 Who can use the guide

The target audience is women who are learning more about the different storytelling platforms and ways of making money online. Usually, the target audience will first go through the introduction training provided by KICTANet and will thereafter use this manual to become better content creators. However, even those who have not undertaken the introductory training but have a basic understanding of use of online platforms will benefit from this guide.

A.3 The benefits and learning outcomes from this guide

1. To become better content creators.
2. To become better digital citizens.
3. To benefit from the opportunities online both professionally and in person..
4. To grow the readers careers online and to help them monetize their platforms.

STORYTELLING





1. STORYTELLING

Africans have been telling stories from the beginning of time. When groups would gather in formal or informal groups, there would always be storytelling by the fireside or at celebrations. Stories were told to entertain, to impart morals or as a way to pass down the history of past generations. When storytelling is done right, it can move people to accept new ideas, to change behaviour and at the same time entertain.

Ancient forms of storytelling included drawing on walls, singing, traditional instrumentals and stories that were passed down to different generations. With the introduction and expansion of technology into creative arts, there are multiple ways of telling stories using texts, visuals and audio. The internet has also become the modern platform where people get all sorts of stories. The internet is a powerful tool for reaching audiences and telling stories. It also provides storytellers great opportunities for honing their crafts in writing, photography, and even in vocal arts. Here are some of the ways you can tell stories online:

1.1 Storytelling Through Text

Writing is one of the common ways you can tell stories. Storytelling through text offers a number of advantages. Texts are cheaper to produce and to load on the internet as they do not need heavy investment in equipment, and also take very little space and bandwidth compared to audio and video content. This also makes it cheaper and easier for audiences to access. In addition, texts can be used to reach audiences with visual and hearing impairments. The main disadvantage of using text for content creation is that many people have short attention spans and yet there is a lot of information out there on the internet competing for eyeballs and time. So the most you have is 10 seconds to convince your reader whether your story is worth reading. As such, once a reader decides to read an article, the aim should be to keep them scrolling to the end.

As a storyteller, here are some of the ways to keep readers engaged with text:

1. Get to the point: Depending on your target audience, compress your stories so that it takes shorter time for your readers to go through. According to Medium, readers take an average of 6 minutes reading articles. Stories that are longer than this average tend to get less readership.



2. Arrange your work so that it is easier for a reader to skim through and get your points. You can do this by arranging your headers, numbering and bulleting your work.
3. In the first paragraphs, you can let your readers know what content they are going to find as they scroll down. This raises their interest and curiosity.
4. Use other forms of media to accompany and visualise your story such as pictures and videos.
5. Make your articles fun, provocative, informational, personal, entertaining so as to capture your readers' interests. Make it more interesting by adding pictures, videos and infographics.

1.2 Storytelling Through Visuals and Audio

It is said that a picture is worth a thousand words. Use pictures to convey mood, demonstrate how products work, to capture feelings etc. The great thing about images is that they tell a story but also give room for the audience to make their own personal interpretations of what they see. Here are the three main ways visuals are used for storytelling online:

1. **You can use visuals as web content on their own** – you can use photographs, sketches, or illustrations on their own.
2. **You can use visuals together with text but as the background images.** This is when you are using it to help explain a text story where you can use graphs, and charts.
3. **You can combine visuals to create an infographic.** An infographic combines text and pictures together to create a larger easier to comprehend image.

If you are a visual artist like a photographer or illustrator or cartoonist, you can tell the story in pictures alone. If your main media is text or audio, you can use images to complement your text and move your story forward.

Infographics are popular because they are easy to consume and understand. Content creators like them because they can hold a lot of information while using very little text. This makes them perfect to communicate a story especially for those who want to get information at



a glance. There are different tools you can use online to create visuals like canva or piktochart or do handmade sketches giving your stories a personal touch.

1.3 Storytelling Through Videos

Video content has become extremely popular because of its great ability to engage, and the availability of high speed internet. Videos allow for both motion pictures, still pictures and sound. They have the potential to create engaging, memorable stories and video content. As a result, platforms like YouTube, TikTok and Instagram have flourished as they provide platforms where people can create original videos on the go through acting.

1.4 Storytelling Through Audio

Telling stories through talking or singing is basically the oldest form of storytelling. There are many ways to use audio to tell stories, from singing songs to having podcasts. Audio can also be combined with text, and pictures to tell different kinds of stories. For instance, one can conduct an interview on a podcast, transcribe it, and put it on a blog. It is also possible to combine audio with still pictures and texts to make videos on different subjects.

1.5 Storytelling Through Social Media

Social media are platforms that allow the creation of multimedia content. In the last couple of years, people have embraced storytelling on microblogs like Facebook, and Twitter. One does not need to have a website in order to tell stories. As an individual, you can connect with your audiences on social media and exchange ideas, then get feedback on your content. Notably, social media t allows you to tell your stories in short or long-form, and to collaborate with others content creators. Twitter is good for stories in 240 characters while Facebook and Instagram are good for posting longer entries.

1.6 Online Storytelling on Social Media is Powerful

Online platforms provide great places to tell stories. As we have seen, we can use one medium or multi mediums to tell stories. These are texts, video, audio, infographics, photographs, illustrations, cartoons and animations.



Unlike books which could only be read by one person at a time, online access has opened up multiple audiences for creatives. A person can write something in Kenya and somebody in the US or Germany gets to read because the content can be accessed from anywhere in the world. This provides an opportunity for sharing stories and having them consumed all around the world.

1.7 Barriers to Storytelling

There are some real and perceived barriers that women face which make some of them not to try any kind of blogging.

1. Perfectionism.

Most women like to get their ducks in a row before they start something. In reality, this keeps them away from starting because they are waiting to get the right camera or to set up a professional blog in order to start producing content. Do not wait for things to be perfect. Just start and even though you may make mistakes, consider this as part of the learning process. For blogs you can correct and update your texts. For others, you can look at what you did wrong and improve on it next time. The great thing about starting is that your audience will also give you feedback on what you are doing wrong or right and how you can improve. Do not worry too much about professionalism at the beginning since you will grow and improve with time.

2. Not knowing the audience you are creating content for

Lack of knowledge of the kind of content to focus on, as well as who the target audience makes women afraid of starting. This guide provides tips on how to segment your audience and provides some ideas about what you can write about.

3. Not being an expert.

You may be worried that you are not yet a great writer or photographer or podcaster. This fear can make you procrastinate on starting. The truth is most people who start creating content online do not start as experts. They start by making baby steps and along the way they get better at it. Becoming an expert is a journey that starts with a lot of experimentation and mistakes. So, start and you will get better as you go along. Start by doing content you are very familiar with and as you become more confident you can venture into things you are not so knowledgeable about.



4. Procrastination

Many people procrastinate on starting out on something they have a passion for and this may in the end cost you, since the later you start out the more catching up you will have to do. That idea that you have for a blog or a podcast that is unique will end up being executed by other people.

5. Not knowing how to use platforms.

Another barrier could be that you do not know how to properly set up a blog or YouTube, so you procrastinate on starting. This guide offers tips on how you get on board.

6. Time

Creating content can be time-consuming, from research to writing to editing and picking the perfect images.. If you do not have a lot of time for this, you can start by creating content once a month or every fortnight. You can then increase this slowly by slowly until you become a better writer, after which you can do it every week or so.

7. Money

Money and budgets are an issue when it comes to creating content. Some types of content such as general blogging or creative writing require little financial input. Some types of content creation for example travel, travel and food blogging, and creating YouTube videos might require you to spend money to create content. While this is a real concern especially if you do not have money, you could produce content that has a low budget until you are able to make money. Learn to work with what you have. For instance, if you run a cooking blog, start by just taking pictures or videos of your regular meals. If you want to be a fashion blogger, start first by working with what you have in your wardrobe. If you want to write about travel, start by covering places people should go to in your area, places that are affordable.

8. Lack of planning

Lack of planning can be a barrier because you will be unable to maximize doing your content on time, therefore affecting the quality. Learn to plan your work well so that you are able to maximize on the time available. Please learn how to create and use a content calendar. Details on how to do this can be found later on in this booklet.



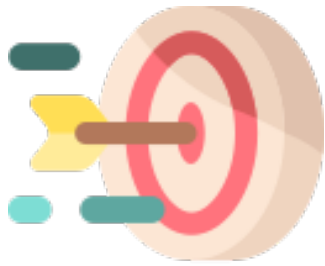
2.2 Where to look for content ideas

Creating fresh original content is not an easy thing to do all the time. Sometimes the ideas for content will come to you easily but sometimes you will be stuck on how to come up with fresh ideas. Below are some ideas for where to look for content.

1. What have you always wanted to write or do a film on? Write them down. This can form the basis for your first posts.
2. What are your competitors creating content about? What is missing from what they have done? You can improve on that or add a unique angle to it.
3. What are people talking about? What questions are people asking that you feel you can give answers to?
4. What is trending on social media? Trending topics on social media can give you topics to write content or do a podcast or even a video.

FINDING YOUR CONTENT NICHE





2. FINDING YOUR CONTENT NICHE

A niche is an area of interest. It could contain multiple demographics who need different things. Think health, sports, parenting, relationships, or fashion. Look at relationships for instance. Relationships including dating, marriage, friendships, families, parenting, work relationships, etc. While writing about relationships may be niche but there are different dynamics that have to be considered.

For example,

Jane is a 27-year-old lady. She is engaged and getting married in a few months. She has a small child and she is working at her second job. She will need information on planning a wedding; fundraising for it, a honeymoon, parental advice on dealing with her child and her in-laws, as well as information on dealing with her co-workers. She could also be suffering from postpartum depression and needs information on how to deal with it. All these things require her to manage different kinds of relationships including one with herself.

The best thing you can do as you start is to have one or two personas like the one described above to guide you in what you need to create content.

Tips on creating content

You can create content for a general audience, or you can create content for specific audiences called niches. A niche is an area of interest where one can serve a targeted market or target audience. Once you have created your niche, you look for your target audience.

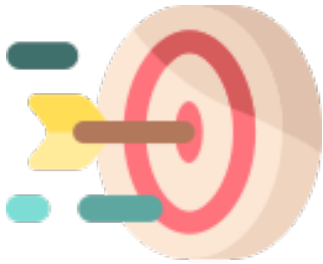
2.1. Finding your Audience

Storytellers do not tell stories in a vacuum; but do so to people ready for their content. It is therefore important to understand these recipients, who they are, what they are looking for and what value they would get out of a story. Your audience is the group of readers who are beneficiaries of your content. These people find value in your content, love it or hate it, and share it with other people as well.

The importance of knowing your target audience



- 1. It helps you create better niche or general content.** When you know who your target audience is, you know their pain or pleasure points and what they are looking for. As such, you will be able to tailor your content to them and provide value.
- 2. The audience will keep coming back.** If your audiences find value in your content, they will keep coming back to look for more of your content, to consume and also share it with other people because they saw the value in it. It therefore pays to be consistent with putting out content, whether it is once a month or once a day. You want the audience to know that you produce great content, and they will want to come back and consume more when you publish something new. They will also go through your archives and consume older content.
- 3. They help you become more successful.** When your audience loves your content, they are likely to share it and not only will you get more traffic or views, but will also share it with other people who will in turn, discover your content. This will help you get numbers which you can then monetize if it is your intention to make money and/or be an influencer.
- 4. The audience will help you get the best content ideas.** When you post content, you will interact with your audiences more. They will be able to comment on what they like or do not like, things they think you should tackle etc. It is important to engage with your audiences and respond to their messages taking note of their feedback. Use this feedback to create new content or even rework old content so that you can get more views.
- 5. Your fans will help get an idea of what products can sell.** You can use your platform to sell your own products or services if making money is the reason you started your blog. You may have started out your blog as a fashion blog for instance and notice that people are reading more content on fashion accessories. You can decide to create your own fashion accessories or partner with somebody making accessories to sell. Many of the fashion bloggers in Kenya are now selling their own cosmetics or fashion lines. There are photographers who started out as bloggers who are now making money from selling images, or by making youtube videos.



6. Your audience likes you and are willing to buy from you.

Knowing and understanding your audience means that you are building a relationship with them. This means that you can leverage these relationships and partner with brands that are looking to reach out to that audience. The audience also trusts you because you have been engaging with them.

Once you have established trust with your audiences you can sell the products and services from yourself or from other businesses that you are partnering with. Be careful however to make sure that you do not abuse their trust. Also, make sure you partner with companies that have high standards in terms of products or service delivery so that your audience do not feel cheated by your reference.

Ideas on creating content?

The 5W and H namely who, what, where, when, were, and H, which is how, are helpful when looking for ideas on content to create.

1. What do you want to say?
2. Who are you creating content for?
3. Where do you want to put the content?
4. How will you do it?
5. Why does this story need to be told?
6. When do you need to put up these stories?

2.2 Creating Your Target Audience Persona

When you have enough information about who your target audience is, then you can create an audience persona. This is the ideal person you would like to consume your content. The idea is to define your target audience as much as possible.

Here are some tips:

1. You can picture your audience as somebody who you would like to help with your content. Figure out their age, gender, occupation, educational level, location, income level, marital status, hobbies and interests, personality, whether they have children or not, and religion.



2. It is important to note what social networks they use; what time they are on these social networks and which social media platforms they hang out. The more you know about your target audience the more you are able to succeed in your blogging niche and attract the visitors.
3. You can have more than one target persona, who are of different sexes and ages. A better idea is to start with one, then expand as your platform grows.

Protect Your Audience's Data

Kenya has a Data Protection Act of 2019¹² which has comprehensive laws on protecting the personal information of individuals. Private data should be protected, processed, and used for the correct purposes. As a content creator, you may have personal data of the people who feature in your content. The people whose data you are using have the right to be informed how their personal data is to be used; they have the right to the correction of false or misleading data; and to deletion of false or misleading data about them.

If something you have written is disputed, you should give a right of reply to the person so that they can correct false information. Because of this act, you should be careful about how you collect data, use it, and process it. Remember that you can be taken to court for breaching the Data Protection Act and sharing information that individuals did not want shared. The penalty is You can be fined of up to Ksh. 5 million and/or imprisoned for up to 10 years. so don't take this lightly.

12 <http://kenyalaw.org:8181/exist/kenyalex/actview.xql?actid=No.%2024%20of%202019>

PLATFORMS FOR CONTENT CREATION



3. PLATFORMS FOR CONTENT CREATION



3.1. Blogs

A blog is a regularly updated website which is written mostly in an informal or conversational style. Many blogs started as online journals for people to just pen down their thoughts but as bloggers started becoming influencers some of them became more professional. Blogs can be run by an individual or a group. Also, there are different types of blogs including written text, video, photography, and audiovisual content.

According to Worldwide Blogging Stats from 2020¹², there are over 600 million blogs out of 1.7 billion websites. Tumblr has 488.1 million blogs and WordPress has 78 million new blog posts every month. According to the Bloggers Association of Kenya's State of the Internet report for 2019¹³, there were 35,000 blogs in Kenya. Here are some of the blogging platforms that are used by bloggers include WordPress, Blogger.com, Joomla, Medium, Type pad, Tumblr, Wix, and Squarespace.

The number of Kenyan blogs has grown over the last few years. Before this, the number of blogs was limited by various factors including lack of access to the internet, lack of mobile enabled devices and expensive technology. Faster internet has come with its benefits which has made it easier for people to create content and upload it. Also, laptops have become more affordable and now people are able to use their smartphones to create content of all types including text, audio and video content. Currently with mobile apps, people are able to access some free programs to create content and combine content types to create better content.

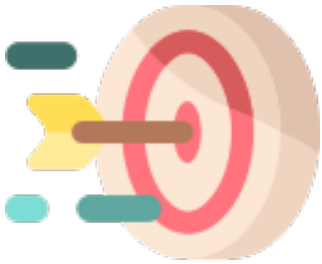
Some of the blogs with many followers currently run by women include www.potentash.com, www.mwendengao.com, www.thisisess.com, www.kaluhiskitchen.com, and <https://aluochbonnita.com/>.

Why you should start a blog

Blogging is a great way to share knowledge, creativity, expertise and also sharpen your skills as a communicator. Here are a few reasons to start a blog.

12 <https://optinmonster.com/blogging-statistics/>

13 <https://www.ifree.co.ke/wp-content/uploads/2020/06/State-of-the-Internet-in-Kenya-2020.pdf>



1. To share your creative ideas.

People are using blogs to share their creative work. It could be writing, photography, illustrations, dressmaking, or art. Blogging gives you a chance to put your work out there so that other people can see your creative work. Many times, blogs have created opportunities for creatives to get work offline.

2. Attract an audience.

Blogging allows you to reach people all across the world who would be interested in what you have to say or the things you do. Blogging is a great way to attract an audience and promote yourself, your work or your business.

3. Establish authority as a thought leader in your field

Having a blog where you showcase your portfolio and write about important topics to an audience means that you establish yourself as an authority over time. When you post anything on the internet, the content makes part of the first pages of the search engine list when someone looks up your name on the Internet. It makes readers, potential employers and your networks believe you are skilled and knowledgeable. Blogs can therefore act as your online CV or businesscard.

4. Create new opportunities

Blogging can create new opportunities for you and your business. When you put your thoughts out there, you also get to meet like minded people; those who would like to merge their ideas with yours for something new, those who would like to form a circle of networks around certain topics. These networks can be big with people all over the globe. They offer greater chances for partnerships and collaborations.

5. Organize your thoughts and learn new things

To be a great blogger you need to do a lot of research and also learn how to properly articulate your thoughts. In addition, you need to collect feedback from your audience and improve your writing and on your ideas. This means that you are learning to become a better writer and communicator.



6. Stand out and become known.

There are only a limited number of people creating new content. Blogging gives you an opportunity to stand out which is essential in a competitive economy. Learn to use your blogging to stand out and also meet new people and share ideas.

7. Make money.

If your blog has a lot of traffic or if it is niche enough there will be opportunities to monetize. If that is your goal. It can be your primary or secondary source of income.

8. Make a difference

We often consult online materials when we want to make decisions or learn. In the same way, your audience may need your knowledge and experiences on critical issues such as mental and physical health, sexual harassment, career growth or even geographic directions.

What You Should Look For When Choosing Blogging Platforms

When choosing a blogging platform, you might want to consider a few things namely resources, security of the platforms, your audience, and your skills. Some blogging platforms may require very little technical skills to manage and that means you will not spend a lot of resources running them. Some, like the Medium¹⁴, already have an audience. Also, different blogging platforms are popular with different audiences.

Here is a list of things you need to know:

Look for a platform that is easy to use and access. This will make it easier to create good content if you are not struggling to understand how to use the software or to tweak the settings.

Customization. Many free platforms will not allow you to do a lot of customization on the platform and access to certain features will be limited. Budget. Some platforms are free while others have free and paid for platforms. You also need to factor in domain and hosting services.

14 <https://medium.com/>



Support: How easy or hard will it be to get help from the platform owners when you need it.

Features: Some platforms are an all-in-one platform, so you are able to get web hosting plus domain name. Others will require for you to pay for your domain and web hosting separately.

Opportunities for monetization: most free platforms offer limited avenues for monetisation.

Your skill level: If you are new to blogging, consider looking for a user-friendly platform to use. Don't choose a platform that is hard or confusing to work with, unless you have somebody else to code for you.

Search engine friendliness: blogging platforms are not similar. Some platforms are Search Engine Optimization (SEO) friendly which makes it easier to get content out to a large audience in order to increase traffic and establish a fan base. Non-SEO friendly blogs will not give you a lot of traffic. If you want to monetize your blog, then you must make sure your blog is SEO optimized¹⁵.

Steps to starting a blog

1. Choose your niche and the topics you want to cover.
2. Think of a name that you can use that is easily identifiable
3. Easy to remember. Please think long term before choosing a name because you do not want to have to change the name every few years. If you are creating a personal blog, then you can use your name but if you are creating a professional blog for instance you can think along the lines of names in your profession. You can have whimsical names or serious names, but please do your research before just putting a random name on your blog.
4. Set up your free blog.
5. If you are using hosting services set that up and buy your domain.
6. Install the blogging platform –WordPress, Tumblr.
4. Choose a theme for your site.
5. Set up your plugins¹⁶ etc.
6. Start writing!

15 <https://yoast.com/seo-friendly-blog-post/>

16 A plugin is a piece of software that is an add-on on a web browser which gives the website additional functionality.

Blogging Terms You Need To Know



Here are some of the blogging terms you many need to know.

Domain name: It is an identification string that defines the realm of administrative autonomy, authority or control within the Internet. It is the unique name of a website online such as www.potentash.com, www.cnn.com or www.citizenstv.co.ke.

Hosting: Your website will have contents like texts, codes, photos and videos. These contents take up space, and need to be stored in a web server so that they are accessible when someone looks up your domain name. Hosting is the process of renting up space for website contents in servers.

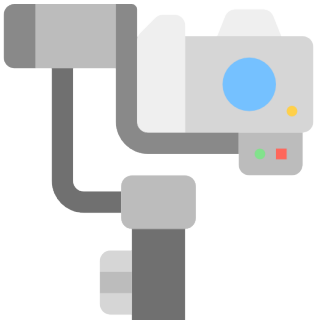
What are the benefits of self-hosted vs hosting?

When deciding on starting a blog you need to make a decision on whether to use platforms that provide free hosting, or whether to buy hosting space. The advantage with free hosting is that it is cost free; and you can get to play around with content as you decide which content niche you are most interested in. Wordpress, Blogpost and Wix offer such free hosting for blogs. The disadvantage with this is that sometimes your sites may have the platform's advert. Also, the domain name will have a wordpress or a blogpost extension.

If you decide to buy hosting space, it is better, especially for a beginner to use one company that will offer hosting and domain services as a package. The advantage of self-hosted blogs is that it enables you to have total control over your platform where you can add more features, plug-ins, and custom themes. You can also do Search engine Optimization so that it appears on the first pages of search engines. The disadvantage of buying a hosting space is that they require more skills and resources compared to free hosting blogs.

2.2. Vlogs

A vlog is a video version of a blog. Online content producers who use videos as a medium of communication are called vloggers. Vlogging has become very popular over the last few years especially as internet connection continues to get cheaper and speeds faster. Vlogging popularity is tied to the affordability of smartphones and technology, as well as the growth of social media.



However, not all online videos are vlogs. A vlog must have a vlogger as the main subject of the video. An example of this is a travel vlog versus a travel video. In a travel vlog, the video revolves around the vlogger's experience whether they are shown on camera or through a voiceover. A travel video on the other hand, focuses primarily on the destination from an objective point of view.

There are two main styles of vlogging:

1. Talking head vlogs

The camera is static as the vlogger talks or shows their audience something. Good examples of this type of vlogs include beauty tutorials, unboxing of products and cooking videos.

2. Follow me around vlogs

In follow me around vlogs, the vlogger shoots video across different locations and even across different days and edits it into one video. Good examples of this type of vlogs include travel vlogs and 'a day in the life' vlogs.

2.2.1 Steps to making a vlog post

Making videos has become very easy and cheap. You can shoot and edit videos from your smartphones. Editing software has also become more affordable. There are also free video editing softwares that you can download on your phone.

Here is a guide to help you create great vlogs.

1. Build your style and voice

There's no point in creating content that is exactly like someone else's. The best content creators succeed because they bring something unique to the table. Being unique doesn't have to be something over the top either; just anything that differentiates you from your competition.

Authenticity plays a big role as no one else can be you. Play up your strengths and use them to create a personal brand that is relatable to your target audience.



Once you've decided what kind of content you want to do, look up vloggers with similar content and watch their videos. This will give you an idea of the standards in the space and what kind of content is the most popular to the audience you are targeting.

2. Invest in gear

The gear you need will depend on the type of vlog you want to create. Though you do not need to spend money to buy expensive equipment if you don't have it, or if your skillset is at beginner level.

You can use your phone and a tripod and still create great videos. Add a light or two and you're basically set. On the one hand, there are lots of tutorials you can watch on YouTube that can help you master mobile storytelling.

On the other hand, the advantages of mobile storytelling is how easy it is to shoot on the move, as you do not need much time to set up and you don't attract attention when filming, especially in public.

If you do decide to go the full gear route you'll need a DSLR camera, a tripod, a microphone and lights.

For editing, you can invest in professional editing software like Final Cut or Adobe Premiere Pro, or use free editing software like Movie Maker, iMovie and Lightworks.

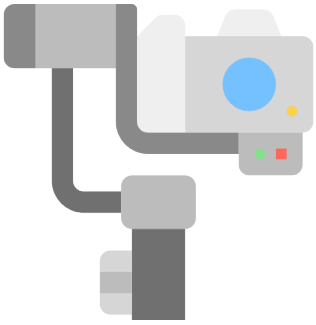
3. Practice shooting great videos

Creating great videos is more about your skills than it is about your gear. You need to focus on growing your skillset so you can adequately use your equipment or make the most of the tools you have.

Here are a few things to consider that will help you improve the quality of your videos.

Lighting

Lighting makes a huge difference in the quality of your videos so it needs to be a top priority. You can take advantage of natural light if you're shooting outdoors. Make sure to shoot early morning or late afternoon to take advantage of the soft light. You can also use natural light indoors by shooting near a window.



If you need artificial lights, you will need to be intentional and research on the different types of lights, their uses and where to place them. As a rule, avoid overhead lighting as this will cast unflattering shadows. For even lighting for your videos, set up two lights on either side of the camera. You can place them either behind the camera or just in front of it.

Background

Choose a background that is not cluttered or distracting. If shooting indoors, a solid coloured wall will do. You can also be creative and use backdrop paper or a bedsheet as your background. If shooting outdoors, pick a background that is nice to look at like beautiful buildings or a garden.

Sound

A video's quality is 80% sound. There's no point in having a beautiful looking video that has terrible sound. Invest in a microphone or shoot your videos in a quiet place to capture the best sound.

Shooting Technique

Invest some time and learn basic shooting techniques. These include the rule of thirds and changing perspectives. Approach your videos as a storyteller and experiment with different angles in your shooting. It's your vlog so you can try different ideas and see what works best.

Camera Presence

We're all not naturals in front of the camera, so you probably need to work on your camera presence. This will improve with practice. Focus on your body language by sitting or standing upright and avoiding fidgety movement. Also, smile and speak slowly and clearly.

4. Build an online presence

You need to create a marketing strategy for social media to get the word out about your vlog.

It doesn't need to be complex - just share as much as you can on social media every time you have a new video. Ask your friends and family to also share on their platforms to increase your chances of growing an audience.



Another way to build your online presence is to collaborate with other vloggers. Reach out to a few and see how you can work together by featuring each other in your vlogs to access multiple audiences.

Also, take advantage of the YouTube tags and add relevant tags to increase your chances of people interested in your kind of content finding it.

Make sure to keep an eye on your analytics. You can find them under your account settings, where you will be able to see who is watching your videos and what content they like. Use this information to create more of the content that resonates with your audience.

2. 3. Podcasts

The term Podcast comes from combining iPod and broadcast and refers to digital audio files made available on the internet for downloading, typically available as a continuous series.

Podcasts have become quite popular around the world. African podcasts have been on the rise with the growing interest to consume African content. Platforms like Africa Podfest and Africa Podcast annual events have helped grow the popularity of podcasting in Africa.

Factors to consider when starting a podcast:

2.3.1. Your Podcast Format

The format you choose depends on the kind of content you're trying to produce, and what you are trying to achieve.

Some common show formats include:

The Solo Show

The solo show is also known as the monologue. The only requirement is you and the microphone.

Benefits: You make all the decisions on the podcast and do not need to split profits with anyone if you make money.

Challenges: It takes a lot more effort because you are producing the podcast by yourself and have to make all the decisions.

The Co-Hosted Show

You host with a friend or colleague.



Benefits: This is a popular format because two or more co-hosts with great chemistry allow for good listening.

Challenges: Just like any other joint business, you need to make decisions together and split profits. This could possibly be a challenge if you disagree.

The Interview Show

This format focuses on the expertise of other people through an interview.

Benefits: This kind of podcast gives you the opportunity to talk to various experts across different industries, pulling in their audiences to your podcast.

Challenges: Accessing the best people to interview requires a lot of groundwork. You need to build great interviewing skills to give your audience value.

Other Formats:

Roundtable – This comprises one regular host and a number of guests, talking through one specific topic.

Documentary – This is usually narrator driven and comprises a number of interviews and on-location recordings.

Docu-Drama – This is a drama and documentary mix that explores a topic in a serious but entertaining way.

You can mix and match different formats across episodes as you grow your podcast and better understand your audience.

When it comes to naming your podcast, you can choose a unique name, a name that describes the content of the show or even uses your name. Try to be as creative as possible but keep the name short and memorable.

3. Recording Your Podcast



Create a content calendar to help you create better and more consistent content. It is also important to think about the length of the podcast and try to maintain similar episode lengths so your listeners know what to expect. The same goes for how frequently you release episodes.

Once you have done the groundwork and planned out your show, then you are ready to record your first episode.

The bare minimum you need to record a podcast is a computer with a USB microphone and access to the internet. As a general rule, though, the more limited and lower cost of your setup and equipment, the more limited the sound quality of your show will be.

Simple USB microphone setups can give good results if you choose the right mic. Plus, you are much better to get started and see whether you enjoy it before spending money on audio equipment.

If you have no funds, you can also use your phone though you will need a mid-range smartphone to get usable audio quality. For recording with a phone, you can record with a blanket or duvet over your head to create a semi soundproofing effect. You can also get inside your closet if it is big enough. The point is to minimize noise interference.

When you plug your USB microphone into your computer, you will need software to do actual recording and edit the audio.

Here are a few examples:

Audacity: a good quality, free-of-charge audio editing application. For the majority of people, it caters for all your podcasting needs.

Adobe Audition: a Pro-level production tool available through a paid subscription.

Alitu: This is a web app which can automate audio cleanup, adding music and publishing to your host. It also offers great editing and episode building tools.



Anchor: This functions as both a hosting platform for your podcast and a recording app as well. You can easily record and edit within the app as well as post directly to your blog..

For remote interviews with guests, you can use apps like Zoom or Squadcast to record. If you're using your phone, you can use call record though the quality will depend on your phone and that of the person you are interviewing.

'2.3.2. Hosting Your Podcast

Choosing a hosting platform will depend on if you have funds to spend on a paid platform and how big you'd like to grow your audience as some platforms are more accessible than others.

Some platforms for hosting your podcast include: Anchor, PodBean, BuzzSprout, Captivate, Blubrry, Transistor, Castos, Libsyn, Simplecast, AudioBoom and SoundCloud. Look through them and decide which is the best fit as the majority are not free and require a monetary commitment.

2.4. Social Networking Platforms (Miniblogs)

According to Investopedia¹², Social networking is the use of Internet-based social media sites to stay connected with friends, family, colleagues, customers, or clients. Content creators use them for sharing content, engaging with individuals and brands, and for business purposes mainly influencer and blogging campaigns.

Here are some tips you may need to use different social networking platforms.

Platform	About	Features	Best Practices
Facebook	Facebook is one of the oldest social media platforms and is mostly used to stay connected to family and friends.	<p>There are different ways you can share content on Facebook. You can tag your friends, give recommendations and also share your content in written, picture or video formats. You can also post Facebook stories, share private messages on Facebook messenger and go live on Facebook Live.</p> <p>For business purposes, set up a Facebook page to create a dedicated customer base or a Facebook group to grow a community around shared interests.</p>	<p>Regularly interact with the people who comment on your updates. This includes likes, comments, and shares.</p> <p>Idea updates should be between 300-500 words. If you are sharing your content, share only a paragraph or two and then put the link to your blog or audio/video channel so that people can go consume it and give you traffic.</p> <p>Experiment and pick the best Facebook tools to make the most of the app.</p> <p>Take the free Facebook Blueprint course to become a Facebook expert.</p>

12 <https://www.investopedia.com/terms/s/social-networking.asp>

<p>Twitter</p>	<p>Twitter allows users to follow people or companies that post content they enjoy interacting with, communicate with friends and also find out the latest news or events through short 280 character posts known as tweets.</p>	<p>The different ways in which your audience can interact with your content is known as engagement.</p> <p>They include responding to your tweet, retweeting you, 'favouriting' your tweet, mentioning you in a separate tweet and clicking on the link(s) in your tweet.</p> <p>To increase your Twitter engagement, post on current trending topics, share your expertise on interesting topics, post videos and images, use relevant hashtags and engage with other people's content. You can also create polls, host Twitter chats or Twitter Spaces.</p>	<p>Use a recognizable Twitter handle and when possible align your presence across different platforms like Facebook, Instagram, Snapchat and TikTok.</p> <p>Make sure you have a profile picture so that you do not look like a bot. However, you do not need to put a picture of yourself if you are not comfortable.</p> <p>Have a Twitter bio that gives people some useful information about yourself.</p> <p>Engage in meaningful, respectful conversations and build relationships with other social media users.</p> <p>Use hashtags when appropriate because they are helpful when people are looking for information on certain issues, products or ideas. Avoid hashtag hijacking. This is when you use a hashtag that is trending to talk about something else that is not related.</p>
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			Also, avoid spamming people with unnecessary mentions and always acknowledge the source of a tweet you like through the RT function or mentioning them instead of copy pasting and passing it off as your own.
LinkedIn	LinkedIn is a platform for professional and business networking.	<p>It is great for establishing authority in your niche, sharing professional content, targeting new leads for both your content and business, and also meeting potential employers and employees.</p> <p>It is said to be 3 times more effective than Facebook at generating leads and you can use it to gather information and talk to prospective customers and reach out to them.</p> <p>It also features paid personal development and career courses.</p>	<p>Ensure you completely fill in your profile to make the most of the platform.</p> <p>Make sure you optimize your profile and use keywords so that people can easily find you.</p> <p>Ask people to endorse your skills and be sure to endorse theirs as well.</p> <p>Make sure your page is up to date and look for ways to improve the look and feel of your profile. Include some of your best work as samples by including links to your own content and platforms.</p> <p>Keep your interactions on LinkedIn strictly professional.</p>

Instagram	Instagram is a social media platform for sharing photos and videos via its mobile app.	<p>You can take, edit, and publish visual content for your followers to interact with through likes, comments, and shares.</p> <p>In recent times, Instagram has added additional features including Stories, Reels and Instagram TV (IGTV). Stories are disappearing posts that expire after 24 hours, reels are 15 to 30-second videos you can add music to that can live on your feed and IGTV is for longer videos.</p> <p>Instagram has also added a shop feature that allows businesses to easily showcase their products and services on the app.</p>	<p>For creators, you can choose to make your account a creator account. Simply go to settings > account and follow the prompts. Turning your account into a business account gives you insights into your audience that helps you create content that resonates with them.</p> <p>Always post at the best time for them to interact with your content.</p> <p>You can connect your Instagram and Facebook pages to run ads and for cross-posting.</p> <p>For a free course on everything Instagram and Facebook, take the Facebook Blueprint course available through Facebook.</p>
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<p>Snapchat</p>	<p>Snapchat is a multimedia messaging app whose principal feature is that pictures and messages are usually only available for 24 hours before they become inaccessible to their recipients.</p>	<p>It is an app that is built around moments rather than longevity. Snapchat is therefore great for engaging with an audience on a personal level, especially if your audience is under 30, which is the majority of its users.</p> <p>The features are by far the most popular aspect of Snapchat. Filters allow you to alter your appearance by using the camera to change facial features for fun, while video chat allows you to live video chat with your Snapchat friends, similar to Skype and FaceTime.</p>	<p>Take advantage of the personal style engagement with your audience to sell your products or send your audience to your other content</p>
<p>TikTok</p>	<p>TikTok is a video-sharing social networking service used to make a variety of short-form videos, from genres like dance, comedy, and education, that have a duration from three seconds to one minute.</p>	<p>While content creation on other platforms, such as Instagram, often comes with the need for external tools such as Photoshop or graphic design software, TikTok comes with tons of features to create your videos in the app without the use of external tools.</p> <p>TikTok is popular for funny videos and challenges, there are content creators who package their ideas and communicate hard topics in their professions through videos.</p>	<p>Other than regular posting, other ways to grow your audience is by making duets with other TikTokers and taking part in TikTok challenges.</p>

YouTube	<p>YouTube is the leading platform for long-form content.</p> <p>Other platforms have video content as well, but people go specifically to YouTube to watch long videos, as well as multiple videos in a single sitting.</p>	<p>YouTube is a great vlogging platform for content creators. A good content strategy on YouTube should focus on authenticity, consistency and great content.</p>	<p>A great resource for YouTube is Creator Academy by YouTube. It is full of toolkits that will help you create the best content, set up and utilize all the features you need to maximize the potential of your channel.</p>
Pinterest	<p>Pinterest is an imagesharingandsocial media service designed to enable saving and discoveryofinformation on the internet using images and, on a smaller scale, animated GIFs and videos, in the form of what are known as pinboards.</p>	<p>The platform functions as a visual search engine and productivity tool for planning. This then works great if you're looking for people to interact with your content on other platforms like Instagram or YouTube through visual aids.</p>	<p>If you are a content creator that also has a business selling products, you can direct potential customers from Pinterest to your online shop and other platforms.</p>

STORYTELLING TOOLS





4. STORYTELLING TOOLS

4.1 Content Creation Calendar

A content calendar helps you to better manage the content that you are creating and sharing on social media. Here are a few reasons why you should have a content calendar for both your content creation and social media sharing.

1. Advantages of Using a Content Calendar

- 1. It will help you become organized.** Because you know what kind of content you should be creating that week or that month. It allows you to plan ahead, note down your creative ideas and also helps you batch your work. For instance, if you are creating content about finances twice in a month but not for the same week, you can do all the research together. If you are shooting something with financial experts, you can use your time wisely and do one shoot where you get all the information you need then edit to break it into the portions you need for the different weeks. This allows you to create better high-quality content because you are not rushing to create content last minute.
- 2. It will help you post more consistently.** When you have a social media calendar, it means you are able to post more consistently which in turn increases engagement and organic reach.
- 3. You will be able to use scheduling tools to share your content.** This allows your content to be seen by new audiences who may not have seen your initial posts. It also ensures that even when you may not be available or busy, your content will still be shown to your audience at specific times.
- 4. Try new things with your social media strategies.** Once you are organised and know what you need to create and post, then you are able to think about the content and what you can do with it.
- 5. Do not miss out on relevant moments.** Planning your content calendar allows you to watch out for important dates and global moments that are relevant for your audience. For example, valentine's day, Mother's Day, International women's day, 16 days of activism and so on. You can then create content in advance that addresses those issues. Also, allow room for unexpected events, for example something that is trending and which might be of interest to your audience.



6. Track what works and improve it. When you schedule your posts, you are more likely to track and improve them.

2. Steps to create a simple social media content calendar

1. Audit your social networks and content. What kind of content is popular with the audience? What platforms are giving you the most engagement?
2. Choose your social channels. What works for your audience and also what works for you.
3. Decide what your calendar needs to track.
4. Establish a workflow – how many times in a day or week will you post, what times and which platforms.
5. Start creating your content.
6. Publish your content.
7. Create your social media calendar and also look at the analytics of your posts.

Examples of social media content calendar apps and tools you can use include Google Sheets, Trello, Buffer and Hootsuite.

4.2 Social Media Management Tools

Social media management tools help you manage your social media platforms. They allow you to schedule, monitor and also get analytics from your social media shares.

Here are a few social media management tools but these two are the easiest to use.

1. Hootsuite

Hootsuite is a social media management tool. It allows you to manage your social accounts, schedule posts, publish posts, and retrieve analytics on each channel. The basic one is free, sets up updates for months in advance, but limits you to 3 accounts.



2. Buffer & Buffer Extension

Buffer is a social scheduling and management software tool. It is similar to Hootsuite only that it is limited to ten updates per platform per day.

4.3 Analytics tools

Analytics tools give you insight into your audiences, either on a website or social media platform. They tell you who is reading, what people like, where they are, demographics like age, sex, etc. There are both free and paid versions of analytics tools.

1. Google Analytics

It is one of the best ways to track your blog stats and to track social media campaigns. Nowadays, brands ask for google analytics when they want traffic stats. It is important to make sure you install this on your site. You can also use it to create and access reports for social media tracking. This is a free tool.

2. BuzzSumo

This is not strictly a social tool, but it allows you to analyse the social engagement of your content. You can check how many shares you have gotten on Facebook or monitor the performance of content from competitors that use the same keywords for content. There is a free version and a paid one.

HOW TO MAKE MONEY BY CREATING CONTENT





5. HOW TO MAKE MONEY BY CREATING CONTENT

There are real ways to make money online and millions of people are doing it each day. From freelance digital nomads to marketers to entrepreneurs to content creators, there are plenty of ways to make money online. All you require is a laptop or a smartphone and a good internet connection.

Start a Blog

Blogging is one of the oldest methods for making money online. If you love writing, this can be a way to get your writing out there and make money as well.

You can blog on your own platform or be a guest blogger or writer on someone else's platform. There are several ways to make money through blogging for example by adding affiliate links in your posts, monetizing with AdSense or post sponsored posts from brands.

You can also use it to build authority so that you can eventually get speaking gigs, television deals, or big contracts from clients. Bloggers can also sell digital or physical products on their website.

Affiliate Marketing

Affiliate marketing is one of the most popular ways to make money online. The best part about affiliate marketing is that you can be an affiliate for nearly any company.

Affiliate marketing allows you to earn a living by promoting other brands and earning a commission from sales. If you are a savvy marketer, you can earn a commission from sales by promoting retail products, software, apps, and more. While earning a commission may seem small, keep in mind that you can be an affiliate for several brands and include several affiliate links on a single blog post.

If you want to make money online doing affiliate marketing, your best bet is to focus on content marketing. By building out a blog with several pages of high-quality content, you essentially create an asset you can call your own. The best part about focusing on content marketing is that if an affiliate program shuts down, you can switch the affiliate link to a competitor without negatively impacting your income.



Start a YouTube Channel

Some of the highest paid content creators are YouTubers, making millions of dollars a year. The highest-paid YouTuber is 9-year-old Ryan, who reviews toys on his YouTube channel, which made him \$29.5 million in 2018.

Your YouTube channel should focus on a single niche so you can build a strong, loyal audience. For example, you can create makeup tutorials, stream video games, review products, teach skills, create prank videos, or anything else you think would attract an audience.

The secret to making money on YouTube is to create content people want that either educates or entertains. You can use a headline that is witty to entice people to watch, or you can use keywords that are optimized for YouTube search. Once you've reached the 1,000 subscriber milestone, you can officially monetize your channel with YouTube ads.

Become an Influencer

Building a personal brand can also help you make money online. While it may seem like celebrities are the biggest influencers, nowadays even micro-influencers can make more money than they did a few years back. To become an influencer, you need to build a following. The easiest platforms to do that are YouTube and Instagram.

To make money as an influencer, you can charge for sponsored posts, speaking gigs, create your own online store and sell products, add affiliate links in your bio, sell your photos, sell ads on your own podcast, get paid as a brand ambassador, create a book, get paid to appear at events, and more.

E-commerce

You can create products such as t-shirts and other merchandise especially if you already have an audience. This is a great way to activate your influence especially on visual sites like Instagram, Pinterest and YouTube.

Create an Online Course

If you are an expert on a subject, you can monetize your knowledge by creating courses online. You can sell your course platforms like Udemy or if you already have your own audience, on your own website.



To create a successful course, look at other courses on your topic to help you structure your course and see what works for your potential customers.

The platform you sell your course on will determine how to best make money. If you sell your course on platforms like Udemy or Coursera, you do not have to do much to promote it as the platforms will promote it for you. However, if the course is hosted on your own website, you might want to create a marketing strategy to promote it.

Publish an Ebook

With Amazon KDP, it is easier to publish an ebook. All you need is to write the ebook, format it, create an ebook cover, publish, and promote it.

To make money online selling ebooks, you can market it in a number of ways. You can give away your ebook for free for a few days. This helps you rank high in search results for some time and get some reviews, which helps you rank better for paid listings.

Freelancing

The easiest way to make money online is to take your current job in your 9 to 5 role and do it online instead. For example, if you are a writer, administrative assistant, graphic designer, teacher, developer, etc., you can market these skills and find clients online who are willing to pay you for the skills.

There are many freelance websites for writers, translators, virtual assistants which include Fiverr, Freelancer, Upwork, ProBlogger, Craigslist, Blogging Pro, Freelance Writing, Media Bistro, Flex Jobs, People Per Hour, SDL, Gengo, Pro Translating, Tutor Me, Chegg Tutors, Tutor.com, Yup, Cambly and Translators Base.

You will need to build a strong portfolio to get jobs, and after this, you will be able to work with high paying clients.

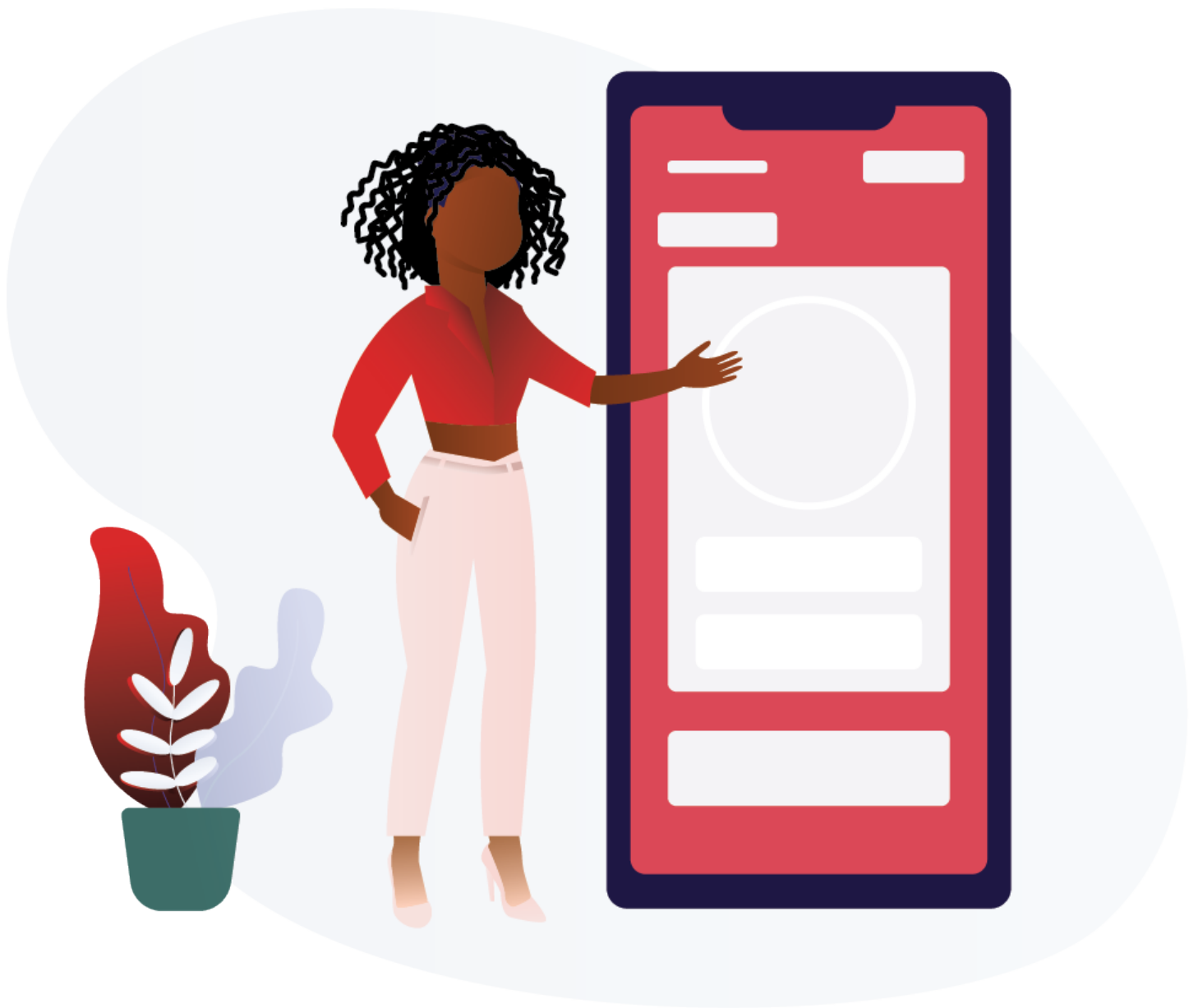
Create an App

You do not need to be a developer to create an app. You can hire one to create an app for you if you have an idea for one.

When it comes to making money on your app, your best bet will be to add it to Google Play and the App Store. Make the app free so you can add ads or premium features to help you make money.



CONCLUSION





With a lot of jobs becoming remote-friendly and new ones coming up on the internet, it is time to make that step and start creating your content. However, pay attention to the following:

Personal Cyber Security Tips

Any information about you that is on the internet can be used against you whether to compromise your identity or reputation. It is therefore important to take precautions to keep your information and your identity safe on the internet.

Know What's Out There

You can not effectively manage your digital information if you do not know what it comprises. Take the time to Google yourself and see what comes up. If you come across anything negative or compromising, take steps to have it removed or remove it yourself if it is on your platforms.

Keep Private Posts Private

Make sure any posts you do not want seen by unintended recipients are kept private. Pay attention to privacy controls on social media sites and check your settings to make sure you have checked the boxes you need to maintain your privacy.

Keep Your Software Updated

Getting hacked by a virus is one way your information can be stolen and used to spam your contacts. Make sure your antivirus software is up to date as well as your operating system to minimize virus attacks.

Create Strong Passwords

Make sure your accounts have unique passwords that make it difficult for a hacker to guess. Avoid names, birthdays and other personal information as passwords. Make sure your password has capital letters, numbers and symbols. Also avoid using the same password for all your accounts.

If it is too difficult to remember multiple passwords, use a program like LastPass to help generate and store your passwords.

Protect personal data by never sharing your passwords and pins with anyone.

Split Your Footprint



Some people are very hesitant to shop online, so they have one dedicated credit card that they only use on the internet. That way, if that card is compromised, it is the only one they have to cancel. This helps split your digital footprint and makes it more manageable. You can do the same with emails where you create an email that you only use when you have to sign up for a mailing list, another one you only use for work, and yet another one for use for social media. It might be a pain keeping up with all of these emails, but in the end, it can also make things more compartmentalized and easier to control.

Delete Unnecessary Apps

Most apps on your smartphone collect information about you. While theoretically you can control what these apps have access to, it is not clear what an app does once it is installed. That is why it is a good idea to go through your apps and delete any of them that you do not use. This way, you know they are not collecting any information about you.

Check Your Cookies

Did you know you can see what sites your browsers have accepted cookies from? You should check this regularly to see if any strange sites are sending you cookies. If so, you may be able to block them in your browser's settings. If you cannot, there are a number of different plug-ins available that will help you control cookies better.

If you are on Chrome, go to the menu in the top right corner of the browser, select Settings. At the bottom of the page, click Show advanced settings. To manage cookie settings, check or uncheck the options under "Cookies".

Be Cautious When Posting

Even if you delete something from the internet, realize that it's still stored in databases and archives and is likely to be forever. In many cases, even if you have deleted it, it can still be accessed. There is no taking something back once it is online, so think twice before you click on submit.

Cyberbullying



According to UNICEF , Cyberbullying is bullying with the use of digital technologies which can take place on social media, mobile phones, messaging platforms and gaming platforms. It is usually repeated behaviour, aimed at shaming, scaring, angering or making fun of those who are targeted.

Cyberbullying can cause significant emotional, social, psychological, and physical distress to the victims. Just like any other victims of bullying, people who experience cyberbullying have anxiety, fear, depression, and are likely to develop low self-esteem. They also may experience physical symptoms, mental health issues, and may struggle to cope whether at work or school. Here are some tips to deal with cyberbullying:

1. **Do not retaliate.** You should not write a nasty post in response. It will only make the situation worse.
2. **Do not take nasty comments personally.** Some people are just nasty and what they say has more to do with their own issues than it has to do with you.
3. **Do not go over the offending comments.** Once you have read, do not go back to reading it again. Delete it if you can or screenshot it if you need evidence. Remember to report if what the person said is offensive.
4. **Block and Mute people.** You do not have to wait for a cyberbully you have seen attacking your friend to attack you. There is something called preemptive blocking. You can block people who are always making fun of women and using derogatory language. Do not wait for somebody to attack you before you clean up your own timelines. Unfriend people, delete their comments, block and mute negative people on social media and keep moving.
5. **Do not become a bully yourself.** People who are hurt, end up hurting others. You might decide that if people are going to be nasty online, you will join and show them that you can also do what they do. In the end, you will have damaged your own reputation.
6. **Keep passwords personal.** Do not share your passwords with anybody. Somebody may access your accounts without your consent, and post things that are embarrassing. This could be pictures or just words.



7. **Consider what you share online.** Do not share everything on social media, especially confidential information. Not everybody has good intentions and what you posted innocently can be used against you.
8. **Take a short break from social media.** There are people who can fight back when they are cyberbullied, but others cannot. If you find that you are unable to deal with it, you can either block the people bullying you or take a break from social media for your own mental health. It does not mean that you are weak if you take a break, it means that you do not want further psychological damage to be done to you. Turn off notifications for the app and if possible, delete the app from your phone for a while.
9. **Report cyberbullying to the police or the relevant authorities.** If for instance somebody threatens you with death, or sexual assault and you feel like you are in danger, do not hesitate to report the person to the police. This also applies if somebody is stalking you or threatening your family.
10. **Do not be quick to respond to cyberbullies.** Many cyberbullies love to rile people up, they want you to respond so that they can keep the conversation going and show how superior they are. When you respond, they will attack you even more. Do not feed the monster.

CASE STUDIES





Here is a collection of three case studies of East African women who are thriving in a myriad of ways by being online content creators on the different platforms.

8.1 Case Study One - AZZIAD NASENYA

Azziad Nasenya is only twenty yet she has made a name for herself as a talented content creator, television host, actress and all round entertainer. Her instant rise to fame came a year ago after a TikTok video of her dancing to Femi one's hit song "Utawezana" went viral. Azziad has leveraged on the power of social media and used it to turn herself into a brand. With the help of her management and an extremely focused work ethic, Azziad has soared.

Azziad On Television. Shortly after going viral she landed an acting role on Maisha Magic's Selina. She has also co-hosted "Concert Nyumbani", a musical show that was birthed during the quarantine period and which aired on nine television stations.

Move To YouTube. Azziad debuted her show "Shoe game with Azziad" on YouTube. Azziad has over 90k subscribers on YouTube. She hosts celebrities who talk about their shared interest in shoes and fashion.

Brand Ambassador. In September of 2020, Azziad announced that she had been appointed as the brand ambassador for "Save Our Future", an organization that focuses on rebuilding education across the world owing to the Covid 19 pandemic. Azziad herself is currently a university student and has frequently spoken about the importance of education.

Social Media Queen. With close to a million followers both on Instagram and Tiktok, Azziad has become the go-to person for artists and brands when they want someone to push their product on social media. She has collaborated with various names in the entertainment industry from Willy Paul, Gilad, Festive bread amongst many others. Azziad continues to make moves and money in diverse ways. Azziad is one person who has made good use of her social media fame and turned the fame into money making opportunities.



8.2 CASE STUDY 2 - ESPARENCIA PERITAH

Esparencia Peritah is a passionate and energetic 26 year old who chooses to display her authenticity and individuality in everything that she ventures into. Currently, she works as a video editor in one of the local television stations. She has a YouTube channel called Ms WIT which stands for, “Whatever it takes”. Esparencia is shy but her passion for interior decoration prompted her friends to push her into taking her talents on YouTube.

The KICTAnet Training Was A Game Changer. In 2018, Esparencia had an eye-opening experience when she attended a 3-day training conducted by KICTAnet. It made her decide to get out of her comfort zone and create a YouTube channel. The training she underwent taught her very valuable lessons about using her online platform to fill the gap that often exists when it comes to female creators commencing and succeeding in this journey.

YouTube Journey. Most of the content on the MsWIT channel revolves around interior design and DIY decor.

Monetizing The Channel. After a few months of consistently uploading new content, Esparencia’s channel was finally monetized, making her eligible to receive payment for her videos. Her earnings are still in the gradual process of growing because she still does not have a big audience.

Challenges Faced. It took time for her channel to pick up, which was discouraging but her patience and resilience started to pay off. In 2019 as she was in the initial stages of her journey, she experienced a major setback when she lost two channels due to failure to adhere to YouTube policy.

Thoughts About Opportunities for Young Women. Esparencia says, “New media technology offers greater opportunity for connection and community and at the same time poses interpersonal challenges for girls and young women. Opportunities are plenty especially online. Take a course online, build your self-esteem, follow your heart and I believe discipline, consistency and patience will get you there. Just focus and DO IT.” You can check out her website here <https://www.youtube.com/channel/UCcGv7dtXbTKHWDBeRyh5WbA>



8.3 CASE STUDY 3 - WINNIE RIOBA

Winnie Rioba is an adventure travel content creator whose focus is on the African continent, and aims to inspire people to balance travel with their 8-5 jobs.

Her Content Creator Journey: Winnie started sharing tips because she realized not many Africans, especially women, were sharing their stories and wanted to give helpful advice based on her experiences.

Monetizing Her Content: Her love for travel has exposed her to new cultures which has also translated a business. She hosts curated trips for women and has so far hosted over 200 trips.

Platforms: Winnie uses email newsletters as well as Twitter and Instagram. Her Twitter threads are very popular as she breaks down everything her audience needs to know about the different destinations she has been to.

The Future: Winnie is looking to expand her trips to as many destinations as she can, and pivot into video content especially on YouTube.

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