

## Government Segmentation Model to lead to better communication

By Kopo Lehobye, GCIS

**"T**he defining feature of this administration would be that it knows where people live, understands their concerns and responds faster to their needs," said President Jacob Zuma in his 2010 State of the Nation Address.

For government communication to succeed, communicators need to understand their audiences, unique needs and which mediums to use to optimise the impact of communication. Communication needs to be agile, able to change to meet new demands and be responsive in a rapidly changing environment.

Government communication is obliged to provide citizens with information so that they can take part in the local, provincial and national discourse and influence the direction of the country. A feature of a well-functioning democracy is an informed citizenry.

Citizens should be provided with adequate information about government's work and the opportunities that exist in the country through a variety of platforms, including the media. In South Africa this is enshrined in Section 32 of the Constitution, which states that every citizen has the right to access any information held by the state. The Promotion of Access to Information Act gives effect to this and aims to foster a culture of transparency and accountability in public and private institutions.

With this in mind, Government Communication and Information System (GCIS) developed and recently introduced the

Government Segmentation Model (GSM) to enhance public service engagement and communication.

### Moving beyond LSM groupings

The GSM divides the population into different target markets, each with a defined set of properties, so that government and communicators can understand and communicate with all South Africans.

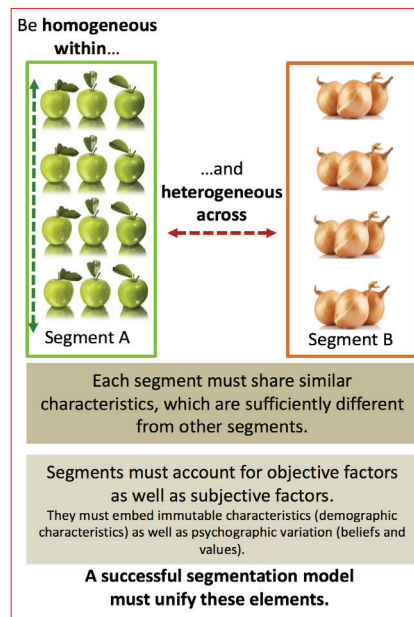
A good segmentation model facilitates government communication, delivers segments which are large enough to be viable, and easily accessible in relation to their media consumption behaviour.

The GSM moves away from segmenting audiences by Living Standards Measure (LSM) groupings only and goes beyond the traditional marketing LSM classifications.

It takes into consideration variables that are relevant to government communication.

The GSM segments define South African audiences for government communication by LSM, geotype and some psychographic variables (beliefs/attitudes and concerns), which serve as a reference point for government communicators, planners and marketers for effective reach and communication.

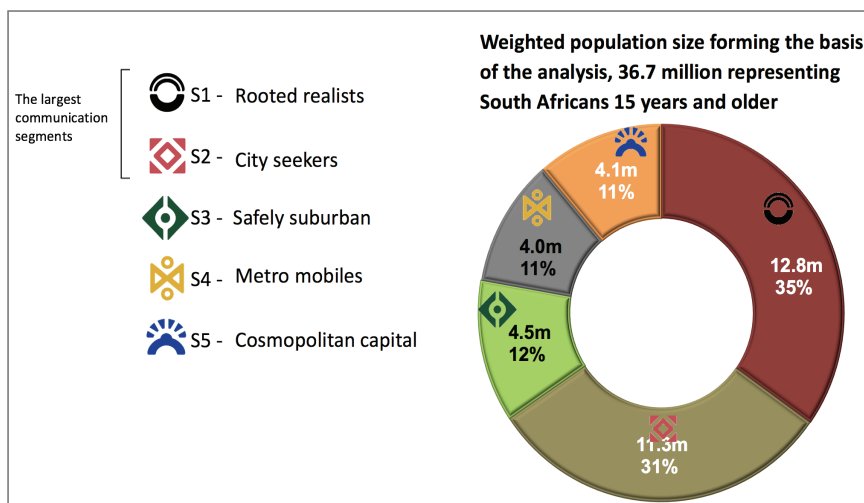
In 2014 the GCIS Research Directorate conducted research and analysed its quantitative Tracker data to determine the differentiating factors that divide the population into various target markets. Focus groups were also conducted across the country



to gain more insight into each segment profile.

The GSM highlights the needs, behaviour, aspirations, concerns and characteristics of the various groups and then segments them into five broad groups – rooted realists; city seekers; safely suburban; safely suburban; metro mobiles and cosmopolitan capital – to enhance public service engagement and communication.

The segmentation and understanding of the different groups enables government and its communicators to better en-



S1	S2	S3	S4	S5
<b>Rooted realists</b> 12.8 million people (35% of SA adult population)	<b>City seekers</b> 11.3 million people (31% of SA adult population)	<b>Safely suburban</b> 4.5 million people (11% of SA adult population)	<b>Metro mobiles</b> 4 million people (11% of SA adult population)	<b>Cosmopolitan capital</b> 4.1 million people (11% of SA adult population)
They are <b>rooted and content</b> with where they are, <b>appreciate government services especially social grants</b> and want to create a better future where they live through job initiatives and better educational facilities. <b>Concerns:</b> Infrastructure development and job creation. <b>Positive about:</b> Efforts in welfare and poverty alleviation, education, health and fighting crime.	City seekers are <b>optimistic and appreciate social grants</b> but believe in a better life through decent work despite <b>challenges of financial distress, lack of opportunities, poor education.</b> <b>Concerns:</b> Job creation, crime and corruption and the economy. <b>Positive about:</b> Efforts in infrastructure, education and health.	Safely suburban believe that there is an imbalance in the distribution of resources. They would like to see equal education and opportunities for all South African children. <b>Concerns:</b> Job creation, crime and corruption, education and health. <b>Positive about:</b> Efforts in infrastructure development and services.	Metro mobiles are impatient at what they consider slow progress from government and want to see <b>better management of the economy and job creation.</b> <b>Concerns:</b> Job creation, crime and corruption, economy, education and welfare and poverty alleviation. <b>Positive about:</b> Efforts in infrastructure and health.	Cosmopolitan capitals are <b>very critical of government</b> and mostly concerned about <b>economic stability</b> and future impact of government policies. <b>Concerns:</b> Education, crime and corruption, economy and welfare and poverty alleviation. <b>Positive about:</b> Efforts in infrastructure development.
<b>Live:</b> Rural areas (100%), one quarter live in traditional and informal settlements. KZN 29%, Limpopo 22%, North West 14%, Eastern Cape 14%.	Equal split of urban (50%) and metro (50%) Two-fifths from Gauteng, one-fifth from KZN, 12% Free State.	Four-in-five are from large towns and one-fifth from small rural towns Mainly from Gauteng, Mpumalanga, North West, KZN and Western Cape.	100% Metro. Two-third are from Gauteng, one-fifth from KZN, one-in-ten from Western Cape.	100% Metro. Gauteng 79%, Western Cape 12%.
<b>Age:</b> Almost one-third are 15-24 years, with one-third older than 50 years.	More than three-quarters are under 50 years of age. Half between 25 - 49 years, a quarter between 15-18 years. Roughly equal gender split.	Less than two-in-ten are older than 50 years, 25% are 18-24 years, 11% are 15-17 years (youths). More males (60%) than females.	Four in 10 are between 25 - 49 years, three-in-ten 50 years and older. Females 56%, males 44%.	One-quarter between 25-34 years, one-quarter between 50-64 years. Male bias (58%).
<b>Gender:</b> Females 53%, males 47%.	Predominantly Black 94%, Coloured 5%. Majority speak an African language, 8% Afrikaans.	71% Black, 15% White, 9% Coloured, 4% Indian. Largest proportion speak Afrikaans (31%).	Three quarters are Black, 10% Coloured, 8% White, 6% Indian. English 17%, Afrikaans 14%, isiZulu 32%, isiXhosa 13%.	White 46%, Black 38%, Coloured 9%, Indian 6%. Mainly English and Afrikaans.
<b>Home Language:</b> 96% speak an African language – isiZulu 30%, isiXhosa 19%, Xitsonga 6%, Siswati 5%.	44% high school and 32% matric. Less than 10% post matric qualification.	High education levels: One-in-four have a post- matric qualification.	Four-fifths have some high school education or matric. 15% have a post-matric qualification.	High education levels: 38% have matric and 39% have post-matric qualification.
<b>Education:</b> One in 10 have no schooling, 20% primary school education, 20% some high school education.	Only three in 10 have a job.	Low unemployment.	Three in 10 are unemployed.	Established and have highest levels of employment and entrepreneurship.
<b>Employment:</b> High unemployment – about one-in-ten have fulltime employment.	Most in LSM 4-6 (98%).	Most in LSM 7-8 (71%).	All in LSM 7-8 (100%).	All in LSM 9-10 (100%).
<b>LSM:</b> One-fifth in LSM 1-3 (21%). Four-fifths in LSM 4-6 (79%).				

gage and communicate with them to address pertinent concerns and issues.

By understanding people and their differences, in terms of their needs and concerns and the services government delivers, segmentation enables communicators to better understand what to say to the public and how to say it. More importantly, they are in a better position while using their knowledge of available platforms, to maximum effect. They thus work economically, creating greater alignment between government messages and citizens' needs.

### Applying the GSM

When communicating, consider your target audience, the information that they need and how they want to receive the message. Depending on the segment, some communication content should be changed to avoid negative perceptions or reinforced to sustain positive perceptions.





#### Rooted realists

**Re-craft** communication content and mediums on the following: **job creation, infrastructure development and services.**

**Re-enforce** the positive communication on areas this segments are most happy with – **welfare and poverty alleviation, education, health and addressing crime.**



#### Platforms of communication:

Radio and TV mainly  
Important opportunity through community involvement (stokvels, churches, etc).



#### Distribution points for communication materials:

Spaza shops/shops.  
Knock and drop/at home.  
Collection at clinics or from schools .



#### City seekers

**Re-craft** methods and content in the following areas: **welfare and poverty alleviation programmes, job creation and issues related to the economic management of the country, as well as crime and corruption.**

**Re-enforce** the positive communication on areas this segment is most happy with **infrastructure, education and health.**



#### Platforms of communication:

Radio and TV mainly.  
Newspapers.  
Direct communication required.



#### Distribution points for communication materials:

Knock and drop/at home.  
Spaza shops/shops.  
Loose insets in newspapers.



#### Safely suburban

**Re-craft** approach to counter negative perceptions about government performance in this segment for the following: **job creation, crime and corruption, education and health.**

**Re-enforce** the positive communication on areas this segment is most happy with **infrastructure development and services.**



#### Platforms of communication:

Radio and TV mainly.  
Magazines and newspapers.  
A bit of online news.



#### Distribution points for communication materials:

Knock and drop/at home.  
Loose insets in newspapers.  
Spaza shops/shops.



#### Metro mobiles

**Re-craft** communication to change negative perception about government performance around the following areas: **welfare and poverty alleviation, crime and corruption, the economy, education and jobs.**

**Re-enforce** the positive communication on areas this segment is most happy with **infrastructure development and services, as well as health.**



#### Platforms of communication:

Radio and TV mainly.  
Newspapers.  
A bit of online news.



#### Distribution points for communication materials:

Knock and drop/at home.  
Loose insets in newspapers.  
Spaza shops/shops.



#### Cosmopolitan capital

**Re-craft** content around **investment opportunities** and communications should also aim to allay concerns regarding **education (quality), crime and corruption, economy and welfare and poverty.**

**Re-enforce** the positive communication on areas this segment is most happy with **infrastructure development and services.**



#### Platforms of communication:

Radio and TV mainly.  
Highest consumption of newspapers and online news.



#### Distribution points for communication materials:

Loose insets in newspapers.  
Knock and drop/at home.







# Dealing with drought

**D**espite the recent rains, water conservation remains critically important, as parts of the country continue to experience drought conditions.

Government has appealed to South Africans to continue to save water.

Recently, Water and Sanitation Minister Nomvula Mokonyane warned Gauteng residents that they risk collapsing the Vaal Dam system if they continue using water irresponsibly, saying this will have serious economic consequences.

"Continued ignorance of the need to reduce water use will lead to a collapse in the entire Vaal River system. We appeal to our citizens that we cannot continue to lose 40% of drinkable water to non-human consumption purposes such as gardening," she said

Barely a month after the Minister's warning, the Department of Water and Sanitation released reserve water from the Free State's Sterkfontein Dam to replenish the Vaal Dam. At the time of the release, the Vaal Dam, which supplies various Gauteng municipalities and some neighbouring provinces, was at its lowest level of 26%.

It is unsettling that we are now dipping into our reserve water supplies to avoid a water crisis as dam levels across the country continue to drop. Sadly, the situation is exacerbated by residents and businesses refusing to reduce their water consumption.

In June 2016 eight provinces, with the exception of Gauteng, had declared a state of disaster as the drought reached critical levels.

Thousands of farmers across the country suffered losses as their livestock succumbed to drought whilst production of food declined drastically.

## SA's water supply vs demand

South Africa is classified as a semi-arid, water-stressed country. The country receives only 450 mm of rain a year – significantly under the world average of 860 mm a year. The country has faced two consecutive years of drought after receiving below average rainfall.

The rising demand for water as a result of population growth in cities and townships has put more pressure on the country's water resources and infrastructure. According to the Department of Water and Sanitation, 30% of the country's towns and cities do not have enough water for their communities due to their water infrastructure limitations.

Government, with the assistance of state-owned entities, the private sector and non-governmental organisations, has intervened in many parts of the country. This included the drilling of boreholes and distribution of millions of litres of drinking water, according to Cooperative Governance and Traditional Affairs Minister Des van Rooyen.

## Drought relief programme

President Jacob Zuma launched a drought-relief programme in the uThungulu District, in KwaZulu-Natal, which was allocated R23 million in funds to, among others, drill 32 new boreholes, starting in April 2016. His visit was part of government's efforts to support areas that have been affected by drought across the country.

The Department of Agriculture, Forestry and Fisheries allocated R212 million for disaster relief for farmers affected by drought. All the provinces – except Gauteng – will receive allocations of between R12 million and R38 million.

In 2015, the department provided farmers with R263 million in relief.

## Water master plan

A delegation from the Water Research Commission, an entity of the Department of Water and Sanitation, unveiled a master plan to address South Africa's worsening water challenges in November 2016.

The objectives of the 10-year plan, titled The National Water Research, Development, and Innovation Roadmap, include:

- Increasing the ability to make use of more water resources and alternatives.
- To improving governance, planning and management of



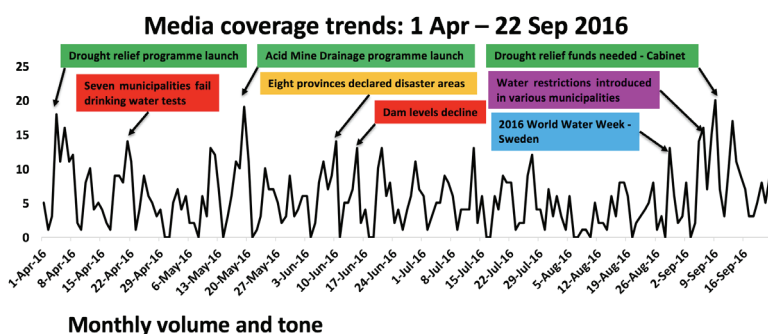


Figure 1

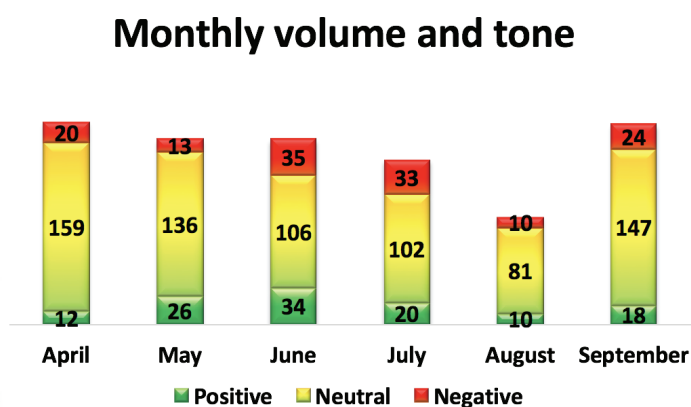


Figure 2

water supply and delivery, as well as water demand and use

- Improving adequacy and performance of supply infrastructure
- Reducing water losses by detecting leaks within 12 hours and increasing efficiency of productive water use
- Improving the performance of pricing, monitoring, billing, metering and collection.

## Analysis

There has been sustained media coverage of the country's drought situation over the past two years.

GCIS' Policy and Research Chief Directorate conducted a quantitative and qualitative content analysis of 1 000 articles on the drought situation, published between 1 April and 22 September 2016. Of the 1 000 articles, 693 were published in print media, 260 articles were sourced from broadcast, and 47 were online.

The graph above depicts media coverage trends from 1 April 2016 to 22 September 2016. It shows that media coverage peaked in April when President Zuma launched the drought-relief programme.

The launch of the Acid Mine Drainage long-term solution by Minister Mokonyane in May 2016 received widespread media coverage.

In August, the media noted that government and water experts were on a quest to find lasting solutions to the country's water crisis at the 2016 World Water Week gathering.

In September, coverage was dominated by announcements of water-saving strategies, including the implementation of water restrictions by various municipalities.

The tone of coverage was largely factual, with government announcements

on its intervention and programmes (or projects) aimed at alleviating the impact of the drought receiving widespread coverage. However, some negative reports were noted, particularly related to complaints about government's failure to supply water to those in dire need, as well as criticism over poor maintenance of water and sanitation infrastructure.

## Most prominent issues

Water restrictions received the most prominent media coverage as several municipalities announced their plans to preserve water. Regular updates on dam levels and the impact of scarce rainfall continued to receive media attention.

Water supply and demand issues also received widespread coverage – with relatively the most negative coverage – as the media reported on the dire conditions of residents where government was seen to be failing to provide water.

Government was also criticised over non-maintenance of the country's water infrastructure. This included leaking sewage in various areas, potential health risks of water contamination as well as water wasted due to leaks.

Government intervention and efforts to assist affected sectors, especially farmers, received significantly positive coverage. Most articles in this regard were factual reports on announcements, with some positive sentiments noted.

## Most prominent issues

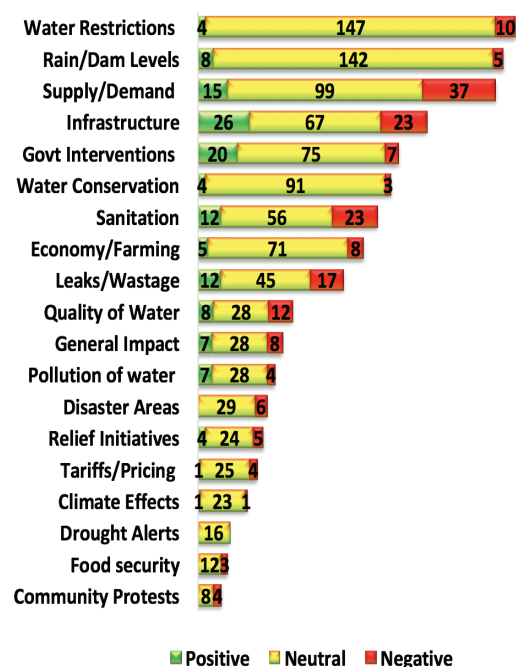
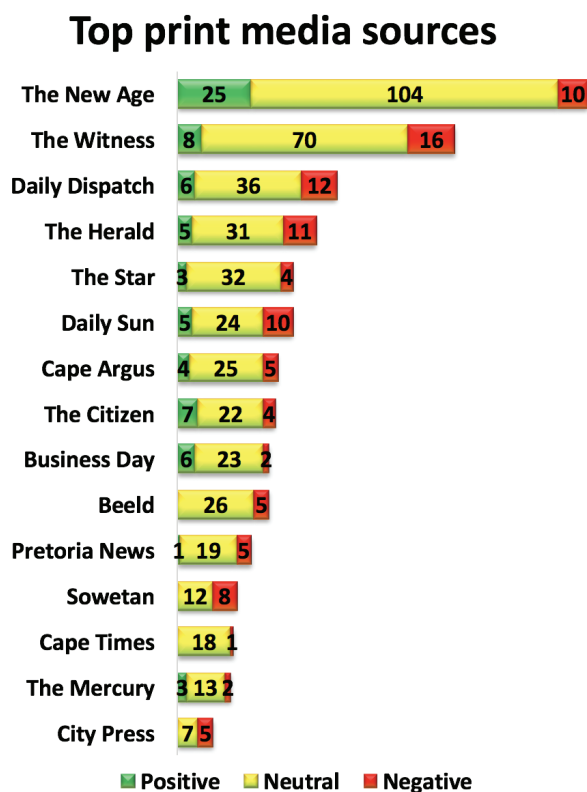


Figure 3

With regard to quality of water, the launch of a project to purify acid mine water for human consumption also received positive media coverage. However, concerns were raised as residents complained about contaminated tap water.

Government's appeal for the residents to conserve water received widespread media coverage, amplified by the media and other commentators; however concerns raised about wastage continued.

### Coverage per media entity



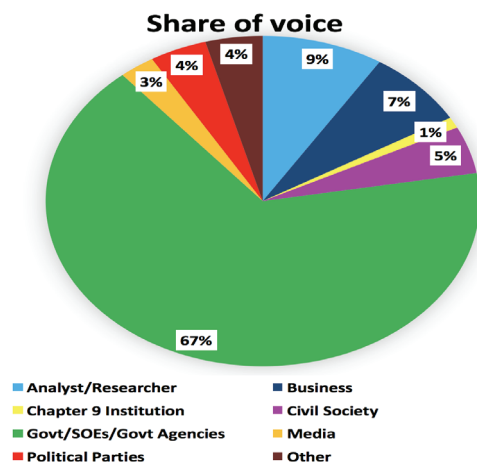
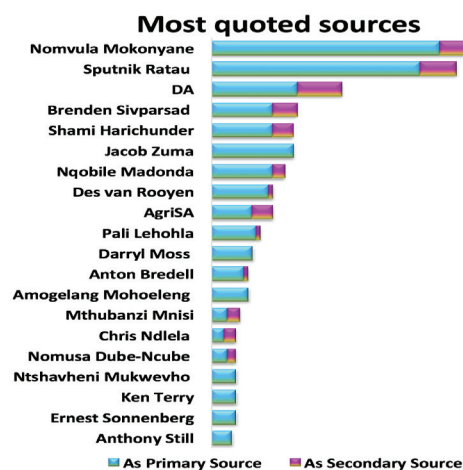
**Figure 4**



*The New Age* published the most articles, also with the most positive articles, followed by regional publications, namely *The Witness*, *Daily Dispatch* and *The Herald*. *The Star*, *The Citizen*, *Business Day* and *Daily Sun* also featured amongst the top print sources. Amongst the broadcast media monitored for this report, Radio 702, SAFM and Power FM were among the top sources. SABC News and African Language Service stations also covered drought issues quite extensively.

### Most quoted sources/Share of voice

Minister Mokonyane was the most quoted government source, whilst other government sources were Sputnik Ratau, Brenden Sivparsad, President Zuma and Minister van Rooyen. Shami Harichunder of Umgeni Water was also amongst the most quoted. The DA was the most quoted political party with comments from a number of party leaders. Government received the biggest share of voice (67%) followed by analysts/researchers and business with 9% and 7% respectively.



**Figure 5 & 6**



# ICT to boost govt, small businesses

By Stephen Timm

**S**outh Africa must use the roll-out of e-government services to grow a local information and communications technology (ICT) industry and develop the small business sector, says Minister of Telecommunications and Postal Services Dr Siyabonga Cwele.

Speaking at the 2016 Government Technology Conference (GovTech), Minister Cwele said the ICT White Paper, which was approved by Cabinet in October, aims to facilitate digital transformation, drive the uptake of digital and mobile services and address digital capacity challenges faced by small firms.

He highlighted the important role that information and technology plays in "disrupting" traditional government models and noted the need to develop a vibrant local sector upon which the state could develop its e-strategy.

Minister Cwele said that while the local e-commerce sector has shown signs of rapid growth, of concern is the country's significant ICT trade deficit, which he described as "unsustainable".

"We appreciate the interest that large international ICT companies have expressed in the country, but we also want them to partner with local companies, especially those that comply with current black-economic empowerment legislation.

"The question we should be focusing on is how best and rapidly to implement our digital strategy to ensure those who were left outside are brought inside. This is considering that there is a larger scope to fulfil in the implementation of the digital economy, namely financial inclusion," he said.

## Access to technology

He called on industry leaders in the ICT sector to focus on ensuring access to technology and services for all citizens. Government, as the largest custodian of content, also has a critical role to play, the Minister noted.

"Accessibility is more than just about infrastructure; it is also about content. I would love to see more content on the Internet available in Zulu, Sesotho, Afrikaans and Sepedi, and move beyond English as this is not the largest (home) language in the country."

Deputy Minister of Telecommunications and Postal Services Hlengiwe Mkhize said that despite the significant progress made in some areas of the country in improving

connectivity, access to ICT remains a significant challenge, particularly in rural areas.

She supported Minister Cwele's views that incubating small enterprises is critical to developing an indigenous ICT sector in the country.

"Government's digital strategy needs to be viewed as a vehicle that will have a massive impact on the gross domestic product, but meet an inclusive growth agenda," she added.

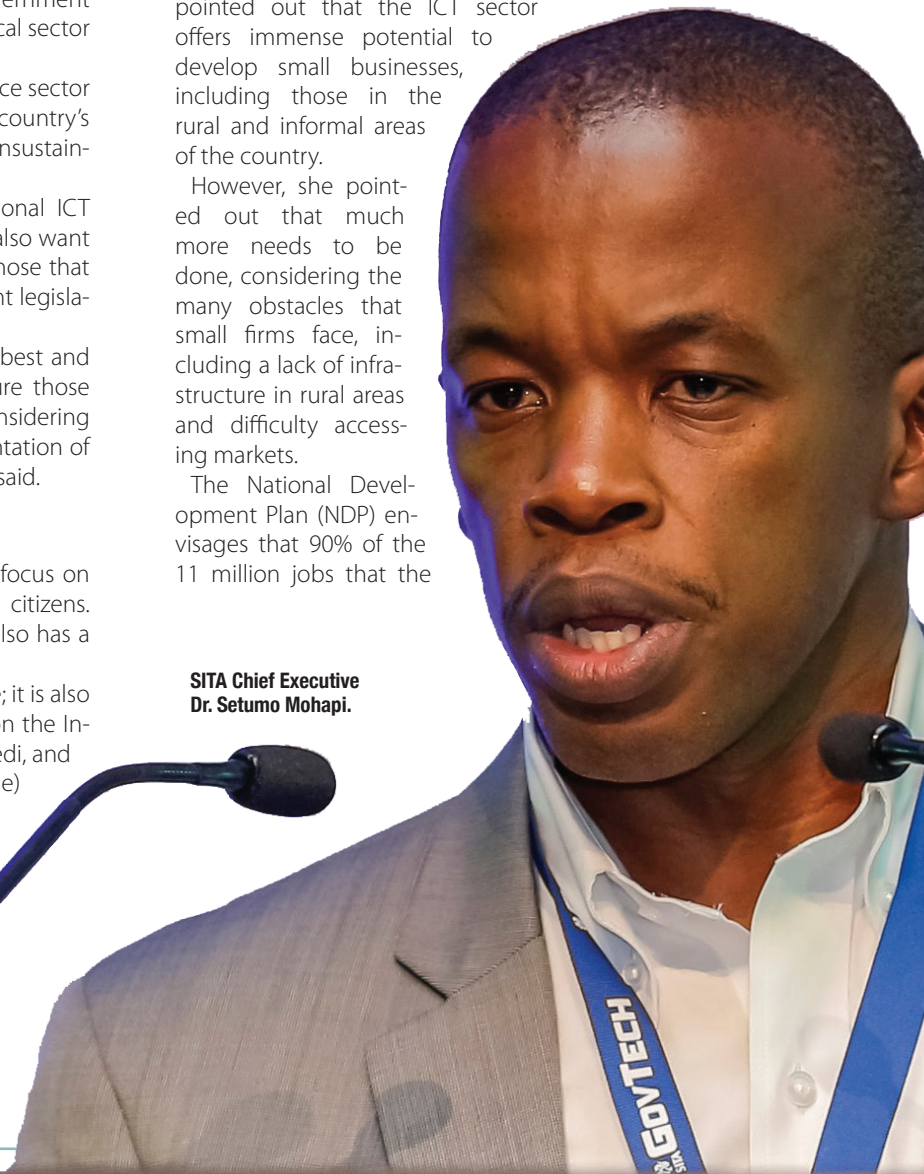
## Opportunities for small businesses

The Department of Small Business Development's Chief Director of Corporate Services Brigitte Petersen pointed out that the ICT sector offers immense potential to develop small businesses, including those in the rural and informal areas of the country.

However, she pointed out that much more needs to be done, considering the many obstacles that small firms face, including a lack of infrastructure in rural areas and difficulty accessing markets.

The National Development Plan (NDP) envisages that 90% of the 11 million jobs that the

SITA Chief Executive  
Dr. Setumo Mohapi.





country plans to create by 2030 will be created by small businesses. "We need to do something now if we are going to achieve the objectives outlined in the NDP," said Petersen.

SITA Chief Executive Setumo Mohapi stressed that as small businesses are the country's biggest potential generator of jobs, the state should focus more digital initiatives on the sector.

He said investments made in government's e-strategy had to be primarily geared at addressing socio-economic aspects, before focusing on deploying technology to improve the economic competitiveness of the country.

"The effective deployment of ICT entails better training of citizens to ensure that they have an appropriate input into the economy. It involves having healthier citizens that are also more productive. This is what should be guiding the innovation agenda to drive economic growth," he said.

Mohapi pledged to boost support to small businesses, saying that the agency planned to transform its procurement process to support the development of small ICT firms.

"We need to help the small ones. This is considering that the world grows from innovation that is developed in small rooms and then snapped up by larger companies and deployed in the industry," he said.

SITA plans to develop a portal for small businesses through which business owners will be able to share important feedback they have with the agency to improve its procurement experiences. The agency will also automate the tendering process to improve efficiency and lower the cost of related procedures.

Director of eTendering at the National Treasury Moritz Botha said the roll-out of e-government is expected to significantly bolster the involvement of small businesses across all departments, including SITA's own system.

He said the development of an integrated procurement system, envisaged as part of the new Procurement Bill, will pave the way for the deployment of "smart" technologies across all government departments.

"This development will require significant innovation to help us develop an efficient procedure that guides government in selecting the best product or service at the best possible price."

The development of open data contracting and integration standards over the next 12 to 18 months will be complemented by rolling out enabling platforms and expanding the existing "e-procurement" system.

### e-government strategy

GovTech 2016 also highlighted the extent of State's e-government strategy with significant projects already under way, or in the advanced phases of conceptualisation.

This includes the Department of Justice and Constitutional Development's Integrated Justice System (IJS), which aims to increase the efficiency and effectiveness of the entire criminal justice process.

IJS Board Chairperson Godfrey Leseba noted that the digital project, which involves the integration of the entire justice supply chain, is the largest of its kind under way in the country.

The project is in line with the goals enshrined in the NDP, namely to create a safer South Africa for all citizens.

The project, which was conceptualised in 1996, has undergone a series of refinements during the execution phases, which Leseba said was forging ahead according to schedule. "There are already 112 400 people registered in the IJS cluster, while 153 South African Police Service [stations] and 509 courts are now connected to the system," he told delegates.

Among the other milestones achieved to date is an Integrated Inmate Management System that is in place. This will be upgraded by a number of other value-adding initiatives. This includes a fingerprint documentation system for all South Africa's citizens. Once this has been completed, it will be expanded to include those of asylum speakers.

Leseba said the department also plans to connect the project to social media platforms to better monitor online criminal activity.

### A knowledge-based economy

Speaking at the conference, Gauteng Premier David Makhura said his province is on track to achieve a knowledge-based economy by 2030, a goal enshrined in the NDP.

"Gauteng is at the forefront of driving the Africa programme on digitisation as characterised by its promotion of smart technologies, smart cities and smart government," he said.

He said connectivity and, more importantly, broadband infrastructure, has become just as essential as other utilities, such as water and electricity, for the successful operation of a modern city.

David Kramer, the Deputy Director-General of the Gauteng Provincial Government, added that the province aims to connect about 3 000 government sites, laying the foundation for a robust e-government system by 2019.

He said the provincial government's focus has also turned to developing a single point of access, considered to be the biggest challenge facing all e-government worldwide.

### SITA Public Service ICT Awards

The SITA Public Service ICT Awards also took place at the con-





**Minister of Telecommunications and Postal Services Dr Siyabonga Cwele and Deputy Minister Prof. Hlengiwe Buhle Mkhize with the winners of the SITA Public Service ICT Awards.**

ference. This year's awards included a new category – the ICT Contributor of the Year Award – which awards the top performer out of all seven category winners.

The award went to Mymoena Ismail, the winner of the Women in ICT Award, sponsored by Vodacom. As a leader of the non-profit organisation Cape Digital Foundation, Ismail has been responsible for creating a connected economy in the Western Cape.

The Youth in ICT Award, which promotes the contribution made by young professionals to the local ICT industry, went to Joel Seabi, the Deputy Director of ICT Security of the Cooperative Governance, Human Settlements and Traditional Affairs' Limpopo team.

Seabi was honoured for the integral role he has played in developing ground-breaking projects undertaken by the department.

The ICT Innovation and Service Transformation Award for Larger Companies was presented to Memeza Shout Crime Prevention, for driving a public community policing alarms project.

The ICT Provider Innovation and Service Transformation

Award for Start-ups and Small, Medium and Micro Enterprises, sponsored by Sentech, went to A2D24. The company developed the Response software application – an innovative dispatch tool for emergency vehicles.

Ekurhuleni Metro Municipality was awarded for helping drive a number of important IT initiatives, including free Wi-Fi, roll-out of fibre optics, development of a converged infrastructure platform and provision of e-services. The municipality took home the ICT Delivery and Transformation Awards for the most outstanding service delivery, or a product or service.

Another winner was the Western Cape Department of Transport and Public Works, which clinched the ICT Service Delivery and Transformation Award – Provincial Government for its Fleetman solution. The web-enabled system helps managers to track and take care of its fleet of about 4 000 vehicles.

The Department of Home Affairs won the ICT Service Delivery and Transformation Award – National Government category for its automated booking system for refugee reception centres.



# PR: Things to watch in 2017

By Allison Cooper

**T**raditional public relations (PR) was much easier than the digital counterpart we are faced with today.

In the past, PR specialists wrote press releases, made connections and fought for placement in the best publications for their clients. However, the growth of content marketing and online consumption has changed the face of public relations forever. Now, we not only have to seek placement, but in most cases, we have to create live, engaging content as well.

With so many PR agencies and specialists around the country – and an industry that constantly evolves with technology and the ways and means to spread a message and engage a target audience – you not only have to keep up with it, but have to do everything you can to stay ahead of the pack as well.

With this in mind, I took a look at what PR agencies and specialists around the globe predict in terms of what to watch for in 2017.

## Blurring lines between PR and marketing

The lines between PR and marketing have been blurring for

some time, especially with the growth of cellphone penetration.

Whilst PR and marketing haven't worked together in the past, they're now increasingly trying to achieve the same goals for their clients – usually business growth and customer engagement.

With consumers demanding more face-to-face interaction and personal attention, a strong and aligned PR and marketing strategy is needed if you are going to send information to them through the right channels at the right time.

## The power of emotions

According to *Prowlymagazine.com*, targeting the emotions of your customers is a 2016 trend that's set to stay in 2017. So much so, that they are helping people to create more authentic stories, faster, which, in essence, is what PR is all about anyway.

Their take is that emotion can be a powerful tool, as it can build a relationship that can







lead to brand loyalty, but only if you know how to use it. *Prowlymagazine.com* expects to see a major jump in the number of companies that discuss, measure and design for emotion in 2017.

### Content marketing

According to a report from Martech Advisor, live streaming will grow in popularity and recorded video will continue to be popular in 2017.

The report also states that virtual reality might take off, as companies have begun using it to showcase premium products. More email newsletters will be sent out, as email open rates are increasing in certain cases; storytelling will become a key part of content marketing if you want to engage your target audience; and push advertising will fade away as more consumers are learning how to block ads. Advertising, however, will never go away, the ads will just evolve.

### Social media

When social-savvy individuals gathered in New York for PR News' Social Media Conference to discuss brand-building and reputation-enhancement via social media, a major theme throughout the presentations was the privatisation of social media.

According to an article written by Amanda Bell, an account executive at PadillaCRT's New York office, consumers are choosing who they interact with online – and they're doing it 'offline'. Instagram, for example, has added a direct message option that enables users to send photos directly to their friends in a private messaging app. While users continue to tag friends in popular, relatable photos, many users are starting to take the conversation offline.

An article written by entrepreneur, author, blogger and marketer Jeff Bullas states that whilst YouTube was a sensation in

2004, as the technology enabled us to record, upload and view anything we wanted to, 12 years later the mobile phone has become our main broadcasting device which enables us to capture live moments.

According to Bullas, Chatbots – conversational agents designed to simulate intelligent conversation without a human being present – are changing conversations. In the artificial intelligence era it's all about embedding human smarts into machines and their prime functionality remains the same, to improve real-time engagement.

Social media consolidation is another of Bullas' predictions. He says that any evolving industry moves from a Wild West frontier to a more centralised and concentrated group of players over time. In his book *Master Switch: The Rise and Fall of Information Empires*, Tim Wu, a professor at Columbia University, reveals that this pattern has been with us since the rise of the telephone in the 1800s. Social media is no different.

He says, "Facebook bought WhatsApp, Instagram and Oculus Rift. Twitter paid for Periscope. And Microsoft just acquired LinkedIn for a crazy \$27 billion. As big enterprises move into the social media landscape, the rules will continue to change. Control will be exerted and buying a seat at the table will become a high stakes game. We can expect this to continue as smaller social start-ups struggle to break through the clutter. The significance for the modern marketer is that it is dangerous to assume that things will remain the same. You will need to watch the changing landscape and keep reinventing your tactics."

In addition, organic social traffic will more difficult as Facebook, Instagram and others are removing chronological timeline updates. They are starting to make brands invisible unless they start paying. Social media is becoming another paid media channel. This will make more businesses go back to digital basics. But what does that mean for marketers, asks Bullas? "Marketers should be optimising for search engines so that they rank on the first page of Google. Build email lists so you can reach your own audience without a Google or Facebook algorithm blocking or filtering your content and updates. Also pursue a multi-channel strategy," he says.

### Next generation press releases

The changing media landscape will see the traditional press release being replaced with image-driven content to increase consumer engagement and retention and drive sales. The Holmes Report predicts next-generation press releases to be disseminated via videos and social media posts, and this is where PR experts will have to start creating their own content if they want to keep up!

### The mobile mindshift

The Holmes Report also identifies various challenges for defining the future of PR. It says that optimising PR for mobile, for example, is not just about how content will look on a smaller screen. It is a total mindshift, as it must determine how clients' brands fit into their consumers' constant communication.



### Keeping up with the media

In 2017, PR professionals will have to continue to be able to keep up with changing media contacts and editorial changes, especially in a rapidly-changing media environment.

Having accurate media contact information, without having to re-research information pulled from media databases, which is often incomplete or incorrect, is always a challenge. Ensure that you are always in contact with the media that you need to reach on behalf of your clients, to ensure efficient and effective time management.

### Data-driven measurement

The days of only being able to measure PR via AVE are long gone! Besides now being able to reach your target audience directly on social media, the digitalisation of PR provides a wide-range of software that enables us to customise monitoring and analysis reports. We're now not only able to tell our clients where we manage to secure coverage and what the value of the coverage was, but also which content got the best results, who opened the emails and which relationships need to be nurtured.

### PR works around the clock

A digital 2017 means a real-time 2017. Situations don't only occur during regular business hours. In fact, more often than not, they escalate after-hours. With the 24-hour news cycle and real-time social media, PR professionals must always be prepared for a crisis and should develop proactive communication plans way in advance!

### Networked PR teams

With business growth in Africa, PR professionals hoping to get on-board have to understand the geographical and cultural specifics of different countries. This is central to learning about the markets. Networked PR teams, in different countries, will thus more than likely be on the rise in 2017 as they will be able

to share knowledge and insight with each other for an effective, integrated approach.

### Corporate social responsibility

The Holmes Report also indicates that companies are recognising the benefits of corporate social responsibility (CSR) programmes to elevate their values and give back to the community. CSR programmes will continue to be effective in 2017, as consumers are choosing cause-based brands over charitable giving.

### Non-celebrity influencers

In the past, many brands tried to get top celebrities to participate in ads or endorse their products to give them a boost. However, increasingly, consumers turn to bloggers and other influencers in certain niches for their information or entertainment.

In comparison to celebrity endorsers, influencers are easier to find and less expensive to work with.

With these trends and various others on the cards for 2017, be sure to keep your nose to the ground and your eye on the ball if you don't want to be left behind.

