

Education in South African Universities during the coronavirus pandemic.

- by Siyabonga Thwala -

STATEMENT OF OPPORTUNITY/PROBLEM (91 WORDS)

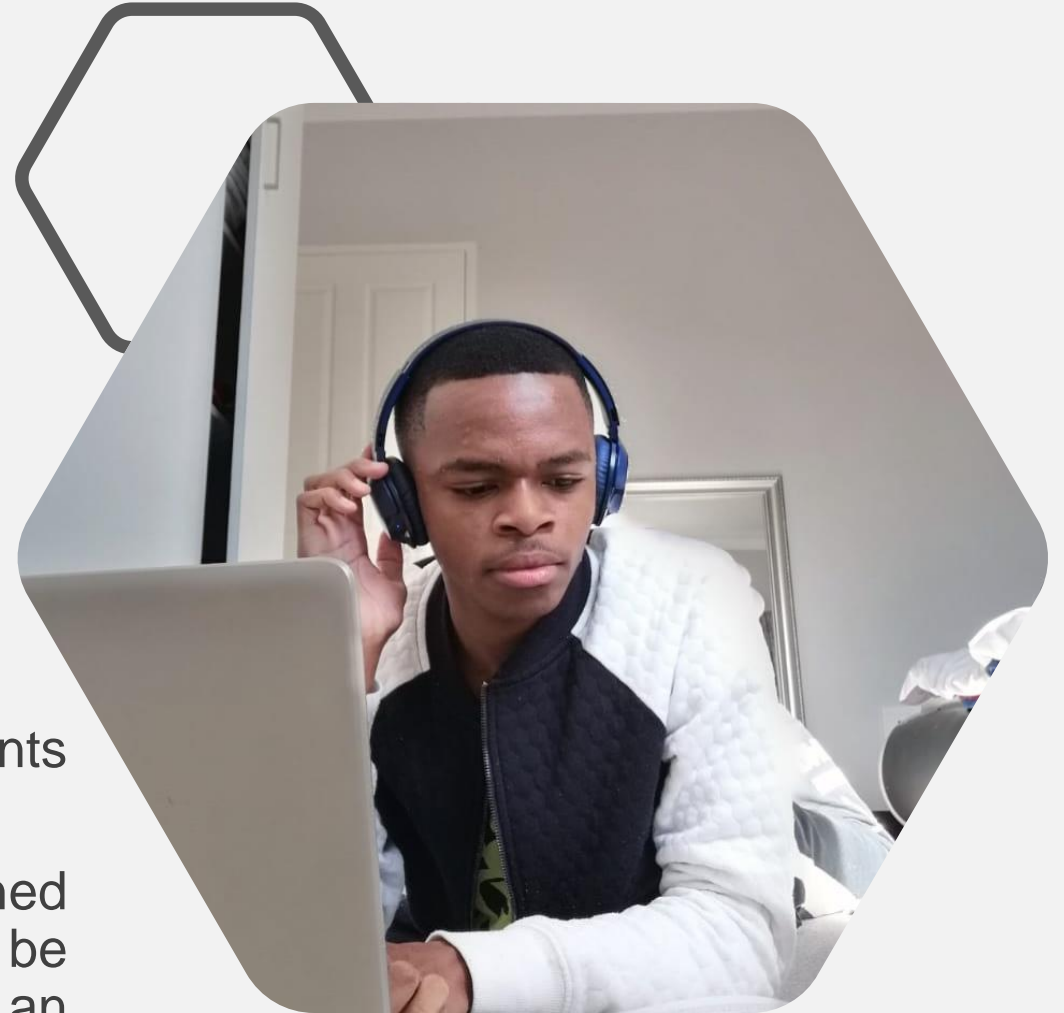
The novel coronavirus global pandemic has disrupted a lot of things, teaching and learning are no exceptions.

Universities resolved to take education to the online space and as a result students had to undergo;

- Online classes
- Online consultations
- Online assessments

This transition came as a challenge for both students and lecturers as they were not prepared for the cause.

The mind is a powerful tool/asset if positioned accordingly. If narratives towards E-Learning could be shifted from negative to positive there will be an improvement achieving the learning outcomes for the students.



RESEARCH (51 words)

12

Number of Universities represented on our survey

29.7%

Students with NO online learning challenges

14.1%

Students without good working devices

26.1%

Students with connectivity problems

73.4%

Students who thinks attitude plays a role in facing their challenges

Google Forms Survey

Social media sites were also used to listen to conversations around online learning from students.

PLANNING (266 words)

Objectives and Goals



Changing narratives

Our primary objective is to change the way students view online learning.



Workability

Through sharing tips on how to study online we hope assist students have a better experience of online learning.



Social Media Growth

Get at least 100 Followers on Instagram, Twitter and Facebook.



Media Features

*One of our goals is to have the campaign features on **at least 2 news or reporting media sites** in order to increase reach and awareness.*



Collaborations

*We want to **collaborate with organizations (2) and student influencers (2)** with a common goal and work together in achieving that goal.*



Online engagement

We want to create a structured way on social media in which students can share their frustrations and get assistance.

Get over 100 tweets with our hashtag.

Have an average of 50 likes on posts.

Have at least 100 viewers for Instagram Live sessions

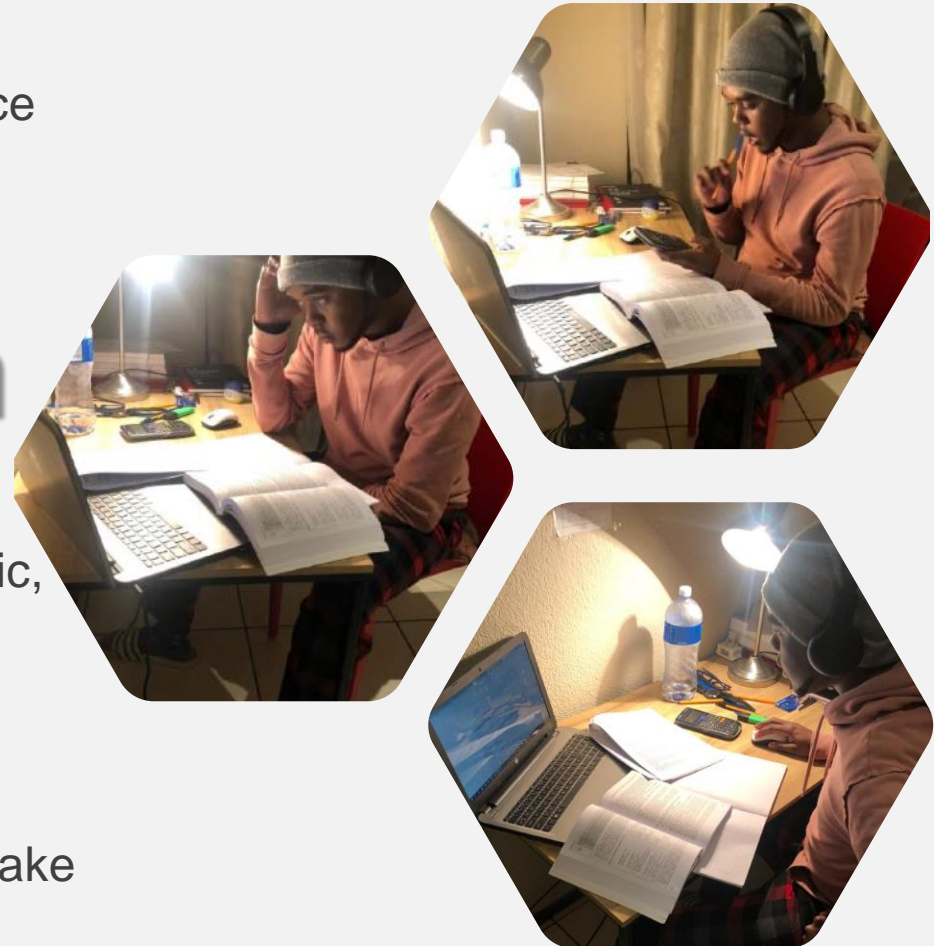
Target Audience

The main target audience are students of the University of Johannesburg. The Campaign also aims to impact and influence all students nationwide as the execution will be online.

Message Formulation

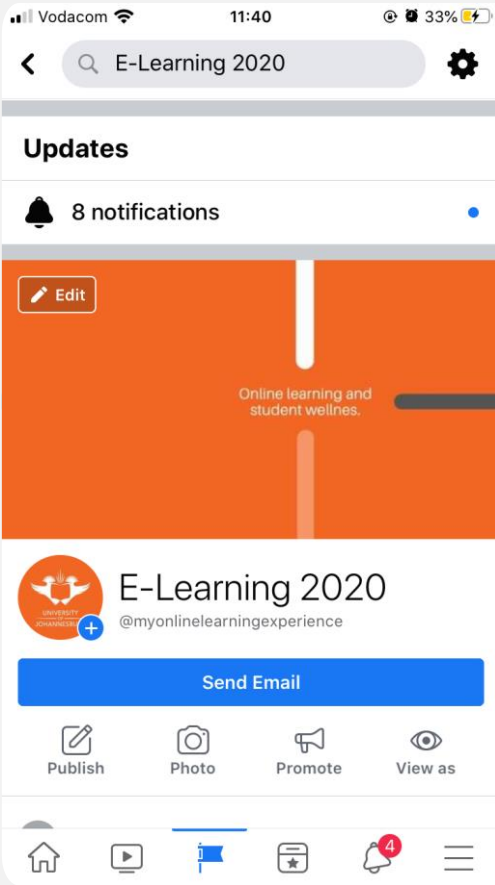
The diversity of the topic did not allow us to explore all the different areas in which education was affected by the pandemic, therefore this campaign mainly focused on the transition from contact to online learning.

Using **#MyOnlineLearningExperience**, this campaign aims to inform and communicate the experiences students have of studying online and use creative communication solutions to make their learning more effective.



Communication Channels

Social Media pages were created to host the campaign as the execution was to be fully digital. Facebook ([E-Learning 2020](#)), Twitter ([@_learnonline](#)) and Instagram ([@_learnonline](#)) were used as the official pages for this campaign.



Execution (342 words)

Social Media Plan

Instagram and Facebook

- *Study tips: **Mondays***
- *Instagram Live Sessions: **Wednesdays***
- *Trends plugging*

Twitter

- *Study tips: **Mondays***
- *Live reporting: **Wednesdays***
- *Trends plugging: **immediate***

**+ 1 ZOOM WEBINAR
(24 September 2020)**

Collaborations

We reached out to a number of professional bodies, student groups and social media influencers to assist in executing the campaign.



THE INTERNATIONAL
ASSOCIATION OF
SCHOOLS OF SOCIAL
WORK



UNIVERSITY OF
JOHANNESBURG
STUDENT'S HUMOR PAGES



MY INDABA – OWN YOUR STORY
Mental Health Campaign



UNIVERSITY OF JOHANNESBURG

- Department of Strategic Communications
- Department of Social Work
- PysCad



CHERYL ZONDI (16K)

- Speaker
- Social Activist
- Founder of Cheryl Zondi Foundation



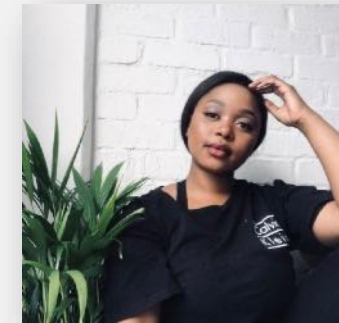
LUYANDA DUMA (89.3K)

- HR Enthusiast , T&D Specialist
- Speaker
- UJ Postgraduate Student



TSHIAMO SMITH (104K)

- Actress
- Brand Influencer
- Undergraduate Student



MICHELLE KHUMALO (12.3K)

- Bachelor of Education Student
- UJ Tutor
- Social Media Influencer

Instagram

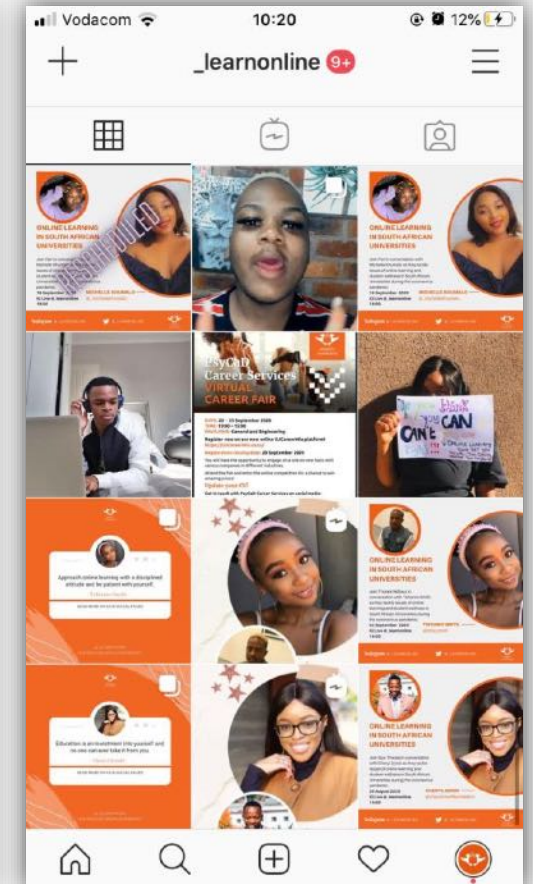
The Instagram page was mostly used to host live sessions with the influencers we had collaborated with, conversations we held on how students can transition to online learning and strive.

Below are links to the Instagram sessions hosted on the campaign Instagram account;

<https://www.instagram.com/tv/CEWu36aFpwb/>

<https://www.instagram.com/tv/CEpD2naFqJx/>


<https://www.instagram.com/p/CBK45kinh-l/>



Twitter

Twitter is one of the platforms where a lot of negative messages about online learning were shared, our strategy was to share positive messages and also use humor to share different experiences of online learning. A lot of students joined in and shared positive messages and some posted their TikTok videos which they made about their online learning experience.

You Retweeted

 **Marie Tshibola**
@marietshibola31

Online learning makes you your own boss but only discipline, courage and self determination can get you through it.

[#Myonlinelearningexperience](#)

 **Ratehang Puseletso**
@RatehangP

[#MyOnlineLearningExperience](#) Ku-rough, Ku-tense...I just can't take this anymore 😞



 **PHILOSOPHY OF UBUNTU**
@MncwangoPhetha

So me 😞

[#MyOnlineLearningExperience](#)



 **E-Learning 2020**
@_LearnOnline

'If you think you can or you can't YOU ARE RIGHT'

Think positively as you approach your studies online.

[#Myonlinelearningexperience](#)
[#onlinelearning](#)



 **TikTok**
@he_innovative_youth

A short story of online learning in South African homes

0:01 / 0:59

3 20 31

Tweet your reply

Facebook

We advertised our Instagram Live sessions on Facebook and Twitter. Additionally we designed and posted mini infographics highlighting the important points from the session in the form of quotes.



ONLINE LEARNING IN SOUTH AFRICAN UNIVERSITIES

Join Siya Thwala in conversation with Cheryl Zondi as they tackle issues of online learning and student wellness in South African Universities during the coronavirus pandemic.

26 August 2020
IG Live @_learnonline 15:00

CHERYL ZONDI
@cherylzondifoundation

Instagram @_LEARNONLINE @_LEARNONLINE



Approach online learning with a disciplined attitude and be patient with yourself.

- Tshiamo Smith -

READ MORE ON OUR SOCIAL PAGES

@_LEARNONLINE
#MYONLINELEARNINGEXPERIENCE



Vodacom 12:28 28%

E-Learning 2020

Home Events About Videos Photos Pos

E-Learning 2020
26 August ·

In this episode; Siya Thwala and Cheryl Zondi tackle issues of online learning and student wellness in South African Universities during the Covid-19 pandemic. Visit our IGTV and enjoy the session, do leave us a comment 🙌
#Myonlinelearningexperience

ONLINE LEARNING IN SOUTH AFRICAN UNIVERSITIES

Instagram @_LEARNONLINE @_LEARNONLINE

Online Event

We collaborated with UJ department of social work and the International Association of SCHOOLS OF Social Work (IASSW) to facilitate a zoom conference in celebration of Mandela Day.

E-Learning 2020
@_LearnOnline

UJ Social Work Department brings you: Students' conversations on Madiba's quotes.

Join in the conversation online from 11:00 am using [#MandelaDay2020](#) [#67MinutesOfTransformation](#) [#MyOnlineLearningExperience](#)

INVITATION
Students' conversations on Madiba's quotes
Department of Social Work
(BSW and CDL at Auckland Park and Soweto Campuses)
Facilitators:
Dr Mphahlele Nkomo and Dr Yaqoob Ndesan
Participants:
Thapelo Phiso Rungqisa
Sharon Nkomo, Orunberg Mungai, Amukelani Mawele, Naledi Kgobane
Saturday, 18 July 2020 @ 11:00 (GMT+2)
Register in advance for Certificate of Attendance and meeting confirmation. 100 participants max.
<https://us20.events.kajabi.com/register/1294f2d2e0466809a3c196a694789464>

UJ News and 3 others



E-Learning 2020
@_LearnOnline

Professor Kammila Naidoo opens up the conference by making remarks on how the words of Mandela if studied carefully can influence the University curricular in South Africa.

[#MandelaDay2020](#)
[#67MinutesOfTransformation](#)
[#MyOnlineLearningExperience](#)



The **POWER OF EDUCATION** extends beyond the development of skills we need for economic success. It can contribute to **NATION-BUILDING** and **RECONCILIATION**.

”

NELSON MANDELA

Facebook Instagram Twitter @_learnonline

E-Learning 2020
@_LearnOnline

A good head and good heart are always a formidable combination. But add a literate tongue or pen, then you have something special.

[#MandelaDay2020](#) [#67minutes](#)
[#MyOnlineLearningExperience](#)
[#NelsonMandelaInternationalDay](#)

Infographics

TIPS FOR SUCCESSFUL ONLINE LEARNING

- 1 STAY ORGANIZED**
Like any other course, it's important to stay organized. Make sure you organize your files in a way that makes sense and makes them easy to find. Also, take good notes while doing your readings or watching online lectures just as you would in any other class.
- 2 MANAGE TIME WISLEY**
Online classes don't meet in person, therefore it might become hard to plan when you complete your work. To help combat procrastination block out time in your calendar so you can study or work on homework.
- 3 SEEK HELP WHEN NEEDED**
Taking an online class may seem isolating at times as you don't see the teacher or your classmates. If you're struggling make sure to reach out to the teacher or email a classmate.

- 4 HAVE CORRECT EXPECTATIONS**
Although you don't meet in person for the class, that doesn't make it a 'blow-off' class. An online course contains the same material and sometimes is completed at a faster pace. As a student, you have to make sure you don't underestimate the class or the professor.
- 5 ESTABLISH A GOOD WORKSPACE**
It's important to create a good workspace as you won't be spending any time in the classroom. Make sure you find a quiet place with a good internet connection, access to power, and freedom from distraction.
- 6 KNOW YOUR RESOURCES**
Before your class starts make sure to check out the resources your school offers as well as the ones your teacher has linked. Also, install any software you might need and make sure your browser is up to date.

E-Learning 2020
@_LearnOnline

Are you one of the students who still can't cope up with the new normal of learning? Here are some tips on how you can study online courses effectively.
Source: @MSEUFPsychSoc

HOW TO STUDY ONLINE CLASSES EFFECTIVELY

- 1. CHOOSE A STUDY SPACE WITH RELIABLE INTERNET ACCESS
- 2. CREATE A STUDY
- 3. TO STAY MOTIVATED



Challenges and Adjustments

We started the campaign using personal pages of the campaign team but later resolved to create pages from the campaign as use our personal accounts to direct audience.

We couldn't host our own webinar and therefore collaborated with another organisation which had already planned one.

#onlinelearning was added in addition of the created hashtag of the campaign and our reach was increased as a result engagement improved.

Evaluation (333 words)

Goals and Objectives	Results
<p>1. Changing narratives</p> <p><i>Our primary objective is to change the way students view online learning.</i></p>	<p>Conversations around online learning changed online with humorous effects and more students started sharing about the benefits of online learning.</p> <p>OBJECTIVE OBTAINED</p>
<p>2. Workability</p> <p><i>Through sharing tips on how to study online we hope assist students have a better experience of online learning.</i></p>	<p>Our study tips infographic were reposted by students and other organisations (@MSEUFPsychSoc) also started sharing study tips online.</p> <p>OBJECTIVE OBTAINED</p>
<p>3. Social Media Growth</p> <p><i>Get at least 100 Followers on Instagram, Twitter and Facebook.</i></p>	<p>Facebook Page – 112 LIKES (OBJECTIVE EXCEEDED) Instagram – 120 FOLLOWERS (OBJECTIVE EXCEEDED) Twitter – 151 Followers (OBJECTIVE EXCEEDED)</p>

Goals and Objectives

Results

4. Media Features

*One of our goals is to have the campaign features on **at least 2 news or reporting media sites** in order to increase reach and awareness.*

Campaign was featured in one online blog site and one newspaper.

OBJECTIVE OBTAINED

5. Collaborations

*We want to **collaborate with organizations (2)** and **student influencers (2)** with a common goal and work together in achieving that goal.*

We collaborated with 4 organisations and 4 Influencers

OBJECTIVE EXCEEDED

6. Online engagement

Get over 100 tweets with our hashtag.

Get at least 100 Instagram posts.

Have an average of 50 likes and 20 comments on Instagram posts.

Have at least 100 viewers for Instagram Live sessions

Hashtag track – over 500 tweets (OBJECTIVE EXCEEDED)

50 Instagram Posts (OBJECTIVE UNOBTAINED)

Instagram likes and comments average – 20 likes and 2 comments on average (OBJECTIVE UNOBTAINED)

Instagram lives viewers average – 200 (OBJECTIVE EXCEEDED)

Media Feature (Blog)

We partnered with a blogger to publish an article we had written about our campaign and encourage students to follow the hashtag in order to get assistance when dealing with online learning and to also share their personal experiences of online learning.

Here is a link to the blog post; <https://winkaffects.home.blog/2020/06/23/myonlinelearningexperience/>



Media Feature (Newspaper)

The campaign was featured on a student newspaper called 'Student Living' published by MeD8 Media.



Word Count: 1083 WORDS