

# SOCIAL MEDIA ASSESSMENT FOR YOUNG PEOPLE WITH DISABILITIES IN BOTSWANA, NAMIBIA, MOZAMBIQUE, MALAWI AND ZAMBIA



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# 1.0 EXECUTIVE SUMMARY

The Southern Africa Federation of the Disabled (SAFOD) is a leading disability-focused network engaged in coordinating activities of Organizations of Persons with Disabilities (OPDs) in the Southern Africa region working in all the 16 countries of Southern Africa Development Community (SADC). In each of these countries, SAFOD coordinates programs and activities through its national affiliates.

Despite SAFOD conducting a series of training sessions in recent years to build the capacity of some youths with disabilities in using online media to advance disability mainstreaming in the region, such intervention did not bear satisfactory results due mainly to resource constraints among the trained youths as well as broadly within the affiliated OPDs.

To address these gaps, SAFOD embarked on a new pilot project supported by UNICEF. The #InclusiveYoungVoices (#IYV), which was piloted in five countries, namely Botswana, Namibia, Mozambique, Zambia, and Malawi, sought to provide a platform for youth and children with disabilities to use social media and other online tools to advocate for the effective mainstreaming of disability within national and regional youth/children development frameworks in the SADC region. It also sought to digitize disability rights advocacy to catch up with the digital era of advocacy and communication.

The project rolled out with an assessment survey targeting youths and children with disabilities within the five countries to identify the capacity of OPDs and young people with disabilities with regards to social media advocacy. The youth and children participated in Focus Group Discussions (FGDs) and one-on-one interviews aimed at assessing the capacity of children and youths with disabilities and their Organizations of People with Disabilities (OPDs) to use online e-tools, including social media, to run disability mainstreaming campaigns.

The survey showed that the majority of participants (over 50%) were more active on Facebook than on any other social media platform, with the rest constituting less than 50%, combined, being activities on other platforms like Twitter, Instagram, Tik Tok, WhatsApp, Likee, Meet me, WhatsApp, and others. This justified the need to build their capacity in other social media platforms as well if they were to be more effective in social media advocacy on disability mainstreaming.

The survey also found that there was need to expose the youths with disabilities to capacity-building training for varied the technical skills, such as making social media posts more visible/noticeable, how to effectively use video posts on social networks, how to effectively use images on social posts, writing compelling stories on blogs, tracking techniques for social media impact, and ethical issues related to posting on social media.

The assessment recommended that youth with disabilities should be encouraged to use or be active in other social networking platforms so that their engagements with the community can be visible.

It also recommended that OPD organizations should share information with youths with disabilities on how they can improve their number of followers in their social media networks. This will ensure their visibility to the community.

It was envisaged the results of the assessment would not only inform effective implementation of the #IYV project, but also inform the development of a long-term social media strategy for SAFOD that puts children and young people with disabilities, alongside their OPDs, at the core of the design, implementation, and evaluation.

## 2.0 DATA ANALYSIS

### 2.1 One-on-One Interviews

The one-on-one interviews aimed to assess the capacity of children and youths with disabilities and their Organizations of People with Disabilities (OPDs) to use online e-tools, including social media, to run disability mainstreaming campaigns. The following were the key findings.

#### 2.1.1 Consent for Social Media Assessment survey

It is clear from the results that all the participants agreed to participate in the survey. A total of 4 (4%) participants indicated that they do not grant permission for the data generated from the interview to be used in the researcher's publications on this topic (*Ref. Appendix A, Table 1a*).

#### 2.1.2 Demographic information

In relation to demographic characteristics, a total of 100 participants came from Botswana, Malawi, Zambia and Namibia each with 20 participants who participated in the survey. Majority of participants (59.8) reside in urban locations as compared to those who reside in semi-urban and rural locations. When responding to a question on gender, most of those who participated in the survey are females with 56.6% while males stood at 43.4%. Clearly, most of the participants are those who fall in the age category of 18 to 24 years old (*Ref. Appendix B, Table 1b*).

**Table 1: Type of disability**

<b>Disability</b>	<b>Frequency</b>	<b>Valid Percent</b>	<b>Cumulative percent</b>
<b>Other (please specify)</b>	<b>12</b>	<b>12.9</b>	<b>12.9</b>
<b>Mobility and Physical Impairments</b>	<b>25</b>	<b>26.9</b>	<b>39.8</b>
<b>Spinal Cord Disability</b>	<b>5</b>	<b>5.4</b>	<b>45.2</b>
<b>Head Injuries - Brain Disability</b>	<b>4</b>	<b>4.3</b>	<b>49.5</b>
<b>Vision Disability</b>	<b>27</b>	<b>29.0</b>	<b>78.5</b>
<b>Hearing Disability</b>	<b>9</b>	<b>9.7</b>	<b>88.2</b>
<b>Cognitive or Learning Disabilities</b>		<b>7</b>	<b>7.5 95.7</b>
<b>Psychological Disorders</b>		<b>3</b>	<b>3.2 98.9</b>

<b>Invisible Disabilities</b>	<b>1</b>	<b>1.1</b>	<b>100.0</b>
<b>Total</b>	<b>93</b>	<b>100</b>	

A total of 93 participants responded to a question on the type of disability that they have. Majority of participants (29%) indicated that they have vision disability followed by 26.9% who stated that have mobility and physical impairments. Out of all the participants who participated in the survey, a total of 9 (9.7%) noted that they have hearing disability and only one participant indicated that they have invisible disabilities.

Other disabilities mentioned by participants include albinism (38.9%), intellectual disability (5.6%), physical disability (22.2%) as well as those with both visual impairment and albinism (5.6%) (*Ref. Appendix E, Figure 1e*).

**Figure 1: Information about the survey**

When asked how they first heard about the survey, the results indicate that most of the participants heard through word of mouth followed by those who heard from social media. About 4% and 3% of participants heard from newspaper and TV respectively.

**Table 2: Other media about the survey**

<b>Other media</b>	<b>Frequency (%)</b>
<b>FEDOMA selected me to be a participant</b>	<b>1 (12.5)</b>
<b>From my organization (SIAM)</b>	<b>1 (12.5)</b>
<b>My colleague</b>	<b>1 (12.5)</b>
<b>Over the cell phone</b>	<b>2 (25)</b>
<b>Testing</b>	<b>1 (12.5)</b>
<b>Through Mrs Elizabeth</b>	<b>1 (12.5)</b>
<b>WhatsApp group</b>	<b>1 (12.5)</b>
<b>Total</b>	<b>8 (100)</b>

The participants further stated other media through which they heard about the survey. They indicated that they heard over the cellphone, WhatsApp group, from their organization and their colleagues.

**Figure 2: Social networking websites one currently has an account with**

Clearly, most of the participants have accounts on Facebook (43%) followed by those who have Instagram accounts (26%). A total of 11% stated that they have accounts in Twitter social network while 5% have LinkedIn accounts. The least accounts are in Pinterest social networking website.

**Table 3: Other social networking websites one currently has an account with**

<b>Networking websites</b>	<b>Frequency</b>	<b>Percent</b>
<b>Tik Tok</b>	<b>3</b>	<b>7.1%</b>
<b>Tik Tok, WhatsApp, Likee</b>	<b>1</b>	<b>2.4%</b>
<b>WhatsApp</b>	<b>30</b>	<b>71.4%</b>
<b>WhatsApp, Email, Skype</b>	<b>1</b>	<b>2.4%</b>
<b>WhatsApp, Telegram</b>	<b>1</b>	<b>2.4%</b>
<b>WhatsApp, Tick Tok</b>	<b>2</b>	<b>4.8%</b>
<b>None</b>	<b>4</b>	<b>9.5%</b>
<b>Total</b>	<b>42</b>	<b>100.0%</b>

When asked to specifically state other social networking websites where they have accounts, it is clear from the results that majority of participants (42%) have accounts on WhatsApp. Other social networking websites listed are Tik Tok, Likee, Email, Skype, and Telegram.

**Figure 3: Social networks one is active on**

The participants also responded to a question on which social network they are active on. At least 50% of all the participants indicated that they are active on Facebook. Moreover, 15% of all the participants are active on Instagram, 8% are active on Twitter while 4% are active on Snapchat.

**Table 4: Other social networks one is active on**

<b>Social networks</b>	<b>Frequency</b>	<b>Percent</b>
<b>Tik Tok, WhatsApp, Likee, Meet me</b>	<b>1</b>	<b>3.3%</b>
<b>WhatsApp</b>	<b>28</b>	<b>93.3%</b>
<b>WhatsApp, Tik Tok</b>	<b>1</b>	<b>3.3%</b>
<b>Total</b>	<b>30</b>	<b>100%</b>

The participants were asked to state other social networks and most of the participants stated WhatsApp network. Other social networks stated by the participants are Tik Tok, Likee and Meet me.

**Figure 4: Time spent on social media**

According to the results shown in Figure 4 above, majority of participants (32%) spend approximately 3 – 5 hours per week. An equal percentage of participants are shown for those who spend approximately 1 – 2 hours and less than 1 hour respectively. Minority of participants with 13% spend at least 11 hours in a week. A total of 7% and 4% stated none at all and not sure respectively.

**Figure 5: Social network where one would spend more time**

The results in Figure 6 reveal that most of the participants spend more time on Facebook (31%) followed by Twitter (26%) and then Instagram (21%). An equal percentage of participants who are the minority indicated that they spend more time on Snapchat and Pinterest respectively. A total of 7% of all the participants spend more time on Blogging platforms.

**Table 5: Other social network where one would spend more time**

<b>Social network</b>	<b>Frequency</b>	<b>Percent</b>
<b>Tik Tok</b>	<b>2</b>	<b>22.2%</b>
<b>WhatsApp</b>	<b>6</b>	<b>66.7%</b>
<b>None</b>	<b>1</b>	<b>11.1%</b>
<b>Total</b>	<b>9</b>	<b>100%</b>

Other social networks stated by the participants which they spend more time on are WhatsApp (66.7%) and Tik Tok (22.2%). Clearly, most of the youths spend more time on WhatsApp.

**Table 6: Number of followers one currently has on social networks**

	<b>0-50</b>	<b>51-100</b>	<b>101-200</b>	<b>201-300</b>	<b>301-400</b>	<b>401-500</b>	<b>501-1000</b>	<b>1001-2000</b>	<b>2001-5000</b>
<b>Facebook</b>	9	6	5	7	4	3	11	6	5
<b>Twitter</b>	15	1	0	0	0	0	1	1	0
<b>LinkedIn</b>	9	1	1	0	0	0	0	0	0
<b>Snapchat</b>	7	1	0	0	0	1	1	0	0
<b>Google+</b>	5	4	0	0	0	0	0	0	0
<b>Instagram</b>	8	8	4	4	2	3	6	2	1
<b>Pinterest</b>	7	0	0	0	0	0	0	0	0
<b>Blogging platforms</b>	7	0	0	0	0	0	0	0	0
<b>Other</b>	1	2	1	0	1	0	0	0	0

The results in the Table 6 show the number of participants for each response against the social networks. Moreover, mean scores are shown corresponding to each social network. The highest mean is 6.11 for Snapchat number of followers ranging between 401 – 500 followed by Pinterest with mean score of 6. The lowest mean score is 3.78 for Twitter implying that the number of followers ranges between 101 – 200.

**Figure 6: Other social networks**

The participants were specific in relation to other social networks and indicated Facebook which stand at 72% as the highest and Tik Tok is 14% similar to those who indicated ‘none’.

**Table 7: Number of likes, comments, shares/retweets one receives per week**

	<b>0-50</b>	<b>51-100</b>	<b>101-200</b>	<b>201-300</b>	<b>301-400</b>	<b>401-500</b>	<b>501-1000</b>	<b>1001-2000</b>	<b>2001-5000</b>
<b>Facebook</b>	19	8	12	8	0	4	4	0	0
<b>Twitter</b>	13	1	0	0	0	0	0	1	0
<b>LinkedIn</b>	8	0	0	1	0	0	0	0	0
<b>Snapchat</b>	4	2	1	1	0	0	1	0	0
<b>Google+</b>	4	2		1	0	1	0	0	0
<b>Instagram</b>	19	3	3	2	1	3	1	0	0
<b>Pinterest</b>	5	0	0	1	0	0	0	0	0
<b>Blogging platforms</b>	5	0	0	0	0	0	0	0	0
<b>Other</b>	6	1	1	0	0	0	0	0	0

Similarly, the table shows the number of participants, the mean score and the variance corresponding to each social media network. The highest mean value stands at 6.62 for Pinterest and the lowest is 3.00. Generally, the results imply that most of the participants who participated in the survey have likes, comments, shares/retweets ranging between 101 and 500 received in a week in terms of social media engagement.

**Figure 7: Other social networks**

Similar results with those in Figure 6 were revealed. The participants indicated Facebook (72%) as the highest and Tik Tok (14%) as the lowest.

**Table 8: Reasons for using social media**

Reason	Percentage
1. fundraising	13
2. Event Promotion	19
3. Volunteer recruitment	16
4. conversation /direct interaction with followers	23
supporter recognition (donors, volunteers, e.t.c)	16
5. share organizational outcomes/output(success stories from your services)	16
6. share news/information about your organization	15
7. share news/information about your cause	23
employee recruitment	5
8. none of the above	16

<b>Other reasons</b>	<b>Frequency</b>	<b>Percentage</b>
Advertising	1	11.1 %
I post about myself (pictures and videos)	1	11.1 %
Personal reasons	1	11.1 %
No phone	1	11. %
None	5	55.6 %
Total	9	100%

The participants indicated their reasons for using social media networks at personal level, on behalf of an organisation and/or another person. Majority of participants with 23% have stated ‘share news/information about your cause’ and ‘conversation /direct interaction with followers’ respectively. A total of 19% indicated that they used social media for event promotion and 13% noted fundraising as their reason for having used social media.

**Table 9: Social media network one would need more capacity support on**

	<b>1 (Highest need)</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5 (Least need)</b>	<b>Mean score</b>	<b>Variance</b>
<b>Facebook</b>	<b>33</b>	<b>10</b>	<b>9</b>	<b>8</b>	<b>18</b>	<b>2.59</b>	<b>2.71</b>
<b>Twitter</b>	<b>24</b>	<b>7</b>	<b>7</b>	<b>1</b>	<b>5</b>	<b>2.00</b>	<b>1.86</b>
<b>LinkedIn</b>	<b>28</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>6</b>	<b>1.84</b>	<b>2.35</b>
<b>Snapchat</b>	<b>17</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>6</b>	<b>2.21</b>	<b>2.74</b>
<b>Google+</b>	<b>15</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>5</b>	<b>2.25</b>	<b>2.56</b>
<b>Instagram</b>	<b>30</b>	<b>6</b>	<b>9</b>	<b>4</b>	<b>6</b>	<b>2.09</b>	<b>2.01</b>
<b>Pinterest</b>	<b>10</b>	<b>2</b>		<b>2</b>	<b>8</b>	<b>2.82</b>	<b>3.58</b>
<b> Blogging platforms</b>	<b>18</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>2.10</b>	<b>2.60</b>
<b>Other</b>	<b>7</b>	<b>1</b>		<b>1</b>	<b>8</b>	<b>3.12</b>	<b>3.86</b>

In relation to the need for capacity support to the participants on social media network, the highest mean score shown is 3.12 for other social media network while the lowest mean stands at 1.84 for LinkedIn. The highest variance is 3.86 for other social media network and the lowest variance is 1.86 for Twitter. Since the mean score ranges between 1 and 3 rankings, it is clear from the results that there is need for youths with disabilities to undergo a capacity building training on social media networks.

**Figure 8: Other social media network one would need more capacity support on**

When the participants were asked to state other social media networks which need a capacity support on, majority with 66.7% stated WhatsApp and 33.3% of the participants indicated Tik Tok.

**Table 10: Social media goal for which one would need more training support**

<b>Reason</b>	<b>1 (Highest need)</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5 (Least need)</b>	<b>Mean score</b>	<b>Variance</b>
<b>Fundraising</b>	<b>42</b>	<b>8</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>1.64</b>	<b>1.54</b>
<b>Event promotion</b>	<b>32</b>	<b>8</b>	<b>8</b>	<b>3</b>	<b>7</b>	<b>2.05</b>	<b>2.01</b>
<b>Volunteer recruitment</b>	<b>25</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>9</b>	<b>2.27</b>	<b>2.49</b>
<b>Conversation / direct interaction with followers</b>	<b>26</b>	<b>5</b>	<b>8</b>	<b>5</b>	<b>10</b>	<b>2.41</b>	<b>2.55</b>
<b>Supporter recognition (donors, volunteers, etc.)</b>	<b>25</b>	<b>9</b>	<b>6</b>	<b>4</b>	<b>8</b>	<b>2.25</b>	<b>2.27</b>

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**Share organizational outcomes/output (success stories from your services)**    **26 9 7 5 9 2.32 2.33**

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**Share news/information about your organization**    **27 9 6 5 7 2.19 2.15**

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**Share news/information about your cause**    **30 5 8 3 6 2.15 2.67**

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**Employee recruitment**    **21 1 5 5 16 2.88 3.26**

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**Other**    **6 2 0 4 4 2.88 3.05**

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The results above show the number of participants, the mean score and variances corresponding to each social media goal. The highest mean score is 2.88 for ‘employee recruitment’ while the lowest is 1.64 for ‘fundraising’. The highest and the lowest variance is 3.26 and 1.54 respectively for ‘employee recruitment’ and ‘fundraising’. This implies that the variability of the social media goals is significant in relation to how the participants responded to the goals. Furthermore, the mean score range between 1 and 2 rankings which imply that there is need to undergo capacity building training for all the stated social media goals.

**Table 11: Specific technical skills for which one need more support**

<b>Technical skill</b>	<b>1 (Highest need)</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5 (Least need)</b>	<b>Mean score</b>	<b>Variance</b>
<b>Making social media posts more visible/noticeable</b>	<b>47</b>	<b>9</b>	<b>3</b>	<b>3</b>	<b>10</b>	<b>1.89</b>	<b>2.13</b>
<b>How to effectively use video posts on social networks</b>	<b>35</b>	<b>13</b>	<b>2</b>	<b>6</b>	<b>6</b>	<b>1.95</b>	<b>1.88</b>
<b>How to effectively use images on social posts</b>	<b>34</b>	<b>8</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>2.00</b>	<b>2.14</b>
<b>Writing compelling stories on blogs</b>	<b>35</b>	<b>9</b>	<b>7</b>	<b>4</b>	<b>7</b>	<b>2.02</b>	<b>1.98</b>
<b>Tracking techniques for social media impact</b>	<b>32</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>12</b>	<b>2.32</b>	<b>2.62</b>



Additionally, the participants mentioned other technical skills which are ‘linkages with different social media platforms’ and ‘how to effectively use online tools’.

**Table 13: Measuring the success on social media efforts**

<b>Measure</b>	<b>Percent</b>
<b>Number of followers</b>	<b>32</b>
<b>Amount of engagement (likes, comments, shares, retweets, etc.)</b>	<b>47</b>
<b>Amount of referral traffic (users clicking links in posts)</b>	<b>5</b>
<b>Number of conversions (donations, sign-ups, etc.) from referral traffic</b>	<b>5</b>
<b>I'm not currently measuring</b>	<b>30</b>
<b>Other (please specify)</b>	<b>0</b>

When responding to a question on how they measure the success of their social media efforts, the results showed that majority of participants (47%) use the number of engagements such as likes, comments, shares, retweets and so on. A total of 32% seem to prefer to measure the success by using the number of followers while 30% indicated that they are not measuring the success. Clearly, most of youth with disability prefer to use the amount of engagement to measure the success on social media efforts.

**Figure 9: Whether one has ever used a third-party tool for posting to social media**

The results in Figure 9 indicate that majority of participants with 91.3% responded that they have never used a third-party tool for posting to social media as compared to those who used a third party (8.7%). The findings therefore indicate that most of the youth with disabilities never use a third-party tool for posting to social media platforms.

The participants were asked why they used a third-party tool for posting to social media. The reasons stated is that Tweet Deck helped in understanding more information and it helped a lot during the election campaigns (*Ref. Appendix F, Table 1f*).

## 2.2 Social Media Focus Group Discussions (FGDs) for OPDs

The Focus Group Discussions (FGDs) aimed to assess the capacity of children and youths with disabilities and their Organizations of People with Disabilities (OPDs) to use online e-tools, including social media, to run disability mainstreaming campaigns. The following were the key findings.

### 2.2.1 OPDs' Goals when using social media

#### **Botswana**

The first participant indicated that they wish to reach a large audience. On a different response, the second participant stated that they do not know about such platforms in their organizations.

#### **Malawi**

The participants in Malawi responded that they post their programs or activities to inform people on current activities undergoing for the organisations. Another participant indicated that they do public awareness as well as advocacy. Their organisation also ensures that they enhance their visibility through networking with other organisations and/or donors.

#### **Mozambique**

Both the first participant and second participant stated that they use WhatsApp in their OPD for internal purposes and they use Facebook to publish information about Albinism. The third participant who is part of the Association of Youth with Disabilities indicated that they use WhatsApp and Facebook. On a similar note, the fourth participant who was from the Association of Psychosocial Disabilities also stated that they use WhatsApp and Facebook. The participant also emphasised that they use FAMODs page to make their posts. For instance; last year they launched a documentary showing the lives of persons with psychosocial disabilities and they used FAMODs page and also paid private platforms to publish the information though it was a challenge.

According to the fifth participant, they mostly use WhatsApp in the Association of the Blind because it's easier for the disabled to use and they can get real-time updates about the association. The participant further stated that they share information about the association that helps them get closer because of the platform. The sixth participant who is in the Association of Deaf Youth indicated that they use email to receive and send information to stakeholders.

## **Namibia**

According to the first participant, they are able to reach more people where one cannot mobilize them physical, getting potential donors, awareness of the work that one is doing in an inexpensive way. As compared to a website, it does not have a limit as one is able to broaden his/her scope. The second participant noted that they use Facebook to promote the work which they do for instance, donating wheelchairs. The participant also indicated that Facebook helps with visibility and increases their reach.

## **Zambia**

When responding to a question, the first participant said they expect to interact with other organisations for non-disabled persons and they will be looking out for jobs and scholarship opportunities for their members. The second participant believes that it is an opportunity for persons with disabilities to come out while the third participant indicated that it helps to influence change so that the society at large can accept persons with disabilities as part of human diversity.

The fourth participant said they use it because that is where most of the youth are found. They also use it again for recording keeping and to influence decisions. Both the fifth and seventh participant indicated that they use it as a means of communication of whatever is trending elsewhere and it is another way of networking. The sixth participant said they use it to share information with different stakeholders inclusive of the government because the duty bearers are not so much aware of issues of disabilities. They also want to make sure that they influence them to change their mindset so that they can think of inclusiveness when doing other things.

## **2.2.2 How OPDs measure the success of social media efforts**

### **Botswana**

A participant indicated that when they visited the KDPA organization where they pledged to support the organisation by creating a Facebook page for the organisation. Another participant said he/she even went so far as to contact the BOFOD chairperson for advice on developing a profile for the organisation.

### **Malawi**

One of the participants in Malawi indicated that their OPD measure the success of their social media efforts by using the number of likes on the Facebook pages and the donor is connected through Facebook and other social media platforms. The participant gave an example of Humanity and Inclusion project: Making It Work which went to the implementation area after seeing the story on VIHEMA Facebook page. They then visited VIHEMA offices to inquire to accompany them on their next visit to the project site and this was an achievement for the organisation.

### **Mozambique**

Clearly, most of the participants in Mozambique use different social media platforms to measure their success. According to the seventh participant, Facebook, WhatsApp as well as emails are used so as to encompass more people. The participant stated that they use WhatsApp for internal communication between the organisations in Maputo and Gaza regions. The fifth participant mentioned that they use WhatsApp platform because it is impossible for them to use hardcopy material and it is easier to distribute the information.

The sixth participant noted that they use Facebook to publicize their activities while WhatsApp is used where they want their members to receive information. The participant indicated that their organisation uses emails to communicate with other stakeholders. Consistent with other participants, the fourth participant indicated that they use WhatsApp to communicate with their members who are spread across the country in other provinces. Moreover, they use Facebook to spread awareness about their OPD and cause.

When he commented, the third participant stated that they use media platforms to break myths about albinism and to bring notification, mobilize, as well as sharing achievements of persons with albinism to motivate others. With WhatsApp, they use it internally since they are widespread and share personal experiences in the organisation.

The eighth participant indicated that their organisation defends the rights of children with disabilities and so, they use social media to increase the visibility of their organisation. They also use WhatsApp as a database platform because they post their support groups on.

## **Namibia**

When responding to a question, the first participant indicated that they use the number likes, shares and views which help them to measure their success. The second participant said they are able to measure their success when they receive feedback from their followers through comments.

## **Zambia**

Similarly, a participant in Zambia pointed out that they measure their success through the number of engagements such as likes, shares, views and comments on their posts. In that way they can tell if they are succeeding and reached a great number of people on social media with their posts. The second participant indicated that they normally track progress and so they can tell by the feedback that they get from the public.

### **2.2.3 Key social media opportunities/benefits for OPDs**

Participants outlined the following key opportunities/benefits that OPDs have derived from using social media in the context of disability advocacy work:

#### **Botswana**

One participant in Botswana stated that they are able to know the impact through the comments and the likes on their posts.

#### **Malawi**

The participants noted that a lot of people are already subscribed to social media like Facebook. Therefore, when posts are made, they reach more people faster. They also emphasized that it is an affordable means of communication, faster, an effective learning platform and provides easy identification of new members.

#### **Mozambique**

The seventh participant stated that they are very weak with the use of social media in their OPD which led to a wide gap and they still have a long way to go. According to the fifth participant, WhatsApp platform has brought them closer in their organisation because the communication is now easier. They meet frequently and can update each other easily through WhatsApp.

The second participant indicated that they receive reports from Facebook statistics such as likes, follows, shares and comments. The participant further noted that they have noticed an increase in the number of shares of the content they post since last year. They have started receiving calls from different people who want to take part in their activities. So these help them monitor progress in their social media progress. In relation to WhatsApp, people feel the need to buy smartphones so they can join their WhatsApp group because they share important information.

The sixth participant narrated that when they share information on Facebook, they get more reactions from persons with disabilities as compared to the ones who are non-disabled persons.

### **Namibia**

A participant in Namibia stated that a donor was able to locate them through their social media platform. They previously mobilized members using the social media platforms and they also use it to get feedback from people.

### **Zambia**

The first participant indicated that it is through social media that they are able to find business opportunities whereas the third participant said information dissemination has been made easy. The second participant stated that it is another way of recruiting and enrolling new members through the feedback that they receive from the public. The participant explained that some parents can make a follow up of their posts and sign-up membership with them for their children with disabilities. According to the fourth participant, it helps to influence policies so that such policies can be reviewed and become inclusive for all.

## 2.2.4 Social media networks that organizations are active on

### **Botswana**

The fifth participant noted that they are active on Facebook, WhatsApp and the website. The first participant said they are on both Facebook and the website while the second participant indicated that they are active only on Facebook.

### **Malawi**

When responding to a question what social media networks are their organizations active on, the participants in Malawi mentioned WhatsApp, Zoom, Twitter though they are not very active and YouTube.

### **Mozambique**

When asked the same question, the participants in Mozambique indicated that their organisations are active on WhatsApp, television and Facebook to increase their visibility.

### **Namibia**

The first participant in Namibia mentioned both Facebook and WhatsApp while the second participant said they are only active on Facebook.

### **Zambia**

Only one participant from Zambia responded to the question. Their organisation is active on Facebook, Twitter, Instagram, YouTube and WhatsApp.

## 2.2.5 Why organizations prefer to be active on the identified social media networks

### **Botswana**

The sixth participant indicated that Facebook is widely used unlike Twitter and other networks. On a different note, the third participant said Facebook is user-friendly and targets a large number of people and the content creation is easier than on other networks.

### **Malawi**

When asked a question, one of the participants who attended the discussion indicated that the social media networks are easy to learn and operate even for those with learning difficulties or intellectual disabilities. Another participant explained that the gadgets required to access the social media are cheaper for instance, WhatsApp only needs mobile phones to operate.

### **Namibia**

The first participant in Namibia explained that the gadget is cheaper to use and easy to operate and the second participant indicated that the gadget helps to reach out to a large number of people.

### **Zambia**

When the discussions were carried out in Zambia, the first participant stated that their organisation is active on social media network because most people are registered with the platforms. The second participant indicated that the platforms are the easiest means of communication. The third participant and the fourth participant explained that there is more coverage for one who uses the platforms.

## 2.2.6 Level of satisfaction with how organizations are currently using social media in promoting the disability agenda

### Malawi

A participant from VIHEMA rated 7/10 for the level of satisfaction with how their organisation is currently using social media in promoting the disability agenda in their country. The participant explained that the use of the forums provides quick responses to issues posted from different members in the group and it also provides an opportunity for people who do not attend formal forums or meetings to learn on the current issues concerning them.

Another participant rated 5/10 and his/her explanation was that the information on the social media platforms is given to people with disabilities who have devices that can access the social media platforms while the other group who fail to access such information are left with outdated information. People with other disabilities for instance, the blind are limited due to lack of proper support technologies.

Another rating of 6/10 was mentioned and supported by saying the small phones can be used by all persons including the blind for communication and the deaf are able to communicate through text messages. Still on the same note, a rating of 4/10 for Malawi for the Blind was raised. The participant explained that a membership of over 700,000 visually impaired individuals, less than half of them have accessible devices for social media.

Another rating of 4/10 was mainly for a reason that the topic discussed on the group forums on social media are only tackled internally without spreading to other groups which are not integrated to the disability advocacy. A rating of 65% for FEDOMA was indicated. The participant pointed out that it is effective since they are able to post activities done by the organization or their affiliates but the management of the Facebook page is done by a single individual which leads to absence of posts during the time the person accountable is not around.

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For DWOOM, a rating of 4/10 was given. The main reason was that it is a newly developed organisation so their social media platforms like WhatsApp and Facebook page are also new. The participant explained that most of the communications in the organisation are done by phone calls or text messages.

### **Namibia**

One participant in Namibia stated that they rate the level of satisfaction by seeing the feedback and considering their followership.

### **Zambia**

One participant explained that they see the content that they created trending on the platforms and that is how they rate their level of satisfaction with how their organisation is currently using social media in promoting the disability agenda in their country.

## 2.2.7 The nature of key capacity challenges that limit effective participation on social media

### **Botswana**

The fourth participant in Botswana indicated that the internet is expensive and also network coverage is poor in especially in other areas. The second participant noted that they do not have computers. The same participant said they do not even know anything about social media. He/she further pleaded that they would greatly appreciate any training towards knowing about social media.

### **Malawi**

When asked the same question in Malawi, the participants indicated that they do not have gadgets like voice note pads and other supportive devices. They also mentioned that there is lack of skills and knowledge on how to use the social media platforms. They also indicated that they have a challenge on issues related to finance.

### **Namibia**

One participant in Namibia stated that there is lack of data and smart phones while the other participant decried lack of money and resources to afford data.

### **Zambia**

In Zambia, the first participant pointed out that they have a challenge in relation to the cost that comes with buying data bundles. The second participant and the third participant mentioned that there is lack of assistive devices and assistive devices are expensive respectively. The fourth participant and the fifth participant said there is lack of capacity specifically the know how part of it. The participants emphasized that generating stories requires the know how skill in order for such stories to be posted to the right audience. According to the sixth participant, the lack of human resource is a challenge that they are experiencing as a key capacity challenge that limit or could potentially limit their effective participation.

## 2.2.8 Recommendations on how capacity challenges be resolved

### **Botswana**

When responding to a question on how the capacity challenges can be resolved, the send participant recommended that they need funding in order to solve a lot of their challenges. The participant further explained that they are in the process of developing a profile so they can resource mobilizes.

### **Malawi**

The participants in Malawi also made recommendations and they indicated that there should be an annual funding or support for communication requirements and management for OPDs' advocacy wing. There is also a need for an establishment or management of a resource center where affiliates can access ICT services like internet. The last recommendation raised was that there should be a capacity building of OPDs where there will be an establishment of disability trust fund.

### **Namibia**

One participant stated decried the lack of resources which is a challenge for OPDs and another challenge raised was lack of IT skills. Even when you have a younger person as a volunteer, they always go. They are unable to retain people with the right skills, even money to buy that equipment such as laptops and phones are not there.

### **Zambia**

In Zambia, the first participant pleaded that they need support with data bundles. On another note, the second participant emphasized that they need capacity building training on how to use the platforms.

## 2.2.9 Specific technical skills needed by organizations to support disability focused advocacy initiatives

### **Botswana**

The first participant explained that they require training so that they have knowledge on how to effectively use the platforms and to make the website more attractive. Similarly, the second participant stated that they also need the same training.

### **Malawi**

All the participants who took part in the discussion in Malawi indicated that there is need for training in computer operation skills. The training will enable them to have skills on how to use information and technology.

### **Namibia**

The first participant emphasized that they do not have designated people for resource mobilisation though they have good concepts. The participant noted that they are not able to write sound proposals. The second participant said they need people with skills on how to mobilize resources through social media and also market the organisation.

### **Zambia**

Two participants participated in the discussion in Zambia and the first participant clearly stated that they need skills in developing websites together with learning how to use such platforms. On the other hand, the second participant raised a suggestion that graphic designing should be included as part of capacity building.

## 2.2.10 Any thoughts in relation to using social media within networks for advancing disability agenda

### **Botswana**

The fourth participant indicated that they should be trained on how to use technology and that will enable them to know how to navigate the social media platforms starting with the management of the OPDs. The sixth participant stated that even though they are doing sensitization physically, they need training so that they can learn more. The second participant from KDPA decried the need for support because they have been in existence for more than 15yearsbut they are still lacking behind especially with such developments in social media.

### **Malawi**

Participants in Malawi noted that there is a challenge in awareness from relevant authorities like government ministry on existence of the social media platforms used by the affiliates. They also recommended that a forum should established on the social media on which authorities like directors of organisations or government officials are included in the group to share their views and comments on the issues posted (inclusion of policy makers).

### **Mozambique**

A participant suggested that there should be training on communication, use of social media, what to post on social media, the type of language and how to portray such content. Another participant also suggested training as well as funding so as to improve activities and functioning of the organisation. Moreover, media should be more sensitive and accessible for participation of PWDs. When the last participant commented, he/she mentioned that social media should be more inclusive for PWDs. The participant emphasised that they are yet to see real inclusivity for PWDs and making them more user friendly.

### **Namibia**

The first participant stated that some of the people with disabilities do not have access to internet and online services. Therefore, OPDs should take their programmes to the community. The second participant recommended that they should lobby for accessibility for instance, there was a census in Namibia and most people could not access it online, they had to lobby for physical questionnaires to ensure that people with disabilities can access it.

## **Zambia**

One participant stated that there are persons with disabilities in rural areas in Zambia that do not have devices to access social media platforms. The same participant decried for inclusivity for all. According to the second participant, the service providers should be given a policy designated to cater for the needs of persons with disabilities as a way of making them inclusive to persons with disabilities. For instance, when persons with disabilities purchase electronic devices, they should be able to operate them without any challenge. They should be customized in line with all forms of disabilities. The third participant suggested that there is need to work together to stop cyber bullying and protecting persons with disabilities from cyber bullying.

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# 3.0 CONCLUSIONS AND RECOMMENDATIONS

The following were the key conclusions and recommendations:

1. Youth with disabilities should be encouraged to use or be active in other social networking platforms so that their engagements with the community can be visible.
2. Both OPDs and family members should encourage youths with disabilities to ensure that they spend more time on social media accessing services which inform, inspire and uplift their living standards in general.
3. The OPD organizations should share information with youths with disabilities on how they can improve their number of followers in their social media networks. This will ensure their visibility to the community.
4. Youths with disabilities should be encouraged to make use of social media networks more especially that most of them use such for good reasons that are generally on engagements with other people and organisations.
5. The OPD organisations should share information with youths with disabilities on how they can enhance the number of likes, comments, shares/retweets in their social media networks.
6. There is need for youths with disabilities to undergo a capacity building support on social media networks including WhatsApp.
7. There is need for provision of more training support to people with disabilities so as to enhance their social media goals.
8. Youths with disability must be inspired to use the amount of engagement to measure their success on social media efforts.
9. The OPD organisations should ensure that youths with disabilities undergo a capacity-building training for all aspects of technical skills.
10. Some of the OPDs must be assisted with strong internet connection as well as gadgets such as computers, voice note pads and other supportive devices.
11. An enhancement of skills and knowledge of OPDs on how to use the social media platforms is required.
12. There is also a need for an establishment or management of a resource center where affiliates can access ICT services like internet.
13. There should be a capacity building of OPDs where there will be an establishment of disability trust fund.
14. The OPDs should undergo an extensive training on how to apply for possible funding from different stakeholders so that they can be self-sustained.

# 4.0 APPENDICES

## Appendix A

**Table 1a: Consent for Social Media Assessment survey: One-on-one interviews**

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## **Aspects of consent and Frequency Percent responses**

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**I agree to participate in the research study. I understand the purpose and nature of this study and I am participating voluntarily. I understand that I can withdraw from the study at any time, without any penalty or consequences.**

---

<b>Yes</b>	<b>100</b>	<b>100%</b>
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<b>Total</b>	<b>100</b>	<b>100%</b>
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**I grant permission for the data generated from this interview to be used in the researcher's publications on this topic.**

---

<b>I grant permission under the following conditions:</b>	<b>9</b>	<b>9%</b>
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---

<b>Yes</b>	<b>87</b>	<b>87%</b>
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<b>No</b>	<b>4</b>	<b>4%</b>
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<b>Total</b>	<b>100</b>	<b>100%</b>
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**I grant permission under the following conditions:**

---

**Have a problem 1 16.7%**

---

**Have no money to buy bundle. For the 2 33.3%  
availability of money I will work  
effectively**

---

**I agree 1 16.7%**

---

**If the data will be used to some areas in 1 16.7%  
the disability sector**

---

**People should understand this or 1 16.7%  
importance of this project**

---

**Total 6 100%**

---

**Any information that is obtained in connection with  
this study and that can be identified with you will  
remain confidential and will be disclosed only with  
your permission. Choose one of the following  
options:**

---

**I agree that a brief synopsis can be included in the documentation of the research, including my name, school/organization/business name and brief bio. I understand that I will be asked to provide a brief bio and that I will be asked to approve this synopsis. I understand that no other personal information will be communicated.** **79 84%**

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**I prefer to remain anonymous and to have no professional information or organization or business name included in the researcher's publications based on this study.** **15 16%**

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**Total 94 100%**

## **Appendix B**

**Table 1b: Demographic information: One-on-one interviews**

<b>Demography</b>	<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
<b>Country residence</b>	<b>of Botswana</b>	<b>20</b>	<b>20%</b>
	<b>Malawi</b>	<b>20</b>	<b>20%</b>
	<b>Mozambique</b>	<b>20</b>	<b>20%</b>
	<b>Namibia</b>	<b>20</b>	<b>20%</b>
	<b>Zambia</b>	<b>20</b>	<b>20%</b>
	<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Location setting</b>	<b>Urban</b>	<b>58</b>	<b>59.8%</b>
	<b>Semi-urban</b>	<b>26</b>	<b>26.8%</b>
	<b>Rural</b>	<b>10</b>	<b>10.3%</b>
	<b>Not sure</b>	<b>3</b>	<b>3.1%</b>

<b>Total</b>	<b>97</b>	<b>100%</b>	
<b>Gender</b>	<b>Female</b>	<b>56</b>	<b>56.6%</b>
	<b>Male</b>	<b>43</b>	<b>43.4%</b>
	<b>Total</b>	<b>99</b>	<b>100%</b>
<b>Age</b>	<b>15 to 18</b>	<b>17</b>	<b>17.2%</b>
	<b>18 to 24</b>	<b>82</b>	<b>82.8%</b>
	<b>Total</b>	<b>99</b>	<b>100%</b>

## Appendix C

Table 1d: Participant's bio data: One-on-one interviews

## Appendix E

Figure 1e: Other type of disability

## Appendix D

Table 1f: Explanation (why one has ever used a third-party tool for posting to social media)

<b>Reason</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Tweet Deck helped me understand more information</b>	<b>1</b>	<b>33.3</b>	<b>33.3</b>	<b>33.3</b>
<b>WhatsApp and Facebook. These helps me a lot during the campaign and I won using these tools</b>	<b>1</b>	<b>33.3</b>	<b>33.3</b>	<b>66.7</b>

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**WhatsApp, Google and Facebook. 1 33.3 33.3 100**  
**These tools helped me a lot in finding the information and during campaign I used those tools and I won the elections because in social media nowadays is where a lot of information is being established, hence easy to access information at large**

---

**Total 3 100 100**

# SOUTHERN AFRICA FEDERATION OF THE DISABLED (SAFOD)



## Social Media assessment for young people with disabilities in Botswana, Namibia, Zambia, Namibia and Mozambique

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