



# DIGITAL TOOLKIT 2022

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LED BY

*Gilmore Tee*

SUPPORTED BY



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# 1. OVERVIEW

eMoyeni Digital Storytelling is a research project that looked at how Zimbabwean content creators are best using digital platforms to amplify their voices to the world. With the COVID-19 era, most content creators in Sub-Saharan Africa have suffered immensely due to the reluctant adaptation to the new normal of using digital spaces to tell their stories and reach millions. Through physical and digital workshops, the research project had esteemed digital facilitators from the Sub-Saharan Africa region and the UK, who shared with a select group of 26 Zimbabwean content creators on best digital practices to help them amplify their voices.

4 public consultative sessions were held on Twitter and Instagram, helping to gather best practices on the different subjects which had a panel of Zimbabwean and UK facilitators shedding light on each topic. Participants from eMoyeni Digital Storytelling 2, who are already practicing digital content creators, also shared their best practice during the sessions. Other digital content creators joined the sessions, helping give an in-depth understanding of how content creators are navigating across digital platforms. All public sessions are still available on the digital spaces for further revisiting.

With the select group of 26, 4 closed-up ZOOM sessions were held with 2 facilitators from Zimbabwe and 2 others from the UK, allowing us to extract best practices from all the participants, zooming in on their personal experiences. These sessions saw a small group of 5 – 10 UK-based digital content creators joining in to also share their experiences and what has worked and has not for them in this digital era.

This research project had a bias of 70% towards female participants.

## 2. INTRODUCTION

This eMoyeni Digital ToolKit is comprised of the following topics, with best practices from digital content creators from Zimbabwe and the UK:

- Storytelling using the digital space
- Digital content creation
- Digital Marketing
- Brand leveraging and partnerships
- How to use digital storytelling and fundraising to activate donors

## 3. METHODOLOGY

This research involved focus group conversations, questionnaires, interviews and social media monitoring. All these were done online either on Twitter Space, Instagram Live and ZOOM.





## 4. RESOURCE PERSONS



**Elizabeth (LIZ) Ngozi**  
(UK)



**Kuda Ruzane**  
(UK)



**Gilmore Tee**  
(Zimbabwe)



**MisRed**  
(Zimbabwe)



**Bill Masuku**  
(Zimbabwe)



**Molife Kumona**  
(South Africa)



**Munashe Chirisa**  
(UK)



**Fungai L. Mawada**  
(Zimbabwe)



**Michelina Chindiya**  
(Zimbabwe)



**Berveleen M**  
(UK)



**Kingsley Kaisi**  
(Zimbabwe)



**Daniel Lasker**  
(South Africa/Zimbabwe)



**Thembelihle Terry-Lynne Whande**  
(Zimbabwe)

## 5. STORYTELLING USING THE DIGITAL SPACE

[Click Here](#)

**Moderator:** MisRed (Award – Winning Media Personality – ZW)

**Panelists:** Kingsley Kaisi (Actor, Comedian & eMoyeni Alumni 2021 – ZW)

Berveleen M (Digital Content Creator & Mechanical Engineer – UK)

Daniel Lasker (Award – Winning Actor, Director, Producer – ZW/SA)



@iMisred



@Kingslee\_ZW



@Berveleen.M



@Danny\_Lasker

### EXTRACTS:

Storytelling is a clear description of ideas, beliefs, life experiences and lessons through stories or narratives that evoke powerful emotions and insights. Conversely, Digital Storytelling uses multimedia tools to bring narratives to life. This involves creating content using mediums such as video, photography, audio, text or graphics, which is then later shared on digital platforms such as Twitter, TikTok, Facebook, YouTube, Snapchat, Websites, WhatsApp or SoundCloud. One can decide to use a different approach to create and deliver this content, depending on the messaging, topic and the end user audience. The content maybe put under lifestyle, informative, comic, political or thought provoking, depending on what a content creator decides to focus on.

UK-based digital content creator, Berveleen M says that there is a lot of money to be made on social media and it is a good way for anybody from anywhere in the world to make money, everyone has a story to tell. She goes on to say;

- The way to balance two lines of work as a digital content creator is to create your content mixed with passion and enjoyment, someone consuming your content should connect with the place that inspires the content, but also enjoy it,
- Be a part of an online community that also creates and shares content that aligns with what you do, this helps builds allies that will in turn help share your content,
- You never stop learning, as a content creator, research more on how others are telling their stories, learn from them, and be willing to also share your unique approach, it helps you grow.



MisRed, a Zimbabwean Media Personality, Social Influencer, Philanthropist, Brand Ambassador and Author, who is known for anchoring The Rush Drive Time on ZiFM Stereo, says;

- It is important to create content in advance and then schedule it to be distributed at later dates. As a content creator, you must learn to gather your content, giving yourself time to review it, edit and also make room for other activities, not everything should be created in real-time,
- If you focus on a particular subject, let us say Literature or Environment, this will allow you to create content in advance that will be distributed on international days that commemorate such. This allows your content to be relatable and relevant,
- Social media platforms are very different, take time to observe which platform(s) work for your content, this can be helped by observing your analytics and engagement numbers, then stick to what works for you the most,
- Understanding the algorithms of Instagram and other platforms is vital as it helps to inform your posting strategies, and take note of when your audience is engaging, but above all, where your audience is consuming your content from, it's important to sometimes tailor make the content.

Kingslee ZW, a creative content creator, Actor, and Media Consultant who uses the digital space to showcase his relatable skits and videos in a funny and comedic way, mentions that it is important for one to tell a story from an authentic point of view.

- Remaining authentic rather than getting on the bandwagon of competition, is essential. Do what resonates with you and allows others to see themselves in your content,
- Give yourself time off to protect your mental health, the digital space can be very toxic sometimes,
- More often, join in on online conversations that align with what you do and also share your thoughts with those that follow you,

Award-Winning Actor, Producer, and Director, Daniel Lasker goes on to share how he started his journey using YouTube to share his short films, which later got the attention of big traditional platforms that wanted him to tell his stories to the world at large.

- In a world full of millions, you need to bring your own unique touch of artistry into everything you do,
- Your unique selling point (USP) is actually who you are, where you are from, and what you believe in, even if it doesn't sound massive, that is your USP,
- When telling stories, be flexible, that means, remove yourselves from the story sometimes and allow what you are creating to also tell someone else's story, you are also a vessel as a content creator,
- It is important to do something for the love of the project and the desire to share with people.



## 6. DIGITAL CONTENT CREATION



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**Moderator:** Fungai Mawada (Media Personality & eMoyeni Alumni 2021 – ZW)

**Panelists:** Berveleen M (Digital Content Creator & Mechanical Engineer – UK)

Munashe Chirisa (Actor, Comedian, Writer & Founder of MadeinZWE – UK )

Michelina Chindiya (Digital Creator, Financial Advisor & Fitness Trainer – ZW)



**@FungaiLMawada**



**@munashechirisa**



**@Berveleen.M**



**@MissChindiya**

### EXTRACTS:

According to [conductor.com](https://conductor.com), Content creation is the process of identifying a new topic you want to write about, film about or talk about, deciding which form you want the content to take, formalising your strategy (keyword or otherwise), and then actually producing it. Content can come as videos, audio, graphics, writing or advertisements, however, the process involves IDENTIFYING your subject area, PLANNING on what you will create, CREATING what you have planned, EDITING the content, SELECTING the right platform to share the content, SHARING the content and lastly MONITOR the response rate of the content and ENGAGE with those consuming the content.

Here are the Best Practices from the session:

“Be selfish, trust your creativity and make content that you enjoy”- **Munashe**

“You need to be ready to either spend or partner with other content creators to create your content. This will mean acknowledging them and giving them credit for whatever work they would have done to help create your content”- **Miss Chindiya**

“Always make content that connects with people and makes them partake in your conversations or narratives”- **Berveleen.M**

- “As a content creator, you need to evolve with time. You should never stop learning, every day there is a new application to use, quickly jump on it and learn how to use it. Also, learn from others”- **Fungai Mawada**
- “Adopt a platform that you understand clearly and maximise on it, yes there are many platforms but have 1 or 2 that are your main ones that you know how to navigate”- **Miss Chindiya**
- “Tagging those that are doing similar or aligning work with you, is important for audience building”- **Munashe**
- “When posting your content on social media, summarise and then put a link for people to either read more or watch more of your content. Have catchy Subheadings/Bulletins. People generally scan through the digital space, but engage further if your title/summarised text is intriguing”- **Berveleen.M**
- “You need to be consistent when creating content for the digital space. If so much is going on or you are not sure when next you are going to have good internet connection, create in advance and then have a consistent schedule. It can be Monday, Wednesday and Friday ”- **Miss Chindiya**
- “Make use of hashtags that are unique to your channel. This helps people know what subjects you touch on and also hashtags are more effective as they sometimes engage people that do not follow you but are interested in your content ”- **Berveleen.M**
- “Use the platforms to tag other content creators or players that tackle the same subjects as you. This will help you to create paid partnerships or collaborations with organisations or companies through the digital space”- **Munashe**

## 7. DIGITAL MARKETING

**LIVE**[CLICK HERE](#)

**Moderator:** Thembelihle Terry-Lynne Whande

(Copywriter, Publicist, Blogger & eMoyeni Alumni 2021 - ZW)

**Panelists:** Molife Kumona (Digital Marketer & Editor-in-Chief of GQ South Africa – SA)

Berveleen M (Digital Content Creator & Mechanical Engineer – UK)

KUDA (Founder of MadeinZWE – Digital Arts & Entertainment Platform – UK)



**@MolifeKumona**



**@Berveleen.M**



**Kuda Ruzane**



**@ThembiTerry**

**MailChimp** describes Digital Marketing as the promotion of brands and content to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media and web-based advertising but also text and multimedia messages as a marketing channel. Digital marketing considers how individual tools or digital channels can convert prospects. A digital marketing strategy may use multiple platforms or focus all of its efforts on 1 platform. For Example, a company may primarily create content for social media platforms and email marketing campaigns while ignoring other digital marketing avenues.

- “Social media as a digital marketing tool is free. However, you can boost your content by paying on platforms such as Twitter, Facebook and Instagram, this helps market your content to a targeted audience that you can select prior to publishing your advertisement”- **Molife**
- “Know your audience and create content that is relevant to them, but also content that is linked to something that is trending. This will organically market your content. Do not confuse your audience by being everywhere in terms of areas of interest”- **Kuda**
- “When posting, use songs and hashtags that are trending to get the audience interested in viewing your content”- **Berveleen**
- “Use thumbnails that make people want to engage in your content. If it's a reel, visuals are important”- **Molife**
- “Reels that get a lot of engagement on Instagram are usually the shorter ones. Try to make your reels shorter as people's attention span is very limited. When posting, it is also important to tag correctly, in terms of places and people. This will automatically market your content”- **Kuda**
- “When captioning, try to connect the caption and the picture. Do not misplace the caption or the picture, vis-a-vis”- **Molife**

- “Put a carousel of what you are doing and publish a post that has all the things that tell the story you want to tell. Organise your content so that it makes sense to the next person” - **Berveleen.M**
- “Search Engine Optimisation is important especially on keywords that will help push an article, make use of the words, linking them to your article. When searching, people will get to see your article ranked at the top. For Instagram, make use of hashtags” - **Molife**
- “You can also advance your digital marketing skills by taking up some free google digital marketing courses. This will help you deliberately post your content, tagging the right people and using the right hashtags” - **Thembelihle**
- “Remember that people buy into your personality, make sure you have an online personality that will automatically market your content” - **Berveleen**
- “Use email marketing, which is for free. As a content creator, you could partner with other brands to get incentives to your followers, however, make sure that the content is good enough too. This will help create traffic to your content” - **Kuda**
- “When people are trolling, remember they are not trolling you, but the content. So you need to know that difference” - **Molife**
- “To easily get the attention on your content, tap into what is popular and bring your own voice to it, leverage off that. Platforms like public.com helps give you ideas on keywords and phrases to use when creating content” - **Thembelihle**



## 8. BRAND LEVERAGING AND PARTNERSHIPS



**Moderator:** MisRed (Award-Winning Media Personality - ZW)

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**Panelists:** Gilmore Tee (Creative Director, Publicist & Media Personality – ZW)

Berveleen M (Digital Content Creator & Mechanical Engineer – UK)

Bill Masuku (Storyboard Artist, Comic Book Artist & eMoyeni Alumni 2021 - ZW )



**@iMisRed**



**@GilmoreTee**



**@Berveleen.M**



**@BillMasukuArt**

Brand partnership is a strategic agreement between two or more businesses. As a content creator, what you do is your business and it should be treated as such. Therefore, when your content adds some value to a cause or a company, chances are you are able to then align yourself with that particular organisation or company to help them reach larger audiences through your distributed content. In many cases, it is important to make sure that when we partner with brands as content creators, we do not lose our voice along the way, rather we should be able to amplify our voice and of those whom we will be partnering with.

If you distribute content that inspires others and makes a change, when an opportunity comes for you to partner with a brand, chances are you could align yourself with a brand such as Econet Wireless as their tagline aims to inspire the world through wireless. A brand partnership is designed to help both the company and the content creator, add extra value to each other's services and products.

- “Just like a business, a content creator should have a vision, mission, and values that help you guide your creative process. This then in turn allows you to easily find brands that align with you, where you have a shared vision”- **Gilmore Tee**
- “Your content should always appeal to the business interest. They need to see themselves in your content, but also you need to be authentic and see yourself in them too”- **Berveleen**
- “You have to define facts, learn your analytics and be clear with your opinions. This then allows any prospect brand to approach you, knowingly”- **MisRed**
- “When dealing with brands, they look at the value proposition and return investments for them. Be aware of that as a content creator. It's a business transaction”- **Bill Masuku**
- “Create content that stands out, you need to be Intentional, Consistence and Quality (ICQ), quality will always beat everybody”- **MisRed**

- “If your aim is to increase your reach to the diaspora, you might want to start approaching brands that possibly deal with the diaspora. But again, you need to also let them know what it is that they are getting in exchange”- **Gilmore Tee**
- “When identifying partners and brands to work with, try to use platforms such as LinkedIn or simply google to find out about their work and also their goals. When you see a company that addresses some of your listed goals, reach out to them. You can also tap into your own networks, do not be afraid to ask for connections from your network.”- **MisRed**
- “Another thing you need to question prior is, do you have the capability to deliver good quality partnership content? This will help you then put your house in order by collaborating with other content creators and delivering great content when you eventually get the partnerships. Assess yourself prior to approaching brands, it helps”- **Gilmore Tee**
- “Take some time to learn about the brand you want to work with. Know what they are trying to push to their customers and how you can help them reach new audiences through your platforms. Build a relationship with them! You could even create free content with their brand placement and tag them to get their attention, trust me, that company's social media is handled by an individual who is attentive to what is happening on the digital space”- **Berveleen**
- “Once you have built a rapport, write down a proposal stating the things you have observed and how you can add value to the brand, vis-à-vis. Send it, do not be shy”- **Bill Masuku**
- “When partnering with brands, please make sure you put everything down and have a paper trail. Contracts are vital in brand partnerships, they will protect both parties. Read the fine print or ask a legal person to read the contract for you. Do not get into brand partnerships that do not have paperwork”  
- **Gilmore Tee**
- “Also once you have signed your contracts, make sure you also keep the communication lines open with your contact person. Do pass through content to them prior to sharing so that you do not jeopardise your brand and theirs too. This helps in terms of further partnerships and continuity for you as a content creator”  
- **MisRed**
- “It's also important to keep track of your reach and goals set prior to the partnership. Take screenshots of online conversations about the brand you would have partnered with. Make sure you also screenshot your analytics, the reach and any other questions of interest that might add value to the brand. Monitoring is important during brand partnerships”- **Berveleen**
- “At the end of each partnership, please do a report sharing the positives and negatives. Most brands appreciate open feedback as it helps them grow their brand and yours too. Do put together a report and share with them”- **Gilmore Tee**

## 9. HOW TO USE DIGITAL STORYTELLING AND FUNDRAISING TO ACTIVATE DONORS

Facilitated by **Elizabeth (LIZ) Ngozi, CFRE** - Founder/CEO of The International Social Impact Institute - UK



**Elizabeth (LIZ) Ngozi**  
(UK)

**YouTube**  
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### EXTRACTS:

- Understand your donor's values, make them the heroes of your story and show them what they gain by partnering with you,
- Remember these four:  
PROBLEM (What problem can you uniquely solve for them)  
SOLUTION (What solution can you give them)  
IMPACT (Why do your solutions matter, what impact will they give)  
ACTION (What action do you want the donor to take)

Always make sure to incorporate these 4 elements in your storytelling,

- Video is very important in any kind of storytelling. It's a good way to show what your work is about if it's authentic and compelling,
- Remember that the impact is what is most important because it shows what sets you apart and makes you different from everyone,
- When planning to partner with an organisation or donor, create a digital strategy don't be haphazard,
- Have a story you start with that is always linked to a shared mission statement,
- Look at your online analytics, check the challenges you face and what resources you can use to address those challenges,
- When telling stories online you must be mindful of the following:  
Donors' needs and what drives their decision-making,  
How do people think and how to activate them,
- Learn to differentiate yourself and enable people to discover your content,
- Build trust with the donors you approach, be transparent,
- Create connections with the donors to make them feel like they want to be around you for a longer time, this helps with long-term relationships,
- Understand the hierarchy of donor's needs, this will help you when creating content
- Have a clear mission that's told through your stories

### ***THE IDEAL STORYTELLING ECOSYSTEM FROM UK PERSPECTIVE:***

- At the centre is the organisation's website, followed by a LinkedIn profile which is the number one professional platform in the world. It will always come up high on algorithms. Have presence on those sites that point back to your website or organisation.
- Conversely, it is good to have third parties endorsing you and legitimising what you do and that you are an expert in whatever you do. Make sure you get a lot of media coverage and other stakeholders' mentions.
- Most young content creators create profiles on volunteer recruitment sites which later help people discover them. They are useful especially if you want to tap into a particular area that an organisation or donor deals in.
- Be affiliated with trusted brands



## 10. CONCLUSION

We hope that this Digital ToolKit will assist upcoming and existing digital content creators to grow in their work.

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Supported by: British Council

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**Special Mention goes to:**  
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and eMoyeni Digital Storytelling participants 2022.

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