



Imagining the Impossible



0011

First Edition: inSite™ Magazine

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www.insiteeducation.co.za



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Habits aren't **DESTINY.**

- CHARLES DUHIGG



This year: Reaching new HEIGHTS

Dear Reader

The inSite journey has been a thrilling one, and one with mostly blue skies and very few stormclouds. Watching us grow and improve each day gives me a wonderfully warm glow.

But, as proud as I am of my team, it would be wrong of me not to also acknowledge our fantastic, loyal clients. Their enthusiasm, their willingness to innovate, and their endless determination to take communication to stratospheric levels of impact have all motivated us to do more, do differently, do better.

So here's a BIG THANK YOU and a bow of appreciation... May all your days be sunny ones.

We hope you enjoy the magazine! We are confident that it will aid you as you strive to reach people in the right way, at the right time, always.

**Zeldeen Müller (CFP)
CEO**



Financial habits

WHY EMPLOYEES DO WHAT THEY DO – AND HOW WE CAN CHANGE THAT

Zeldeen Müller (Founder and CEO)

This is the opinion of Charles Duhigg, in his best-selling novel: *The Power of Habit*. The habit to save (or not save) for retirement is created when you form your first perception of money. You learn this from observing your parents and how they've managed the family's finances. We all recall the childhood daydreams along the lines of **"When I get my first salary, I am going to spend it all on..."**

Eat your greens or there won't be pudding

A habit is formed when the brain links an action to a specific reward often enough for this action to become routine. Sometimes, a child has to forgo instant gratification in order to achieve a long-awaited objective. If you did not experience this as a child (which applies to a large percentage of the younger generation), it might be very difficult for your brain to look forward to the vague concept of a future reward in adulthood. If a child has therefore never had to deny him or herself for the sake of a longer-term financial goal, saving will be a very difficult habit to form once he or she reaches adulthood.

Our challenge as employers

At induction, employers provide a lot of information and guidance to employees on saving enough for retirement. But the issue is not only the DECISION to contribute more or less, but the financial HABITS that have been created over many years. Habits are very difficult to break, as they become automatic and self-affirming. The action leads to the reward, which leads to the action, *ad infinitum*.

If you've never experienced the joys of delayed gratification, trying to envision the pleasure you will feel at retirement, in exchange for a reduced lifestyle experienced for 40 years, can seem like a very far-off reward, and therefore very difficult to focus on.

But what about day 1?

Yes, day 1 communication is paramount, but even if we can get the employee to contribute more; if they have poor financial habits, they might be so indebted in 5 years' time that they will be forced to cash in all retirement savings, just to keep their heads above water. And so the cycle continues. We need to address poor financial habits in tandem with all 'saving enough for retirement' initiatives.

The Finscope South Africa 2014 Survey reveals that 4.9 million people are showing signs of over-indebtedness, an increase from 4.7 million in 2013.

How do we change their habits?

STEP 1

CHANGE THEIR ATTITUDES

A society in which employees productively focus on their work without constant financial worries can only be created if we can change people's **attitudes** towards money and finances. This is the first step in creating new habits. As is the case with wellness, you first have to believe that what you put into your body matters, before you will change your diet. But actually changing your diet is an entirely different matter. Similarly, stopping smoking is not the most difficult challenge: staying stopped is.

The only way to change an attitude is to educate, educate, educate and then to make the goal truly desirable. Then educate some more. Financial security only becomes desirable when **the leaders of the organisation and team managers lead by example**. Being financially savvy should be a status symbol, not who drives the biggest car or lives on the most 'posh' golf estate.

STEP 2

HELP THEM MAKE MONEY AVAILABLE TO SAVE

Basic financial literacy programmes will go a long way in assisting employees to free up some money, which can be saved. Provide budgeting tools on the intranet, easy-to-use calculators, information on buying your first house, what to consider when buying a car, guidance on how much debt is reasonable, information on where to get debt counselling and tips for how to settle debt. And constantly reaffirm your message that cash in the bank is more admirable than a fancy lifestyle filled with financial worries.

#BUCKbeforeBLING.

STEP 3

LET THEM EXPERIENCE THE SACRIFICE VS THE REWARD

The easiest way to change a habit is to experience the reward. But saving for retirement is a very far-off goal. Having financial peace of mind is more tangible, yet still subtle. It is important for adults to experience the rewards of forgoing instant gratification, but with shorter, more easily reached goals. If companies can create a savings programme where employees are encouraged to save for small short-term goals, such as saving for 3 months in order to take their family for a weekend away, the employee can start to create the **action/reward/feedback** loop that is required in order to form the savings habit. If they can form the short-term savings habit, it will be much easier to transition to long-term savings.

STEP 4

LET THEM SEE THE RESULTS OF THEIR NEW FINANCIAL HABITS IN A SAFE ENVIRONMENT

Using **educational games**, table-tops and simulations provides non-threatening ways in which people can play with different scenarios and implement what they learn. The edutainment element ensures that the topic, which is usually very boring and often intimidating, becomes interesting and is simplified.

So what are we saying?

Employees need to be reminded to change their money habits **daily**. **Basic financial literacy** should form the cornerstone of all retirement fund communication and employee financial wellness initiatives, instead of just the level of benefits, replacement ratios and contribution percentages. If employees cannot comprehend the huge impact that sacrificing lifestyle will have on their future, the battle is going to be a long and hard one.

Let's teach our children, our employees, and our fund members to **#StopBuyingMore** and **#StartSaving**.

HOW CAN INSITE HELP?



FINANCIAL LITERACY

We at inSite are passionate about basic financial literacy and have issued a monthly basic financial literacy newsletter for FREE to all of our clients for almost three years now. Some of these have been

published on Fin24.com and have reached a wider audience. They cover a range of different topics including: *budgeting, saving, planning for retirement, debt management, buying your first home or car, fast-tracking your bond, budgeting for the holidays, back to school budgeting, teaching your kids about money, where to get financial advice, and much more.*



EDUCATIONAL SIMULATIONS AND GAMES

inSite has developed a few different **educational simulations** to assist employees with financial wellness. We've developed and successfully run a number of educational simulations for large corporates as part of their retirement fund communication strategies or employee wellness programmes. We believe that a society with healthy financial habits can be a reality.

Where people can live for tomorrow.

Where people are financially free.

Let's teach them to **#BFin\$mart**



Our story so far...

Dear Reader

What is the significance of the number 8? In nuclear physics, it's known as a magic number. The Chinese consider it to be a **lucky** number. It's a symbol of **HARMONY, DECISIVENESS, POWER AND PROSPERITY**. Put it on its side, and it becomes the infinity symbol: ∞

TO INFINITY AND BEYOND!



For us, at inSite, **8 is the number of years that we've been helping** our clients to communicate more effectively than they ever thought possible. It's the length of time that we've been informing, educating, consulting and guiding. And in that time, with **our clients' wonderful input** and creative project briefs, we've kept on learning and improving.

Allow us to back that up with proof...

"In reviewing potential service providers to assist us with this project, we came across that work that you had done for the Trustees Annual Report and were most impressed with the layout, ease of navigation and the extraction/simplification of key issues – which makes for a wonderful read."

Large Insurance Client

"You guys are legendary... From annual reports and programme layouts, to quick designs and updating floorplans when needed, the inSite team has helped us make our conference and awards a great success."

We always enjoy working with you and your team and look forward to more of the same."

An Industry Body

Follow our lead! And WIN

Our social media updates offer great tips on the cutting edge of communication and technology.

FOLLOW us and stand a chance to win one of the following *:

- a free subscription for your company to our online Board Portal (AgendaWorx®) for 6 months, valued at R10 800; or
- a company/fund newsletter, including copy writing, editing, layout and design (maximum four A4 pages).

And yes... this includes our current clients as well .



* You know the drill. Ts and Cs apply.



Facebook

InSite-Innovative-
Education-Solutions



Twitter

@inSiteEducation



Linkedin

inSite Education



Pinterest

inSite Education



Instagram

insiteeducation

A word from our clients

Without our clients, none of what we do would be possible. Thank you!

The successful partnership between Batseta and inSite Education has come a long way. Through continuous communication and brainstorming sessions, inSite has helped us further our goals and make our objectives reachable. We are delighted to be working with your great team! Congratulations on 8 years of service, keep up the wonderful work and may there be many more celebrations. www.batseta.org.za



Thank you Rafael and thanks to the whole team for the quick turn-around time!!! Your work looks great!! It is such a pleasure to work with you guys! www.mentenova.co.za

MENTENOVA



Thank you so much. I am so chuffed with my new website. I think the job was executed excellently. Well done! Appreciate you! www.parents.co.za



inSite Innovative Education Solutions has been an able communications partner to the Gijima Pension and Provident fund since 2007.

Their in-depth knowledge of pension fund legislation coupled with their technical expertise in a variety of communication platforms makes them a logical choice for our Funds. Their hands-on approach ensures that there is continual alignment amongst the Trustees and their guidance on sensitive matters allows us to clearly articulate and disseminate the appropriate information to our members on a timely basis.

inSite's contribution to the Gijima Pension and Provident Fund is invaluable. With their guidance and support we are making significant progress on our journey to touch the lives of each of our members in a positive and meaningful way. www.gijima.co.za



A word from our members

Client feedback is important, but what we **really appreciate is member feedback**. Because it's **your** audience that we want and need to reach.

Client: Large Public Pension Fund

Subject: Fund Newsletter Second Edition 2013

Dear Sir,

I wish to congratulate you on the new format of the Fund newsletter. It is well laid out, easy to read as the print/font size is easier on the eye for the elderly.

A special thank you for publishing the valuable article "Don't Fall into the Unsecured Lending Trap" on pages 6-7. This is the clearest and best presentation of the Lending Trap situation that is gripping our country and its people, I have ever seen, in any publication. You have set it out in a straightforward and easy to read and understand manner.

May I suggest that you investigate ways of presenting this information in Poster format and distributed to all of your branch offices and other organisations that deal with pensions and financial matters.

I would go further and suggest that all employers and financial institutions dealing with the payment of moneys to people could also benefit from the display of these Posters.

I have given a copy of the article to my domestic employees and they are most appreciative of the information.

Well done. Congratulations.

Subject: The "New-Look Newsletter"

Dear Editor,

The well branded newsletter is catching. The content is relevant, well iterated, informative and re-assuring.

The "Scan Code" was an especially delightful extra which enabled my easy access to the Fund website.

Well done and thank you!

Our Awards

Over the years, inSite has been involved with a number of clients, who have won industry awards.



Gijima Retirement Funds: Winner of Category: Most Effective Use of Distribution Channel in the Institute of Retirement Funds 2008 Annual Communications Challenge



Government Employees Pension Fund: Winner of Large Fund Category: Institute of Retirement Funds 2009 Annual Communications Challenge

inSite could not enter in 2010, 2011 or 2012, as Zeldeen Muller was a judge in the IRF Member Communication Challenge.



Media24: Winner of Large Fund Category: Institute of Retirement Funds 2013 Stakeholder Communication – Best Communications Campaign/Project



Vodacom: Golden Trophy Award for Large Fund Category: Institute of Retirement Funds 2014 Stakeholder Communication – Best Communications Campaign/Project



Liberty Staff Funds (2 awards): Batseta Education Challenge 2016: Winner of the Financial planning - managing future income and expenditure category & IRF Best Practice Industry Awards 2016: Gold Standard Certificate for Excellence in Stakeholder Project



Gijima Pension and Provident Funds (2 awards): Batseta Education Challenge 2016: Special recognition award & IRF Best Practice Industry Awards 2016: Winner of Stakeholder Communication (Specific Programme)



Keeping things **classy**



Take note of top tips for classy communication from the likes of Winston Churchill and Martin Luther King, and you'll soon be on your way to words that are both effective and meaningful.

01

KNOW YOUR AUDIENCE

If you're speaking to older people, don't bombard them with technobabble. And if your target group is educated, don't oversimplify. No one likes to feel either overwhelmed or underestimated.

02

BE SINCERE AND EVEN PERSONAL

Speak in the first person. Tell the truth. Don't try to manipulate and do make it real. By allowing yourself to be a little vulnerable, you'll get others to trust you a lot - and open up to your message.

03

RHETORICAL TRICKS

Just because you're telling the truth doesn't mean it has to be bland and boring. Use an anecdote, allow alliteration... create suspense. Group things in three (see what we just did there?). You can find some more ideas at: http://www.speaklikeapro.co.uk/Rhetorical_devices.htm

04

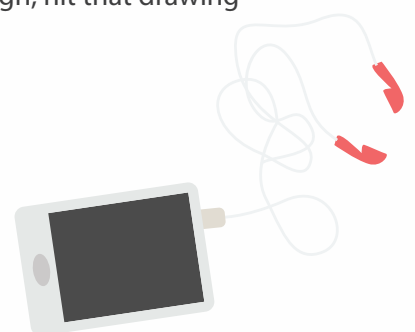
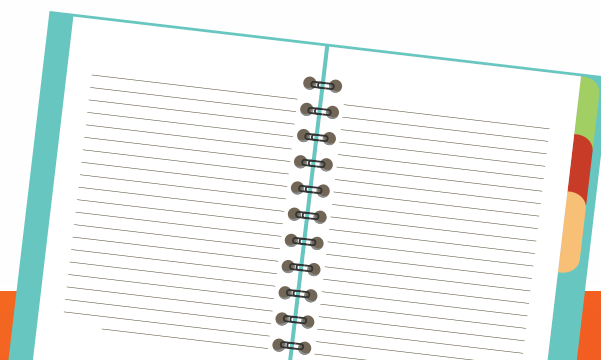
SPECIFY AND CORROBORATE

Never be vague, and never claim anything that you can't back up with solid evidence. Your audience is hopefully not stupid, so don't try to brainwash them with half-truths and ambiguity. This is especially important when you're speaking to Millennials (age 19-34) as they will definitely catch you out.

05

GET FEEDBACK AND BE FLEXIBLE

Find out if what you're doing is working. Ask, run a survey, speak to people who will give you an honest appraisal. And if you're not getting through, hit that drawing board hard. Soon enough, you'll nail it.



ELECTRONIC MEETING PACKS

AgendaWORX
Meeting Manager

Clients using AgendaWorx

momentum

Sanlam

LIBERTY



Tshwane
Municipal Pension Fund (TMPPF)
Munisipale Pensioenfonds (TMPPF)

ABSA

SAB
The South African
Breweries | Provident
Fund

Batseta | Council of
Retiremer
Funds for
South Afri

AgendaWORX

Meeting Manager

Your ONE-stop
Board/Trustee
Portal with:

Voting polls
for all board
resolutions

Full library of
all board/fund
documents
(search functionality)

Beta testing:
Board
Assessment
Tool
(PF 130 aligned)

Electronic
BOARD PACKS
&
minutes

Document
version control

No software
downloads.
No syncing.
No updates.

Set email
notifications
for all
action items

Electronic
secretarial tool
(type your minutes in
the meeting)

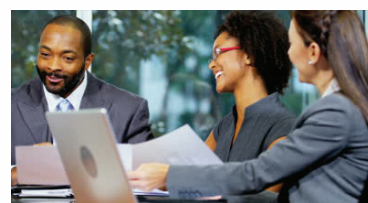
Available on
all devices,
across all
platforms.

Security: All
information
and documents
encrypted with
username and
password access

News page
to keep your
board
informed

AgendaWorx not only is a **fantastic time-saving and very efficient and user-friendly electronic agenda tool**, but it also serves as an electronic library providing immediate and easy access to all fund documents, previous agendas and minutes within a secure web-based environment, regardless of whether you are a sponsor, employer, member or independent trustee or principal officer. In all the years we've been utilising the tool we never experienced downtime or security breaches. We will never revert back to manual ways.

- Tania Bakker, *Independent Principal Officer*



Lovin' that logo - for life!

One of the best ways to make sure your brand is seen the way you want it to be seen is through your logo. You'd be surprised at just how much it can say about you. A lot of this happens on a subconscious level, but trust us, it still happens.

Legendary logo design can be broken down into three basic elements:

CONTENT

Your basic idea needs to be clever and appropriate. It can be abstract and symbolic, or it can be obvious and straightforward. If you work it right, it can become an icon all on its own, the like Nike tick. A great example of a symbolic concept is the Amazon logo, with the arrow leading from A to Z.



COLOUR

The choice you make here is crucial. The wrong colours (with the wrong psychological association) can ruin an otherwise fantastic logo. Do your homework! And bear in mind that 95% of the most successful brands use only one or two colours, and so become identified with those colours. Can you imagine the Ferrari logo being any other colour than red?



COMPOSITION

How it's all put together and how it looks when it's put together is also vitally important. If you want to look reliable and professional, go for symmetry, squares and angles. If you want to look fun and flirty, go for curves, circles and asymmetry. And don't get too complicated – your logo must be simple enough that it's easily identifiable even when very small.



ONCE YOU'VE FINALISED THESE THREE THINGS, YOU CAN START THINKING MORE ABOUT THE NEXT STAGE: **WILL YOUR NAME BE IN THE LOGO?** IF SO, **WHAT FONT REPRESENTS YOU BEST?** **WHAT ABOUT A SLOGAN?** ALL OF THIS REQUIRES A LOT OF THOUGHT AND BRAINSTORMING. GOOD LUCK - AND HAVE FUN!



Rafael Afonso
Graphic Designer

Branding **by the experts**

(yep, that's us)

People want more from their brands these days. Traditional advertising and marketing is simply not enough. What should you be doing to make sure you meet their mark?

Brilliant, Believable Brands in 3 SIMPLE STEPS

STEP ONE

ARE YOU COMMITTED AND ENTHUSIASTIC ABOUT ADDING VALUE TO THEIR LIVES AND IMPROVING YOUR SERVICE EVERY DAY?

Provide them with little things that will make their lives easier, and make sure you do it in ways or on platforms that will be easy for them to access and use.



STEP TWO

DO YOU SHOW THAT YOU VALUE EACH AND EVERY INDIVIDUAL THAT IS LOYAL TO YOUR BRAND?

You need to establish a human connection through your marketing. Your communication needs to be relevant and sincere. Your brand's personality should stand out from the crowd.

STEP THREE

ARE YOU AWARE OF THE CHANGING EXPECTATIONS OF YOUR AUDIENCE?

Your finger should be on the pulse all the time. The best way to prove your sincerity is to react visibly to the changes in your client or consumer's wants and needs.

Can you click with them?

Effective employee communication in 7 steps

Speaking clearly and honestly is key to communicating with employees at any time, and especially during times of change. Communicate effectively and you'll have a happier, more motivated staff. Here's the lucky 7 list for how to keep on top of things (while also keeping your ear to the ground).

1 ONE Create a culture of regular communication if you haven't already done so. The more your employees are used to hearing from you, the more likely they'll be to respect what you have to say, and approach the message positively.

2 TWO Pick the perfect platform if you want to be heard. Don't use print media if your employees are all email people, and don't use email if they're never near a computer. They won't hear you if you're shouting from far away.

3 THREE Tell them what they need and want to know because both are equally important. Fulfil your legal requirements, and then add in whatever will set their minds at ease, or make them feel more included.

4 FOUR Don't take your time – do choose the right time (which is never the last minute). When you communicate depends on the content. If you need them to be relaxed before they see your message, send it on a Friday. If you have a deadline that they need to meet, send it well in advance.

5 FIVE Don't dither – simplify and stick to what is essential. Cut out jargon wherever possible, and respect their time by getting straight to the point. After all, you want them to be busy with their jobs, not with reading unnecessary or random messages.

6 SIX Always appropriate – think of their attitude because if you pitch it wrong, they will ignore your message. If you're about to tell them something that might be a little frightening, try to be sensitive about it. If it's complicated, be reassuring. If it's boring... well, try to make it less so.

7 SEVEN Listen – and let them be heard – and take their feedback into consideration. Communication is, as the cliché goes, a two-way street. If they see that things change according to their suggestions, they'll definitely be more willing to hear you in future.



When you write your content, use the Reading Ease tool in MS Word to check that you're writing on a level that is right for your audience. Generally, a good level to aim for is Grade 10-11.



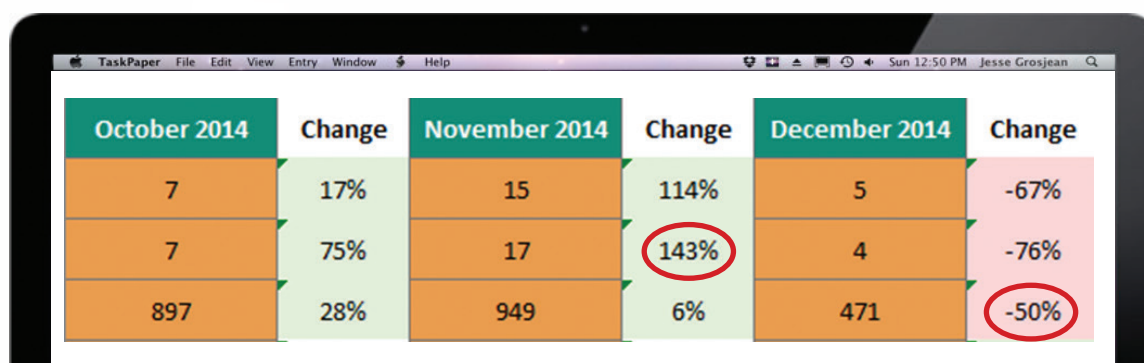
Sarah Heuer
Editor

Our hit reports

– hitting the nail on the head

inSite launched a new hit report in 2015, where our clients are able to see the trends in website page hits over a given period (such as for a campaign). Success of a campaign is not measured by the number of hits alone, but by how many employees took up the call to action or their level of change in behaviour.

Example: hits on specific website pages showing the percentage change month by month:



Below are some examples of how the new hit report assisted companies to assess the exposure of campaigns (actual clients):

Campaign	Increase in the number of hits on the relevant page during the campaign month	Size of company
Newsletter website page - Latest newsletter published, containing important information	235%	3000-4500 employees
Investment Options website page - Investment options (are members in the correct portfolio based on their risk profile?)	380%	3000-4500 employees
Retirement Provision calculator Website page - Are you saving enough? Encouraging members to make use of a retirement provision calculator	438%	1000-1500 employees
Interesting articles website page - Building financial literacy: article on budgeting	451%	1500-2000
Nomination of Beneficiary website page - Update your Nomination of Beneficiaries info	1300%	1000-1500 employees

Definitive proof that our clients reach their audiences.



inSite: Who are we really?

Take a peek into our window...

What do we offer?



Web & IT Solutions

User-friendly, gorgeous websites and great content that will make clients come back again and again.



Design and Branding

Creating unique logos and original corporate identities for an unforgettable look and feel.



Multimedia

Name the platform, we can do it! SMS, print, apps, e-book, email, video - you can have it all.

Meet the team



Sarah Heuer – Editor | *Mat Dewey* – Communication Consultant | *Zeldeen Muller* – Founder and CEO
Rafael Afonso – Graphic Designer | *Rolf Nel* – Director of Development

inSite at
a glance



CreativeINK

Rafael is our head designer and a true artist. He loves Liverpool Football Club more than anything else in the whole world.

He specialises in the following:



**Graphic
design and
layout**



**Corporate
Identity and
branding**



**Social
media**



**E-book
creation**

TechLINK

Rolf is our IT guru. He's got a fine eye for beauty and a great ear for music as well.

He can do anything! Including:



**Website
design**



**Website
development**



**Web
administration**



**Calculator
creation**



**Online
agenda tools**



**App
creation**



**System
development**

TypeSYNC

Sarah is our lead wordsmith. She's unsurprisingly nerdy, and she does love a good meal paired with a good wine.

She spends her days on:



Copywriting



Editing



**Instructional
design**



**Website
maintenance**

AdviceTHINK

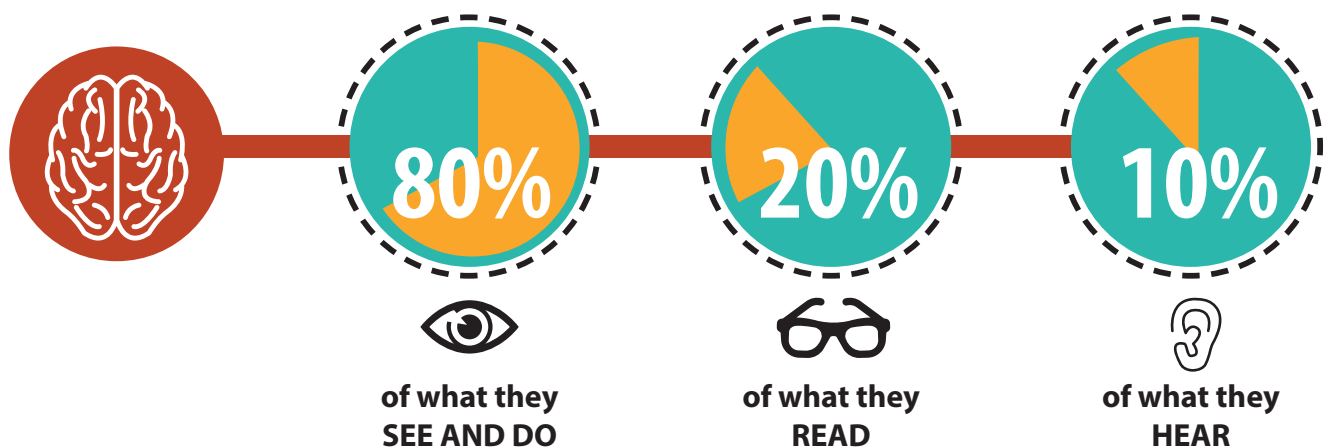
Zeldeen and Mat keep things running. When they're not coming up with crazy ideas that actually work amazingly well, or inspiring the rest of the team to be more creative than they ever thought possible, or dominating on the squash court or making really corny jokes or doing super good deeds...

They consult, advise, brainstorm and administrate, and generally just rock. They're the gorgeous friendly faces of our fabulous family. They're also the people you should chat to when you realise that you really, really need us in your life.

Incredible infographics

Why are infographics such a great way to convey information? It's simple, really. Our brains are much better at processing VISUAL content. If you aren't convinced, check out the great infographic here: <http://www.marketdominationmedia.com/power-visual-content-infographic/>

People remember....



That's right – you're 30 times more likely to reach your audience with an infographic. In fact, Google searches for these wonderful creatures have increased 25 times in the last five years. But it has to be done right.

Follow the three 'S' rules to become a graphic guru:

STRUCTURE

Does your infographic tell a logical story? Is the content suited to the format? Does it make sense and align with your brand? If you'd like to get inspired by some great layouts, have a look at these.: <http://blog.crazyegg.com/2012/04/09/effective-infographic-designs/>

SUMMARISE

The whole point is to get the most important data across in a short amount of time (before your audience loses interest). So make sure you use fewer words and less space than you would have in a purely textual version. Keep it simple, keep it obvious!

STYLE

Your visual elements should be uniquely tailored to the topic of your infographic. And they should be gorgeous as well! An ugly, cluttered infographic is no good at all. Why not try using a photograph for a more creative, bold approach?



Mat Dewey
Communications Consultant

Get YOUR GEEK on!

THE SHARPEST CUT IN WEBSITE DESIGN

When it comes to online presence, it's **absolutely vital to keep up**. Forget celebrities and what looked good on the red carpet – what's looking good this year on websites?

RESPONSIVE DESIGN

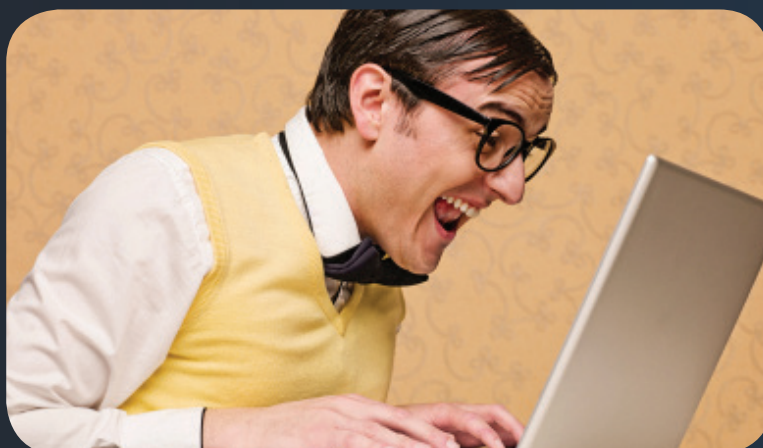
Because mobile is the new black, you need to make sure that your website responds to different screen sizes. It's not rocket science.

THE HERO IMAGE

Pictures still are and always will be more enticing than text. The preference for large, high-resolution images and using beautiful background images works very well for mobile too.

SCROLLS ARE NOT OLD!

Scrolling is still spectacular – after all, it works great on mobile. It also improves user experience, is easy to use, limits the load time of the page and makes people feel more in control.



AH, SIMPLICITY

Minimalism is so smooth and uber cool. So lose the shadows and gradients and patterns and whatnot. Keep it flat and flawless and kill the clutter. But steer clear of generic 'boring' fonts.

WILL YOU TELL ME A STORY?

Because you really should. Make it personal and real by adding a narrative. And obviously, the story you tell should have loads of visual elements.

AND LASTLY... GRAPHIC THE HELL OUTTA THAT INFO

Information overload is real. Infographics offer a creative way to display information in a user-friendly manner. So make your content pretty and fun.



BUT REMEMBER!

You can have a website worthy of Leonardo da Vinci and it'll be wasted if no-one visits it. Check the hits on your pages, especially if you've sent out a campaign, to make sure that you're getting through to people (more on this on page 15.)

“If you have an **IMPORTANT POINT** to make, don't try to be **subtle** or **clever**. Use a pile driver. Hit the point **ONCE**. Then come back and hit it **again**. Then hit it a third time - **A TREMENDOUS WHACK!**”

Winston Churchill



Rolf Nel
Director of Development



Social media **made simple**

40% of people socialise more on social media sites than in person.

The average Twitter user spends almost three hours per month on the site.

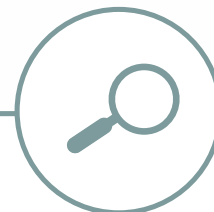
It's high time to open your eyes to a whole new world of marketing opportunities... and best of all, they're totally free! All you need is a little bit of insight and creativity to create a successful social media presence for your business. You can start using social networking to increase your sales and build ongoing customer loyalty. Here's how:



Add a personal, approachable element to your business or product. Remember, the key word here is 'social' – so be fun, be interesting, and be nice. Just existing on social platforms isn't enough – you need to make the effort and show that you have your customers' best interests at heart. Tailor your message to suit them and their lifestyles, and they'll notice right away.



Engage with customers while they are online. It's amazing that we get to do this now, so make the most of it. Help them. Get to know them. If they take the time to chat to you, you definitely ought to return the favour, and LISTEN. It will help you fine-tune your future campaigns too! And if you show that you can deal with complaints quickly, effectively and with a smile, you'll have loyal customers for life.



Increase the traffic to your website by writing relevant, consistent content and pairing it with exciting images. And not consistently pushy! Social media is about sharing awesome things, so make sure you're intriguing enough to be worth sharing. You want to be the compelling voice that stands out from the eternal buzz. And the more sincere that voice is, the better. So... be your best self!



Are you making technology work for you?

How do you rate?

Is your information available 24 hours a day from any device?

A simple, affordable website (even a tiny one) or better yet, a mobile application, can go a long way in helping your audience to feel empowered and think fond thoughts of you. And hopefully say fond words in public too.

It is human nature to lose paper. Booklets, reports and letters all tend to end up underneath other booklets, reports and letters in what we like to call a 'piling system'. Files? What files? All that knowledge, stuffed in drawers. Never to see the light of day again, unless it's for recycling, which is better than the bin, but still. All that hard work, gone to waste!

Make sure your audience has access to what they need, when they need it. Information on an intranet is not always the best solution, because employees can only access this system when they are at work (being busy, working, one hopes). Is this what you would choose in an ideal world?

Do they need a password to access general information?

Passwords can be a barrier to entry. Statistically, your employees are likely to visit sites that are password protected **5 times less often** than other sites. Because your site may not be one they will visit more than monthly, trying to remember another password can seem like too much effort. We all know what a nightmare this can be: at least one symbol, upper case, lower case, digit, AAAARGH. So make sure the bulk of the important stuff is online somewhere that is not password protected, with only the top-secret-secrets lurking behind a firewall.

Can they reach you and do they know how to?

It is important that you are available for questions, feedback, etc... and also that you respond! Nothing says 'good service' like a query that is resolved on the same day by someone friendly and capable. This can be on any platform that you have available. It should be cost effective, quick and easy to use, such as SMS, call centres, walk-in centres, email, Twitter or Facebook.

inSite at a glance



Contact inSite if you need assistance with websites, apps or any other media. Nothing is too big or too small to deserve our loving touch. We develop in-house and our results bring the house down!

A word from our suppliers

BusinessPrint
reliable perfection

Congratulations on launching your first magazine! This is an amazing achievement and definitely highlights how far your company has come especially in this economy. We are ecstatic to see it and can't wait for the first Issue. Keep up the hard work!

Case Study

THE JOB

Multi-platform, multimedia campaign to publicise an internal election, run over the course of 2 months

THE CHALLENGES

- Encouraging participation while at the same time avoiding 'spamming'
- Creating an immediately identifiable campaign
- Keeping costs to a minimum

This meant that our plan had to be spot on, right from the start.

THE PLAN

After several meetings with the Communications Committee, the Board and other stakeholders, we had a brand, a theme and a call to action. This brand and theme were used consistently across multiple platforms to ensure saturation and accessibility; most notably SMS, video, website, posters and emails. Where possible the Fund made use of platforms already available at the employer, which reduced the final costs significantly.



THE VERDICT

The participation rate exceeded the original target, and the campaign was deemed a success. Members demographically elected the most qualified and suitable candidates, indicating that the campaign to educate members on the duties and responsibilities of a Trustee, definitely hit home. Furthermore, the entire campaign cost FAR less than was budgeted.

PARTICIPATION

11,8%
Achieved

10%
Aimed

**Member-Elected
Trustees with B
degrees/similar
or higher**



**Spent only
20%
of the
amount
budgeted**



Life Line Kits



Forever Friends Foundation is a registered non-profit organisation fighting against child abuse. The Foundation launched a Life Line Kit Project in 2008 to assist and ease the pain and trauma of abused, abandoned and raped children and babies upon their removal from their homes.

Children are removed mostly after hours, under extremely traumatic and in many instances very dangerous conditions, and therefore leave home very quickly, many times just with the clothes on their backs. Children are then taken to various safe and secure homes in their particular areas.

The purpose of the Life Line Kit is to restore some human dignity. Providing these children with basic necessities helps them feel more secure while they settle into their new environment. This makes the placement of children and babies into a new environment a little less traumatic.

The Life Line Kits are packed with items such as clothes, footwear, underwear, a full range of toiletries, a towel and facecloth, eats and sweets, puzzles, books, soft toys for comfort, etc. The items are then packed into beautiful shoulder bags for children and babies: from newborns to 12-year-old boys and girls.

Our distribution takes place nationwide in more than **27 CITIES AND TOWNS.**

We at Forever Friends Foundation feel very privileged to be part of this great project. Please join us in our ongoing fight against child abuse. You too can become part of this worthy cause.



Forever Friends can be contacted on:

Tel:
Email:
Website:

(011) 023-6145 or (011) 760-5215
foreverfriendsfoundation.npo@gmail.com
www.foreverfriends.org.za

Other charities we support

Manger Care - Dolphin House

Dolphin House is a fully-equipped care facility with the support of a full-time house father, house mother and a kitchen matron, who look after abandoned and abused children. Read more or support them at: <http://www.mangercare.co.za/>

SPCA

An animal welfare organisation that acknowledge all animals as sentient beings and strives to prevent cruelty and exploitation. They aim to achieve this by proactively promoting animal welfare, enforcing animal protection legislation, and prosecuting offenders. Read more or support them at: <http://www.spcapta.org.za/about/>



Why is inSite different?

We offer our clients ALL the perks:

- **Value for money:** We're not cheap. Not like that. We're just really reasonable, even for massively complex projects.
- **Credibility:** We are proud to employ subject matter experts and specialists in all fields of communication. We live, breathe and often dream all night about our callings.
- **Dedicated team:** See the bit above, about dreaming. And we research all the time, because we like to be on the samurai-sword-cutting-edge of the industry.
- **Award-winning solutions:** See almost everything in this magazine!
- **Above all:** We are always enthusiastic and aspire to new creative heights each day . Honestly, it's sickening how inspired we are.



DID YOU KNOW?



More people access the internet on their smartphones than on a computer.

“The shift to mobile is in full swing. Today, mobile is the first screen of screens. More people have phones than there are people in South Africa and a third of these are smartphones. There is a generation of people in South Africa that are a mobile-first. There is no question that Africa is a mobile-first continent.”

Nicola Mendelsohn, Facebook VP

What we've learnt: inSite insights



Just because you understand, does not mean your audience will understand.

Your audience has great ideas. Listen to them.

Clients/specialised divisions understand the needs of their people best. Learn from them.

Jargon is the enemy... but sometimes you need to keep your enemies close. If your members are going to encounter the jargon when they meet with insurance brokers or personal financial planners, it is important to educate them on the jargon, rather than try to avoid it in your communication.

Pictures or infographics speak a thousand words, and they're words that will be heard.

People get very frustrated when trying to decipher complicated text. Ask yourself this: Have you ever read a letter from your medical aid and thought: Why have they made this so SIMPLE?

Just because jargon is limited does not mean the document is easy to read. Make sure you run a readability test (available in MS Word) on all your documents.

There is a big difference between sounding condescending and creating a piece of very simple content. Be careful not to confuse the two.

A complicated paragraph in English is not easier to understand in a different language. Complicated is complicated.



Thank you

A big thank you to all our clients.



Contact Us

In the flesh or online, we want to meet you! Large corporates or small businesses... Speak to us today!

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