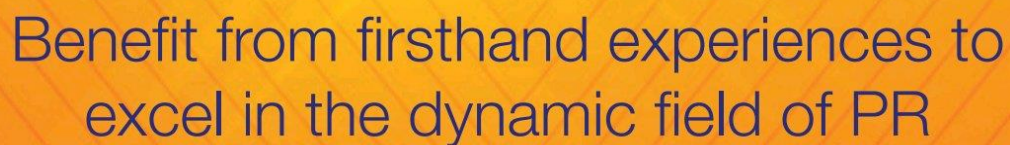


A Practical Guide for excelling in your Public Relations



HEZRON OCHIEL

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Title: Strategic Insights: A Practical Guide for Excelling in Your Public Relations

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Published by Kenya National Library Service

ISBN: 978-9914-50-472-9

01

Mastering Event Trending: Unveiling My Passion for Online Visibility and Digital Marketing Optimization

My obsession with trending stems from a deep admiration for Eric Amunga, popularly known as @Amerix on X (formerly Twitter), the medical consultant behind the #MasculinitySaturday hashtag.

His popularity arises from guiding men on various issues, including relationships and life aspects.

While the specifics of his teachings are not part of this discussion, I particularly appreciate his content strategy, guaranteeing that the #MasculinitySaturday hashtag consistently trends.

In the context of Kenya Medical Training College, a middle-level training college in Kenya, the institution I work for, major events like graduations always incorporate the commitment to making them trend.

This commitment aligns with other impactful tactics, ensuring a significant online presence.

The global surge in social media users, reaching a record 4.9 billion in 2023 and projected to reach approximately 5.85 billion by 2027, highlights the importance of building digital footprints.

In today's increasingly digital commercial landscape, businesses worldwide leverage new technology such as social media to connect with customers, build brand awareness, and drive revenue.

What are social media trends?

Social media trends encompass content that captures wide audience attention, with algorithms designed to elevate popular and captivating content.

Essentially, trending is a crucial aspect for digital marketers like myself.

It revolves around establishing brand familiarity so that when the decisive purchasing moment arrives, the customer is prepared and eager to make a decision.

This obsession has driven me to continually enhance my social media marketing skills over the past few years, purposefully to get into the books of popular digital strategists.

To achieve this recognition, I have invested countless hours in expanding my knowledge of digital marketing and growing my online presence.

This dedication culminated in earning a digital marketing certification with Google.

What is digital marketing?

Digital marketing encompasses all Internet-based marketing efforts, including social media, Search Engine Optimization (SEO), websites, and email, to connect with the organization's target audience.

Throughout my career journey, I have witnessed the immense power of digital marketing.

In my previous organizations, I witnessed how resources were mobilized, partnerships expanded, and brands built through online engagements.





Digital marketing opportunities

While digital marketing presents a significant opportunity for companies and individuals, many institutions, especially public ones, have yet to fully exploit its potential.

One primary obstacle is the often-limited budgetary allocations for marketing initiatives, as public institutions must contend with multiple competing priorities such as public services, infrastructure, and education. Additionally, the bureaucratic nature of these institutions, characterized by complex decision-making processes and multiple levels of approval, can slow down the implementation of digital strategies.

Global digital ad spending is estimated to reach \$485 billion in 2023, highlighting the competitiveness and importance of digital marketing to businesses.

Upon joining the College in 2020, bringing my digital experience on board along with other strategic communications experiences was vital.





As a middle-level medical learning institution with the majority of its clientele composed of young people between the ages of 18 and 25, embracing digital marketing could potentially grow its client base.

It is almost conventional wisdom right now that traditional news media marketing via TV and newspapers is facing a sharp decline, with social media filling the vacuum.

Even KMTC which once relied entirely on traditional media marketing is finding social media as a better marketing approach.

Although a formal study hasn't been conducted to confirm this, a past post asking clients how they got to know about the College revealed that the majority (60%) discovered it through the institution's social media platforms.

Likewise, during the March 2021 intake, an online campaign aimed at marketing college courses resulted in a sharp increase in applicants, proving the growing acceptance of social media marketing among our constituents.

Still, when colleagues jokingly ask in planning meetings whether the institution is going to trend online, they acknowledge that social media marketing is the go-to strategy.

Trends for you

Trending in Kenya

#UhuruFixedRaila

Trending with #Top100Kenyans2023

Trending in Kenya

#KMTCgraduation

Trending in Kenya

#CongratsAminaMohammed

5,109 posts

Technology · Trending

Java

10.9K posts

Leading the team to realize this dream, my goal has always been to spearhead the building of our company's digital presence to increase the uptake of its programs.

Interestingly, trending isn't a walk in the park; it demands strategic planning and diligent execution.

While some institutions with large marketing budgets engage social media influencers, in the absence of such resources, well-thought-out strategies prove equally effective.

Executing a successful online trend during our last week's 92nd graduation, involved careful planning and the implementation of various strategies tailored to engage our audience effectively.

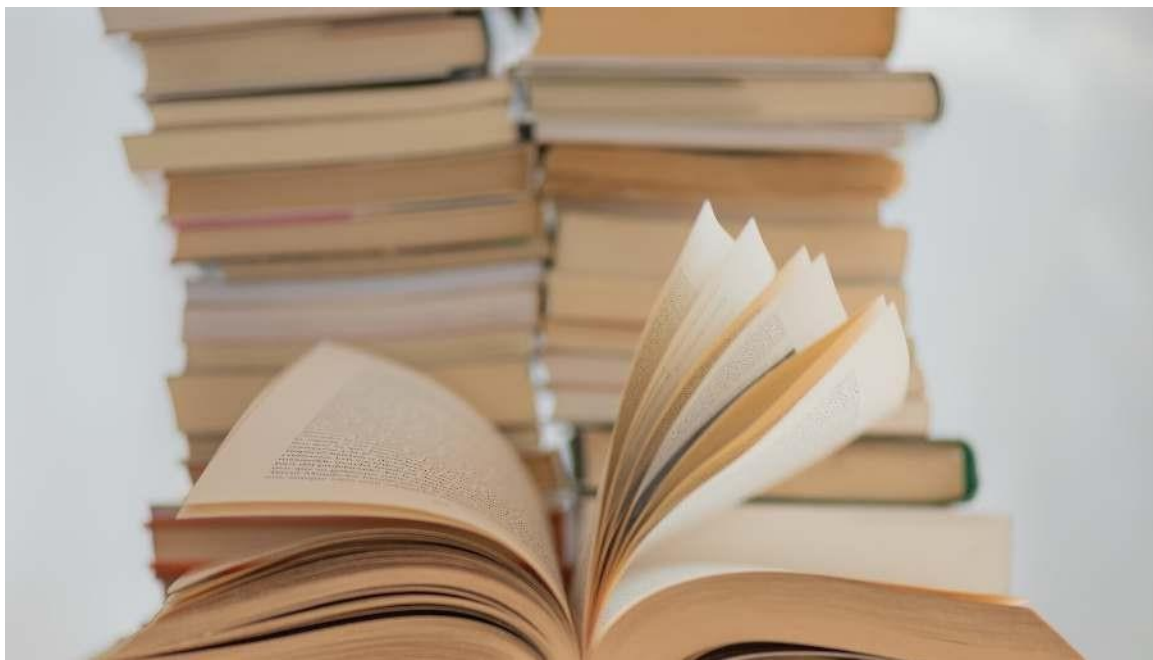
Here's a detailed breakdown of the steps we took:

1. Content Strategy

- a. Developed a robust content plan with a diverse mix of engaging and valuable content, including strategically pre-scheduled messages on the eve of graduation.
- b. Created the #KMTCgraduation hashtag to enhance content discoverability and reach a broader audience. Prioritized simplicity and memorability to prevent confusion among stakeholders.
- c. Designed social media cut-outs to assist graduates in capturing photos for online sharing, and optimizing user-generated content.

2. Encourage Retweets, Comments, and Shares

- a. Crafted tweets in a student-friendly tone to stimulate retweets, likes, and shares, emphasizing simple language for maximum attractiveness.
- b. Actively engaged with graduates, students, and staff by responding to comments and strategically retweeting relevant content, fostering a sense of community.



3. Create Compelling Visuals

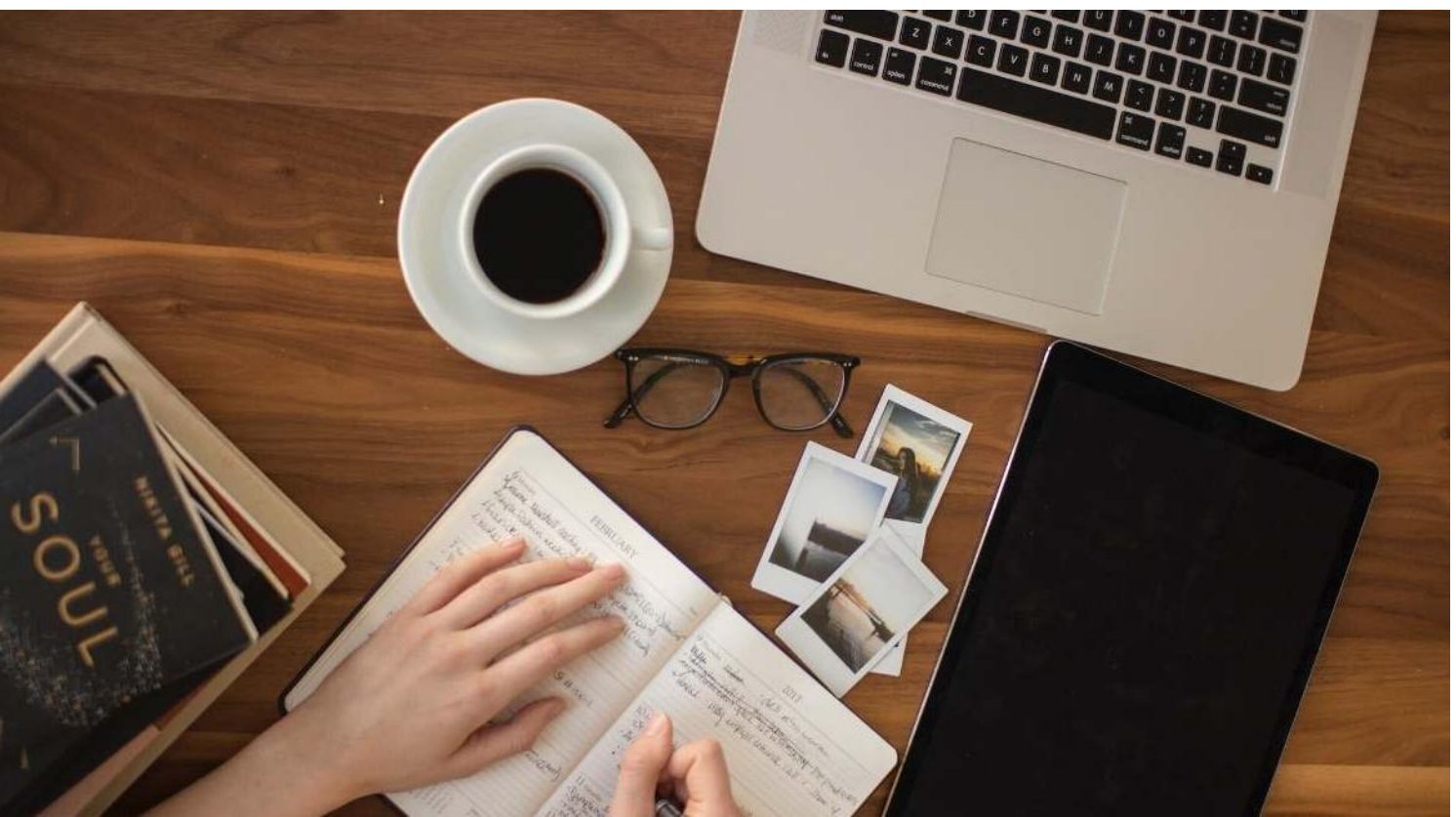
a. Developed eye-catching visuals, including images and videos, to complement tweets. Popular visuals featured graduates in graduation gowns and images of students, driving high engagement.

b. Utilized short videos of graduates sharing study experiences, garnering significant views. Saved images using the hashtag for Google indexing, aligning with our search engine optimization strategy.

4. Tweet Consistently

a. Maintained a consistent tweeting schedule, initiating the campaign a month before graduation to build awareness and garner support.

b. Shared a well-balanced mix of promotional tweets, informative content, and interactive posts.



c. On graduation day, assembled a team of social media warriors equipped with messages and images, each tasked with tweeting at least five messages on the eve and day of graduation.

5. Encourage User-Generated Content

a. Actively encouraged graduates, students, staff, and alumni to share congratulatory messages and experiences with the college.

b. Mitigated the influx of first-person posts by composing a post inviting interested individuals to share their congratulatory messages and photos, subsequently posted online.

6. Timing Matters

a. Tweeted at optimal times, targeting between 8:30 am and 9:00 am to coincide with peak audience activity.

b. Scheduled tweets strategically to align with peak engagement periods, maximizing visibility.

7. Ads

a. Promoted a few posts to amplify reach and engagement.

b. Utilized targeted advertising to specifically reach the youthful demographic, constituting our primary clientele.

Inaccurately implementing these strategies, we achieved a 48-hour online trending during the graduation, effectively engaging our audience and achieving widespread visibility.



U2

Discover Three Highly Effective Strategies
for Initiating and Maintaining Advocacy
in Mainstream Media

Let's delve into the effective strategies for successfully collaborating with journalists to champion your advocacy cause.

When we embarked on designing AMREF-spearheaded Health Systems Advocacy Partnership (HSAP) project, involving over 200 media actors as advocates, we understood the power of media in championing a given cause.

To begin, it was essential to clearly articulate the project's purpose, objectives, and desired outcomes. The objective was to contribute to stronger health systems in Sub-Saharan Africa, specifically focusing on Sexual and Reproductive Health and Rights (SRHR). To this end, our advocacy efforts centered around strengthening human resources for health, ensuring access to essential sexual and reproductive health commodities, promoting good governance, alongside advocating for equitable health financing.

During one of the media roundtable discussions chaired by Prof. Joachim Osur, we gained invaluable insights into the media landscape and journalists' preferences. In addition, we recognized that the media industry in the five countries targeted was still evolving, presenting an excellent opportunity for us to influence their decision-making processes.

However, we discovered that health-related topics weren't as prominent as politics in the mainstream media. This was attributed to two main factors identified by the journalists during previously-held roundtable forums. Firstly, most media companies hadn't adopted specialization in their newsrooms, resulting in journalists covering a wide range of topics. Secondly, reporters had limited expertise in specialized areas like health.

To address this challenge, we incorporated a programmatic solution by integrating health training into our overall project intervention strategy.

We designed a short training program specifically tailored to address health reporting and rolled it out during our training outreaches for journalists.

By implementing these strategies, we were able to effectively engage journalists, align their interests with our advocacy cause, and equip them with the necessary skills to report on health-related issues.

In the next issue of my newsletter, I will explore further strategies for sustaining media advocacy and maximizing its impact.

Interview Experts: Enhancing Journalistic Coverage

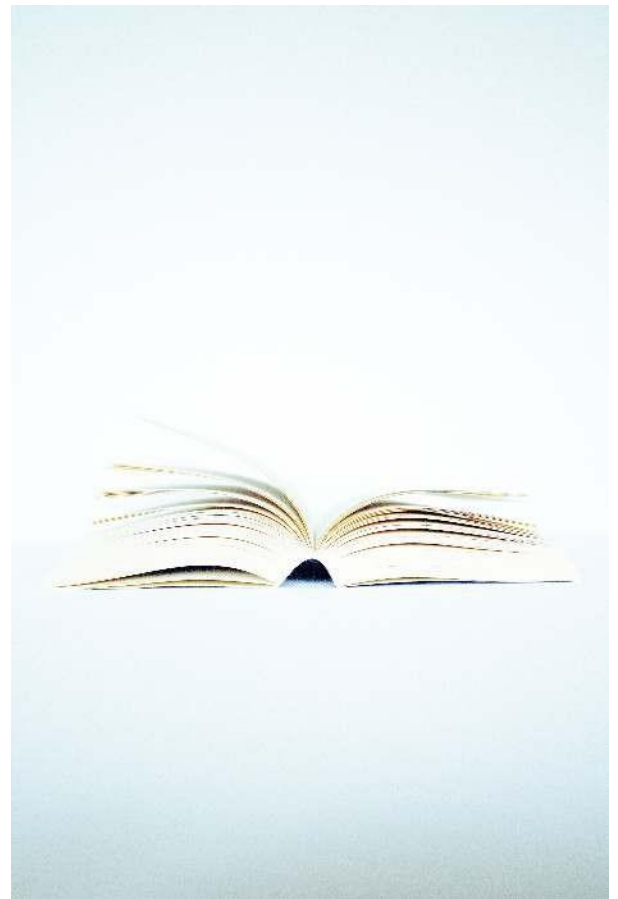
To achieve our objectives, we recognized the importance of collaborating with health experts and experienced journalists who could provide valuable training and mentorship. And here, mentorship played a crucial role in offering personalized guidance, advice, and industry navigation support through one-on-one sessions. These sessions were designed to assist journalists in their professional growth.

Identifying a pool of health specialists proved to be a challenge for journalists, as they needed experts who could provide professional insights and stay up-to-date with industry trends. Such experts play a vital role in providing valuable information and story ideas for journalists to cover.

In response to this need, our project curated a comprehensive list of experts who were readily available for interviews at any time. Leveraging AMREF's extensive networks and rich history in the health sector, compiling this list was a seamless process. This symbiotic relationship between journalists and experts created a win-win situation, where journalists gained access to knowledgeable sources while experts received valuable media exposure.

In my upcoming newsletter, I will explore additional strategies for fostering successful collaborations between journalists and experts, ensuring impactful and comprehensive media coverage.

Funding Opportunity: Empowering Journalists for Impactful Stories





Journalists all over the globe face a significant challenge in securing funding to support their fieldwork while gathering impactful stories. Although our project did not have a specific budgetary allocation for this purpose, we recognized the need to establish a funding pool through partnerships and collaborations.

In the NGO sector, innovation is key, and we learned that what we lack, someone else may have in abundance. This understanding drove us to seek partnerships where we could secure funding to finance selected stories. Through these collaborations, we gradually accumulated a substantial amount of resources needed to support journalists' reporting activities.

As health-related topics gained prominence in the media, so was the visibility of our project. In each of the five countries, discussions around health system strengthening became hot topics in both mainstream media and policymaking spaces.

What contributed to this remarkable success?





While not scientifically proven, I believe that enrolling news editors in our program played a significant role. Those who have worked in the media industry understand the influential position of news editors. They have the power to determine which stories make it to publications and airwaves at any given time.

By involving news editors, we strategically positioned health as a major theme, capturing their attention and influence. Furthermore, as editors gained new storytelling skills in the health domain, they became experts and role models for the reporters participating in our program.

In the next edition of our newsletter, we will explore additional strategies for securing funding and engaging key stakeholders to support media advocacy initiatives.

Rewards and Recognition: Motivating Journalists for Excellence

Every expert desires recognition for their work. It serves as a source of motivation to continue making significant contributions. Journalists, in particular, value more than just having their names credited in their articles—they seek additional rewards.



Although our project initially lacked a formal rewards program, as the corporate communications lead, I recognized the importance of implementing such a strategy to sustain the momentum of health journalism.

Drawing from my personal experience as a journalist, winning awards holds significant value—it establishes one's reputation as a leader in the industry. Moreover, some journalists aspire to transition from the newsroom to fields like corporate communications and other related fields where an award can provide a competitive advantage during job interviews. True to my conviction, incorporating rewards into the project elevated the overall game.

So, how did this transformation occur?

Resource mobilization and partnership building played a pivotal role. We developed a comprehensive concept note and engaged in pitch sessions with partners. To our advantage, the media awards gala dinner was scheduled to coincide with an international health conference - the 2019 Africa Health Agenda International Conference (AHAIC 2019) in Kigali Rwanda. Consequently, our reward scope expanded beyond dishing out cash awards, scholarships, trophies, and certificates to include participation in the conference. Journalists found this proposition highly impressive.

Of course, raising the necessary funds became imperative. The scale of the endeavor was significant, with four reward categories—print, online, TV, and radio—and three winners in each category. Additionally, covering the travel expenses for the winners to participate in the conference required substantial financial resources.

Understanding the importance of delivering on promises, close to ten months to the event, we initiated behind-the-scenes preparations work. Armed with a concept note, we knocked on various purposefully to raise funds. Before we knew it, we had enough resources to foot our bills and as a result, host the awards gala dinner, which attracted participants from over 200 organizations worldwide.



These efforts proved fruitful, as our advocacy campaign generated significant media attention, with around 400 media mentions across the countries involved.

03

From Business Pitch to Full-Time Job: How I Landed My Dream Career

A couple of years after I graduated from college and hit the murky road of job search. The expectation was to land a decent job within the shortest time possible.

But that didn't happen.

After receiving dozens of rejection emails, I decided to do something different: pitch myself directly to CEOs of local startups.

The thinking was that established companies would be a hard nut to crack considering that they have all the resources at their disposal to recruit top workers or consultants to meet their communication needs.

Aware of this, I shifted my attention to smaller corporates that may not enjoy the financial muscle to achieve all that.



In addition, it was an opportunity to pivot from an eight-to-five job and instead try short-term consultancy assignments.

A friend once told me that when you realize that your plan A isn't working, you try plan B.

The idea behind this strategy was two-fold. One, I would land more than on consultancy gigs—good enough to earn me as much as I would for a full-time job. Second, I wanted to build a skills portfolio for my future dream job.

The truth is, when you're fresh from college, you may not have enough experience to land a well-paying gig.

Basically, I wanted to hone my skills for a better career in the future. So how did I pull it off?

In this article, I will give you the whole story as they say, 'sharing is caring'.

Although times have changed and job search strategies might have also changed, my article will give you nitty-gritty details of what worked for me.

All right, so let's go!

The year was 2011.

I graduated with a bachelor's degree in communication and media technology.

So early that year (2011), I started packaging myself as a consultant in the corporate communications field.

In this way, I would search through the web pages of local startups, and analyze their content using the parameters below with the hope of recommending possible areas of improvement.

Sometimes it worked, other times, it didn't.

1. Brand Messaging

Here you will look at how well the messaging resonates with the target audience.

To achieve this, you'll need to mine information on messaging gaps.

And with all this data-driven information at your disposal, you are ready to provide valuable insights into how to develop an appropriate brand messaging.

2. Site performance

Site performance can be defined as the ability for the website pages to load faster and display the web browser.

Loading speed matters a lot as it affects user experience, brand perception, and possibly revenue growth.

Faster-loading websites are considered to be of higher performance. I am sure you have visited the web pages of some startups and didn't like the experience.

3. Search Engine Optimization (SEO)

SEO is the process of optimizing your web pages and content to rank higher in a search engine.

Ordinarily, when you search for a product online using a keyword, you expect it to be among the top search engine results.

An effective SEO strategy will boost your website's organic traffic, and visibility and attract new clients.



4. Social media presence

Refers to the visibility a brand or product has on social media platforms.

The stronger your brand's online presence may translate into a high engagement rate, strong brand visibility and perception, and consequently, increased sales or awareness.

Creating a social media platform is one thing but having clients consume your content is another.

Knowing what content captivates your audience is where success lies.

As an expert, you may want to undertake an audience survey for a better understanding of their content preferences.

5. Content marketing

Storytelling is a powerful tool for building memory and trust between the storyteller and the listener.



Yet, many startups have incredible stories to tell—stories of origin, customer experiences, and much more.

While they largely rely on big data during their presentations, adding some human dimensions, emotions, and relatability would be much more impactful. Storytelling will sort you out.

So, what's next?

Armed with such important information, I would then book an appointment with key decision-makers of that institution.

In most cases, it is the CEO, Director, or Program Manager.

On that day I managed to meet the CEO of a startup NGO after gathering relevant information from their website.

But through hard work and determination, I kept pushing through.

Turns out that on October 2011, I secured a pitch with a local startup NGO, funded by the Norwegian Government.

Upon completion of my presentation, the CEO pleasantly asked: I think there's a lot you could do to elevate our company's profile, would you consider taking up a full-time job?

An interesting question that was.

She went on: we don't have a lot to offer in terms of salary perks but as you can see we're still young and looking for someone we can grow together with.

Back in my mind, I was hesitant but considering how badly I needed the job together with the prospect of growing with the company, I accepted the offer.

I was really proud of myself for finding something to do.

I knew at some point I would write about it so that my readers may find my hunting strategies valuable for their job search.

It's the same strategy I've used whenever I am out of active employment.

04

Tips for Landing Your Dream Job:
How I Finally Scored a Gig with
Reuters After 3 Years of Trying

It's the dream of every learner to land their first gig with a large company upon graduating from college.

After spending years of hard work and sleepless nights while studying, the next big thing is to land a decent well-paying gig in a top-notch company.

It might be surprising but a lot of graduates don't think about making small steps like securing a gig in a startup or opting for an unpaid internship purposefully with a view to gaining skills that will position one for that dream career.

When you've just graduated, chances are high that you don't have the requisite experience needed to compete for top jobs.

Even so, aspiring to land a dream occupation is largely a good thing. However, it can breed disappointment if you over-idealize it.

The truth is, after college the real challenge comes into play.

I am no exception.

After I completed my university education a couple of years ago, I dared to dream.

Being in the field of Communication and Media, the Canadian-based Reuters would be my next destination.

Not until I realized it was too far out of my reach to ever secure a job with them, upon making numerous unsuccessful applications.

Three years on, nothing was forthcoming.

Of course, I went through five stages of grief: denial, anger, depression, bargaining, and finally, acceptance.

During this low moment, I was reminded of what a friend once told me: facing rejection may not necessarily mean the end of your relationship with your dream company.

According to him, it may well keep alive your chances of being considered at some point in life.

He was right after all.

This was evident three years later when I landed a writing gig with them.

It came about after I published an exclusive story titled: Kenyan businesses close in fear of electoral violence.

That was two months before the 2013 general elections.

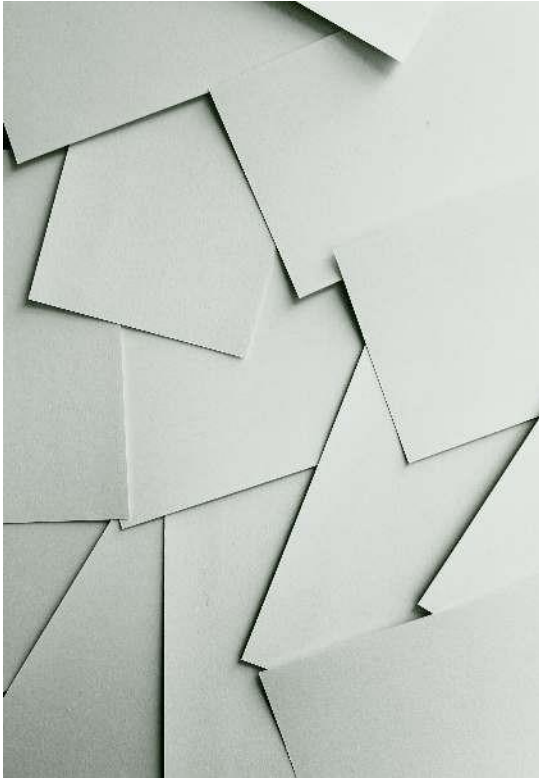
A day after the story was published in **The New Humanitarian**, I received a phone call from a Reuters journalist who wanted to run a follow-up story and

requested my support.

I saw this as an opportunity to establish contacts with them and of course, who knows what comes next?

Indeed, I came in handy to give a helping hand.





A week later, the entire crew arrived to document the story which was published three days later.

At the time, the general elections were just approaching, and ordinarily, at this time most media companies would want to increase their presence across the major cities for effective coverage.

And just like that, I was proposed to be among the journalists to be recruited, thanks to our newly founded partnership.

But it wasn't that smooth—it came with some sort of job interview.

I was tasked to analyze the security situation in Kisumu, Kenya's third-largest city, ahead of the elections: **Intimidation, machetes point to Kenya election violence: groups.**

To cut the long story short, I landed the job, a move that has since bolstered my online presence alongside my resume.





Apart from establishing contacts with the Canadian multinational conglomerate, I later netted The Times—a British daily national newspaper, and Trust News—a sister publication of Reuters, among others.

Although I am not an expert in careers, the long wait taught me some valuable lessons—that landing a dream gig requires patience, hard work, and determination.

Here are some of the tips that helped me land the gig at Reuters.

Networking

Your regular work and career-related activities should include career networking.

Your career network should be ready to go whenever you need it, whether it's for job hunting or climbing the corporate ladder.

It makes sense to have a vibrant professional network since you never know when you might need it.

Embrace work ethics



You can be the smartest, and most skilled but without work ethics you're likely to miss out on opportunities. What's more, hiring companies now prioritize work

ethics.

Work ethic refers to a set of moral principles, values, and attitudes around how to act at work.

If I hadn't gone out of my way to do an exclusive story, probably I wouldn't have been noticed by Reuters.

Sometimes building a successful network calls for going out of your way to support your networks.

It may seem unpaid venture but the returns are enormous.

If I hadn't spared my time to support the Reuters team probably I wouldn't have been recommended for the job.

In conclusion, whatever you do, give it your all. You never know who is watching. To my fellow scribes: prioritize exclusive stories...move away from ordinary stories of 'he/she said, he/she said'.

4. Personalize your content: When generating your content, ensure the customer on the receiving end feels that you are talking to them directly.

Personalization makes content a real-time conversation, allowing your customer to see the relevance in the content and building a personal relationship. Personalization of content takes different forms;



05

Tips Crafting High-Quality Digital Marketing Content in 7 Simple Steps

“At the center of any thriving digital marketing initiative is high-quality content. But then, before we think about creating high-quality content, the burning question that comes to mind is “What is quality content?” Stick around, we’ll answer this. As we walk this journey, be mindful, in personal marketing whether you are a newbie or a pro, the common denominator to generating quality content is creative writing. In addition to your writing, you have to accompany your content with either graphics, videos, or audio to give your website a good balance and hence stand out. So, let’s dig in to learn a few tips about content generation.”

What is high-quality content?

High-quality content is information that is useful, accurate, and comprehensively describes your product/service to your customers. When your content is well crafted, it attracts visitors to your website and promotes engagements while reducing bounce-back rates. In digital marketing, the ultimate goal of high-quality content is to convert leads to sales.

Generating high-quality content

Your creativity in writing is infused in the following ways when generating content:

1. **Search intent:** Back to basics? What is search intent? It is the reason why any person makes a specific search online. Content creators in digital marketing must understand what their audience/customers are looking for online. Do they want to buy your product/service? Because if they are seeking information instead of a product, they will be gone in a blink. The more your content resonates with your audience's needs, the more they will stay on your website. Therefore, in any deliberate digital marketing activities, you must match your content goals to the different search intents your audience might have.
2. **Originality:** Think about your product/service, then identify its uniqueness, quality, and style. Use the features to develop content that establishes your brand identity. For example, you could talk about accurate information about your brand – “Redbull gives you wings”, think about what inspires your brand – “Safaricom – Mwelekeo ni Internet”, think about your audience – “Smart people read The Star.” From these ideas, you can generate a lot of quality content that is original to your brand, making it stand out.



3. **Readability.** With so much content online, no one has the time to read long-block manuscripts. Your audience should be able to go through your content fast and get what they are looking for. Therefore, don't just limit your words, be forthright and arrange your content in a manner that makes it readable. For beginners, make use of the inverted pyramid writing style, where the newsworthy/ most details come first, then supporting details, and lastly the general information. Use eye-catching titles, break content into paragraphs, use sub-titles, and be sure to make digital marketing content engaging and conversational. When it comes to wording, for blogs remember to use 800-1000 words, and for articles use 1000 -3000 words.

4. **Tone:** As a writer, your tone is your attitude, mood, and choice of words. Masterclass can help you understand more about your tone when writing. Keep in mind that you are writing for your audience and not yourself. As a result, your audience and brand culture will influence your tone when generating content. For example, use formal language when communicating with a formal audience and vice versa, and try as much as possible to utilize a positive tone in your writing.

5. **Avoid jargon:** In personal marketing, you might be tempted to use jargon. It arouses the feeling that you are authoritative or an expert in your field. However, excessive use of jargon not only makes your content boring but also alienates some of your audience. Special terms come in handy when communicating to a specific audience if there are no other replacement words. But then, minimize their use, or substitute the jargon with a simpler word so that you connect with all of your audience.

6. **Grammar and spelling:** Accurate spelling and grammar are important because your audience should read your content and understand it at a go. Failure to do so and your audience can end up misinterpreting your message or being confused. So, re-read and proofread your content before posting.

7. Be relevant: Strive to generate content that is valuable to your audience. Read and research a lot, this way you will be able to deliver informative content, that is not only accurate but also up-to-date.

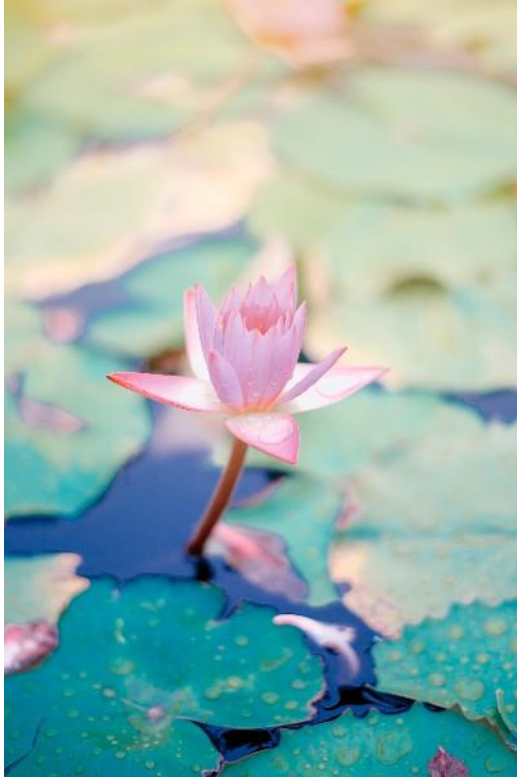
Conclusion

Rome was not built in a day, the same applies to success in digital marketing. So, don't expect overnight results. A deluge of content goes online every second, the best ones are people-centered, invest in content that is centered around your audience. Be consistent, improve your content every day, and optimize your content with search engines. Be original and have fun developing your content.



06

Essential SEO Writing Tips



Traditionally, in digital marketing, copywriters simply worked on developing high-quality content.

They were motivated by a number of goals, that may have been unrelated to website ranking.

This is where Search Engine Optimization (SEO) writing comes in handy.

SEO writing

SEO is the use of relevant keywords to create optimized content that answers the user's intent.

The goal of SEO writing is to improve your website's organic online visibility as well as put your website ranking first in search engines like Google.

You see, according to [HubSpot](#), Google alone receives approximately, 5.6 billion searches per day, which is huge traffic that has the potential of being converted into revenue.





On the other hand, a showed, at least 28.5% of people will automatically click on the first organic Google Search Result, 15% others will click on the second result and another 11% would go for the third result.

Overall, users would barely go beyond the second page.

Google algorithms are keeping everyone on their toes, making SEO writing critical in any digital marketing strategy.

Companies or personal digital marketers use SEO writing to increase web traffic, and lead generation, and ultimately increase revenue.

SEO writing and SEO paid to advertise

One can use either of these two strategies to improve their website ranking, and the two are completely different.

While SEO writing focuses on organically increasing your website ranking, SEO-paid advertising is paying google to have your content rank top of the page. See below for paid advertising.

It all starts with a keyword search



In SEO writing the term “Keyword” refers to the words and phrases that an internet user keys into a search engine to find information that they're looking for.

For example, when I go online to search, and my keyword matches the keywords on your website, then your website will definitely rank in my search results.

Previously, people would just stuff keywords in their website content, and though their website pages would be ranked favorably on search engines, it became increasingly frustrating for the readers.

Today, thanks to updates on Google’s algorithm, **SEO is more than just keywords.**

To identify the best keywords for your audience, you have to conduct a keyword search.

There are various paid and unpaid keyword search tools available such as Google Keyword Planner, to help you identify what your target audience is searching for, how much traffic those keywords bring to your website etc.

Where to use keywords

To optimize your keyword, use them in your headings, URLs, meta description, content, internal links, and SEO titles.

Keywords in headings

Your headline is a short description of your subject content. Always, it is the first thing an internet user identifies with during a search.

When your headline marries the user intent, then they know they are in the right place.



Remember, Google also pays attention to your headlines, so throw in the keywords in your headlines to enhance their ranking.

Meta description

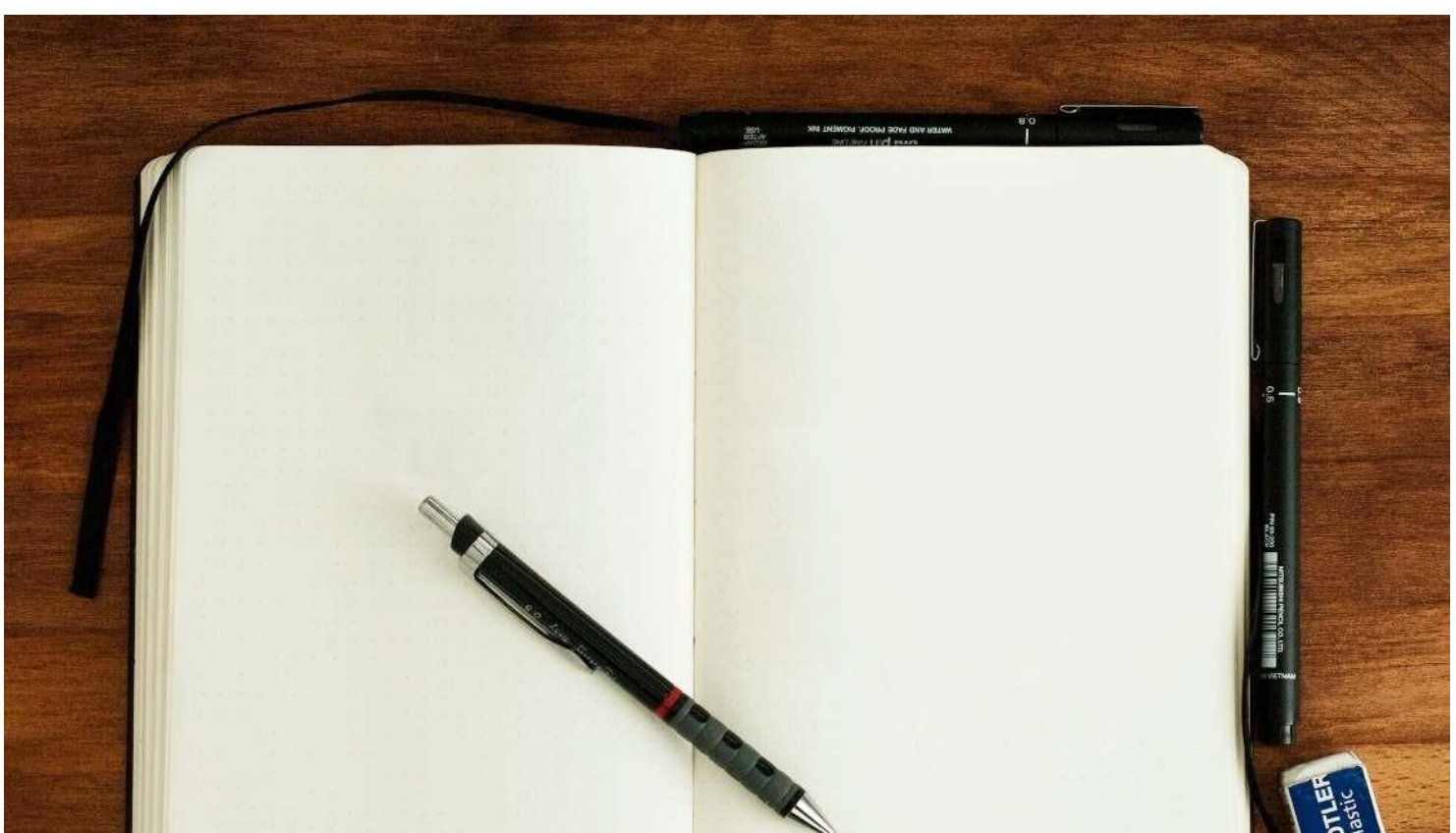
While Google does not pay any attention to your meta description, users do.

Even though your meta description doesn't affect your web ranking, a well-written one will entice the user to click through your content, generating traffic to your website.

Here is the catch, Google does pay attention to your click-through rates (CTR).

A higher CRT will positively influence your ranking, making, that snippet content of your web page important for keyword use.

URLs



This is the unique web address that helps people locate it.

In strategic digital marketing, keywords are also incorporated into the URLs to tell Google that your website has the content that people are looking for.

So, use your keywords here intelligently.

The golden rule to keyword use in your content

As an SEO writer, you are encouraged to use many keywords as you can but then do not overuse them.

'Over-optimizing' or stuffing keywords in your webpage might end up hurting your website's ranking.



You are also encouraged to sound natural in your keywords used, to avoid creating an uncomfortable read.

The golden rule is to aim for about 5-7 keyword phrases in a 400-word piece.

Internal links

Internal links connect different pages on the same website, usually, it connects related content.

Your internal links should be organically rooted in keywords.

Use your keywords naturally in your internal links because search engine algorithms take note of user intent.

There you have it!

Once you have incorporated keywords in your SEO writing, it is important to constantly check their performance.

Every day, new content is uploaded online, and this means that the performance of your keywords and perhaps your ranking is prone to change.



Tools such as Google Analytics will help you identify which sections in your website are generating traffic and the conversations they generate.

If your keywords are performing poorly, it may be that time when you need to update your content.

Regular keyword maintenance gives you a better ranking on Google, keeping you ahead of your competitors.



07

How My Passion for Health Drove Me to Pioneer Health Journalism Training



You know, these days, journalists are like modern-day Renaissance folks – juggling a whole range of skills. From news reporting to multimedia, social media, research – they do it all.

In our media frenzy world, social media is like our new town square. Journalists aren't just reporting news anymore, they're creating content that hits every platform – videos, photos, and stories – the whole shebang.

I remember back when I was a journalist, being a "jack of all trades" was seen a bit differently. It wasn't the most flattering term, hinting at being a bit of a wheeler-dealer, willing to publish anything that'd sell. But today, journalists are like chameleons, covering sports today, politics tomorrow, and everything in between – true masters of adaptation.

It's almost like back then, you could be writing about finance one day, and the next day, you're all in on a heart-warming human-interest story or diving deep into health issues. You become this versatile storyteller, embracing every aspect of news without a specific niche.





But let's be real, diving deep into a particular subject isn't everyone's jam. And that's where we were back then, even when I was a reporter. Not everyone felt the need to specialize, you know?

I've been hearing this recurring theme from experienced journalists – some are like heat-seeking missiles, locking onto their specialization from the get-go. Others? Well, they stumble into their expertise. My journey? A bit of both.

Now, as a health enthusiast, you'd think I'd dive straight into the health journalism realm. But hold on, I found subjects like the environment, food security, and agriculture just as riveting. The funny thing is, despite not being a health whiz, my chats with experts and online reading gave me a decent grasp of the topic.

This path I took is a rocky one, full of hard work and sacrifices. And to think, it all goes back to journalism school. A lot of these schools don't offer specialized tracks. So, they churn out reporters who can cover anything and everything.

A few years back, I embarked on this media advocacy campaign, and I realized the need for specialized journalists. [Amref Health Africa's](#) five-year program aimed to bolster health systems and secure better budgets. And let me tell you, we needed top-notch journalists to get the word out.



Teaming up with civil society, the media wasn't just an amplifier for local support, but a vehicle for health awareness. But here's the kicker – finding health-focused journalists? Not as easy as you'd think, especially in places like Kenya, Uganda, Tanzania, Malawi, and Zambia.

Being the corporate communications lead of the project, I was on the hunt for scribes with a knack for health. But guess what? Not many were knocking on our door. We had to pivot. So, we welcomed any journalist with a flair for health journalism.

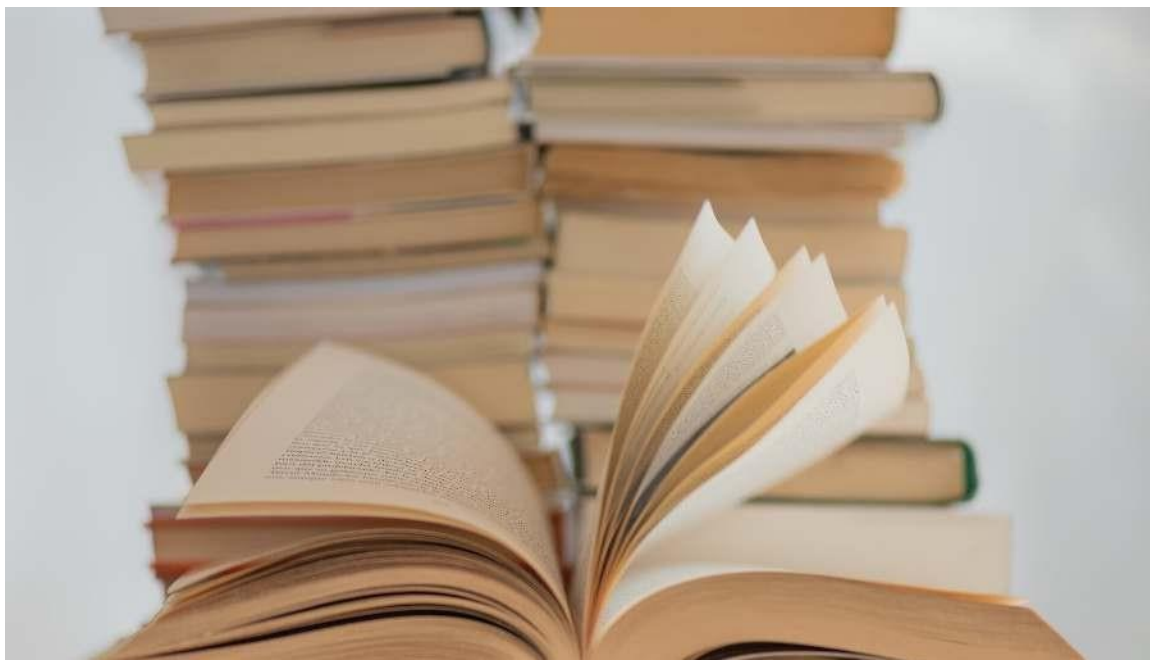
Thanks to a ton of hard work and the promise of sweet rewards, our efforts started to pay off. A year in, the results spoke volumes. Health stories dominated headlines, something that was like cracking a tough nut before our intervention.

Plus, we managed to kickstart around 10 new health programs across 10 countries. And, get this, we shook hands with heavy hitters like the BBC for collaboration.

But, here's the plot twist – while our media advocacy success was undeniable, keeping the training rolling was becoming vital. The thing is, the training was mostly driven by demand, without a solid structure to follow. Yet, journalists were hungry to master health reporting.

So, with growing interest and the need for structure, we set out to craft a robust program with a curriculum, top-notch tutors, and a way to gauge learning. And let me tell you, the journey was epic – shaping health journalism across Africa.

You know what they say these days? If you want to nail universal health coverage and those Sustainable Development Goals for health, our training is the one-stop-shop.

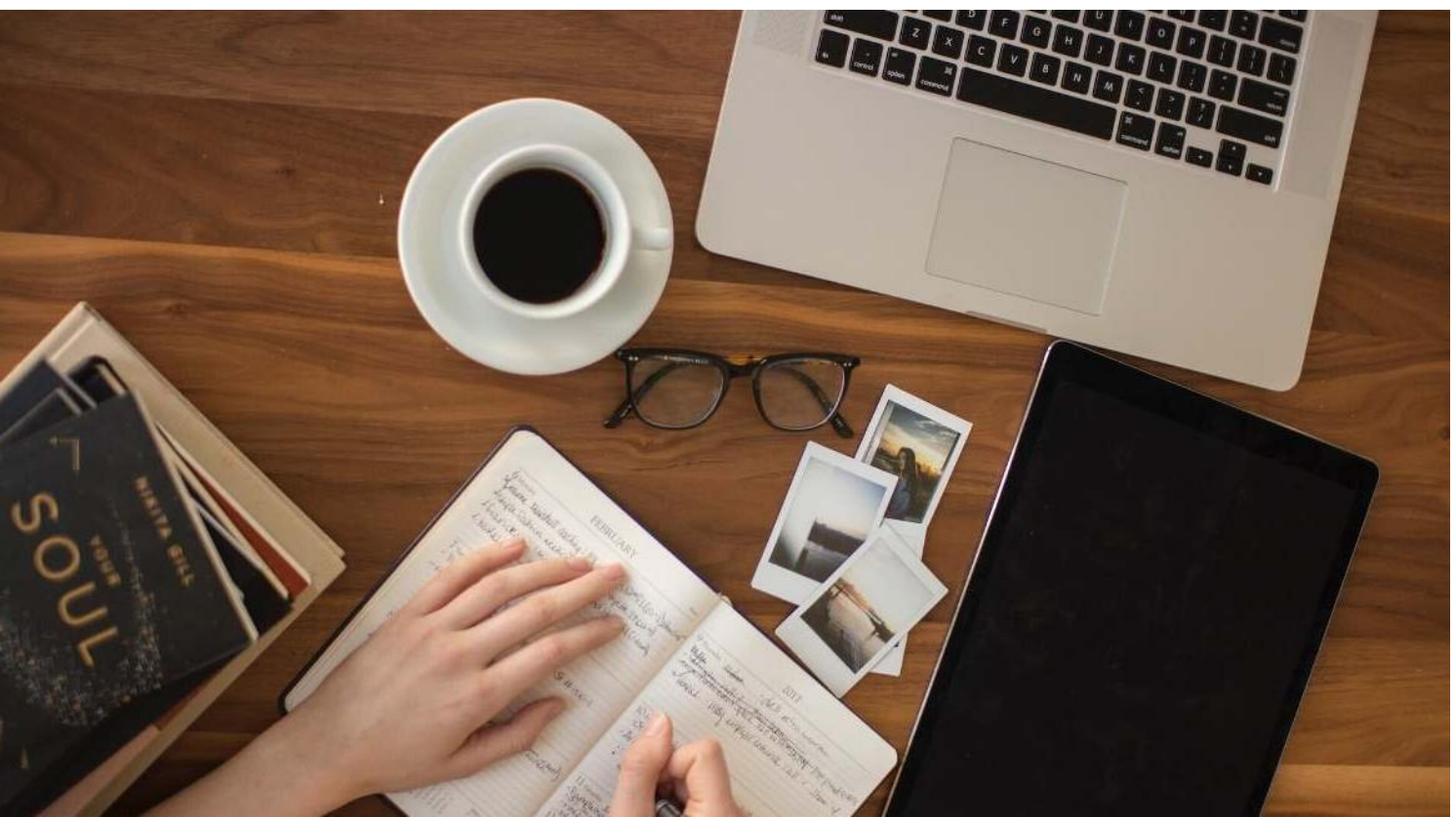


Back in 2019, we unleashed the beast – a one-month intensive **Health Communication and Journalism** course at **Amref International University (AMIU)**. This course is arming journalists with the real-deal skills to tackle health reporting like pros.

Unlike other quick courses, students enrolled in this program are tasked with completing a project. Yes, a well-crafted story that hits print, radio, TV, or digital platforms – they're in it to win it.

What started as a little idea has transformed into a catalyst for top-tier health reporting. Three years down the line, the course is attracting learners from across Africa – journalists, health managers, monitoring and evaluation folks – you name it.

Big names are giving this course the thumbs up. Remember 2020? Twitter and AMIU joined forces, dishing out scholarships to 40 African journalists. Sound amazing, right?



Seeing this all unfold as the program pioneer? Well, let's just say it's beyond exciting. Even though I've moved on from the institution, my hope is that AMIU takes this to new heights – expanding it for fresh-faced undergrads and postgrads.

08

Unlocking LinkedIn Profile Optimization: A Step-by-Step Guide to Achieving Higher Search Rankings

I've been asked countless times, "How did I optimize my LinkedIn profile **Hezron Ochiel, MPRSK** to rank higher in search?" Just last week, my colleague, Dr. Kenneth G. Riany posed the same question. That's why I've decided to take you through this process step by step.

Before I undertook my profile optimization, I needed to determine how I wanted to be discovered online. Given my background in Corporate Communications, I wanted to position myself as both a Strategic Communications Expert and a Public Relations (PR) Specialist and therefore I incorporate these keywords in my profile. As a result, when you make a quick search for example, 'Top Strategic Communications Expert or Top PR Expert on LinkedIn in Kenya', my profile appears among the top three, depending on the browser you're using.

To achieve this milestone, I followed these six (6) simple steps:

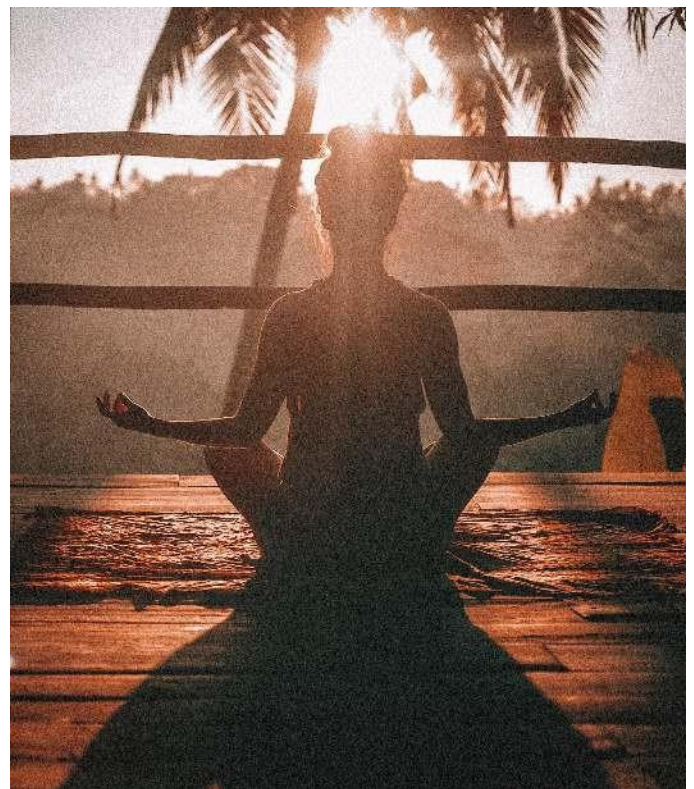
. Tailoring Your Headline

To begin, I updated my profile to include the exact keywords that I wanted searchers to use to find me. Crafting an impactful LinkedIn headline goes beyond merely using your default job title. For better results, I encourage you to embrace creativity to vividly describe your role while incorporating essential keywords or phrases that people use to discover your products and services. Instead of overused terms like 'helping,' strive for uniqueness.

Profile before optimization

. Updating Your Profile

While LinkedIn advises profile completion as a path to achieving its prestigious 'All-Star' status, it intriguingly overlooks the substantial SEO advantages this process offers. By incorporating an array of sections, including a comprehensive work and education history, you open up a wealth of opportunities for your profile to gain heightened visibility across the expansive LinkedIn platform.



. Naming Your Profile Photo

I've noticed that many people upload their profile photos in JPEG format. Google will index these images so your photo will appear in image search results. By labeling it with a relevant phrase or keywords, there's a high likelihood that your image will appear in search results when someone Googles those phrases or keywords. In my case, I used keywords like 'Strategic Communications Expert' and 'Public Relations (PR) Expert.'

. Updating the Skills Section

Originally designed for recruiters to pinpoint candidates with precise skill sets, this section holds a notable degree of prominence within Google's indexing parameters.

. Updating Your About Page and Job Description

Your "About" page is often the first thing people see when they visit your LinkedIn profile. It's your chance to make a strong first impression and effectively convey your professional identity. LinkedIn allows you up to 2,000 characters (including spaces) in your LinkedIn summary section, offering you an opportunity to infuse the section with suitable keywords and phrases. Additionally, ensure that your job description effectively communicates the value you contribute, all while incorporating those crucial search terms.

. Leveraging LinkedIn Newsletter

When crafting articles, seize the opportunity to leverage keywords and phrases for discoverability. Employ them in both the project or publication's title and its description to optimize your keyword exposure.

09

Crafting the KMTC History: Insights and Tips for Future Writing Endeavours

The Kenya Medical Training College (KMTTC), a medical college in Kenya, recently released a ground breaking book titled "The Journey to Greatness," distinguishing itself from previous organizational historical narratives and potentially any future ones.

This volume offers a comprehensive historical account of the institution since its establishment in 1927, providing an in-depth perspective beyond what avid college fans might already know.

Covering diverse topics such as Contribution to the Health Sector, Historical Governance, Training, Research, and Consultancy, the book is a well-crafted manuscript that took three years to complete.

The subsequent launch, attended by government of cials, marked a signi cant milestone in the project's journey.





The writing project delves into interesting personal accounts while seamlessly integrating with the institution's strategic direction and priorities.

It provides additional insights into KMTC's inner workings, showcasing its distinctive uniform, warm colors, and the success of its graduates.

In an era of increasing digital engagement, the book strategically positions KMTC to engage stakeholders through storytelling, establish brand identity, and build credibility.

It aligns with the perspective that storytelling, as emphasized by former U.S. President Barack Obama, is a powerful way to explain ourselves and the world around us.

What Worked

1. Team Composition





One of the key successes during the book's development is the critical importance of team composition. Assembling a team with diverse skills, including academia, corporate communications, and partnerships, enriched the overall quality and depth of historical documentation.

2. Clarity of Goal

Maintaining a clear and solid goal was paramount to the project's success. Effective leadership played a vital role in uniting the team around a common objective that endured throughout the project, demonstrating the positive impact of having a clearly defined goal.

3. Effective Information Sourcing Strategies

Despite initial challenges, breakthrough moments came through strategies like conducting oral histories with former staff, exploring local archives, and tapping into alumni narratives. These approaches provided valuable insights into the college's early years.

Challenges

a) Access to Information



While some information was not readily available, strategies such as obtaining narratives from alumni and collaborating with relevant institutions helped fill the gaps.

b) Delays in the Review Process

External review timelines not aligning with the project's timelines led to delays. Clear communication and expectations with external reviewers are recommended to prevent such issues.

c) Transition in Project Leadership

Frequent leadership changes compromised consistency and hindered the project's progress. Establishing a stable leadership structure or designating a project manager is recommended for smoother development.

2. The Covid-19 Moment

The project faced an unexpected challenge with a team member testing positive for COVID-19, disrupting plans and causing delays. Such unforeseen events underscore the importance of contingency planning.

Recommendations for Future Writing Assignments

To secure information availability in the future, the following actions are suggested:

1. Embrace Record Keeping

Incorporate robust record-keeping practices covering legal, financial, historical, and daily operational information to ensure comprehensive data storage.

2. Knowledge Transfer

Develop procedures for knowledge transfer between employees to preserve institutional knowledge, preventing knowledge loss when key personnel leave.

3. Conduct Regular Audits

Regularly audit historical records to identify and fill gaps, ensuring a comprehensive and up-to-date compilation of institutional history.

4. Digitalization Efforts

Invest in digitalization initiatives to convert paper records into electronic formats, making them more accessible and easier to preserve.

5. Archiving Strategy

Develop a robust archiving strategy for both physical and digital records, considering factors like data integrity, security, and accessibility.

10

Side Hustles for Journalists &
Communication Professionals: How to
Diversify Your Income

Losing a job can be a significant blow, especially when it happens unexpectedly in these challenging economic times.

Such was the case for a friend of mine, who served as the sole breadwinner for his family. This experience brought back memories and made me reflect on the importance of being prepared for unforeseen circumstances. It also reminded me of my journey when I had to step up and take charge in the absence of a key team member.

As a communication professional, I found myself in a management role, attending meetings and providing valuable insights on communication matters. Suddenly, I had to write speeches for the CEO and oversee the entire communication department, as I was the only person responsible for these tasks. It was a new and somewhat overwhelming experience, but with time, I grew more confident in my abilities after a year of service and notable achievements. In fact, I became so confident that I believed it was the perfect time to start a family.



However, as my pregnancy progressed, I began feeling negative vibes and a sense of being burdensome. Unfortunately, my limited knowledge of HR matters meant that I didn't question it when my yearly contract was abruptly terminated and replaced with a three-month fixed contract. This sudden change occurred precisely when my family was expanding.

Why am I sharing this background information? I want to emphasize the significance of having a side hustle when faced with unexpected unemployment. A solid side hustle can provide a soft-landing during setbacks. Drawing from my own observations and successful strategies in the communication field, I would like to share a few side hustle ideas that you can explore.

It's crucial to be proactive and prepared. Consider the following possibilities:



1. **Photography and Cinematography:** In the midst of challenging times, it's important to find solace and meaning in our passions. Last year, I personally experienced the loss of my mother to breast cancer. As we prepared for her funeral, we recognized the value of documenting the event to preserve precious memories. In our search for a photographer, we were fortunate to come across the esteemed Mr. Keya, a well-known figure in Kisumu City.

It was fascinating to learn that he had been capturing moments for decades, even back when photographs were developed in studios, as my in-law reminisced about his work during her youth. This anecdote highlights the incredible potential for a side hustle in photography.

If you have a genuine passion for photography and cinematography, investing in a reliable camera can open doors to a fulfilling side hustle. Begin by capturing events, such as weddings, funerals, and other special occasions. Gradually expand your repertoire and consider branching out into mini-documentaries, as I witnessed a colleague successfully do. It's inspiring to see how he evolved from a photographer to someone covering major events, including political gatherings, and even selling his content to international media houses. Photography encompasses a wide range of specializations, such as architecture, fashion, journalism, and wildlife. With dedication and continuous skill development, you can carve out a niche that aligns with your interests and strengths.

There are various courses available online to sharpen your skills in photography and cinematography. Additionally, engage with fellow enthusiasts, seek mentorship from experienced professionals, and leverage my skills to refine your craft. By combining your passion with technical knowledge and artistic sensibility, you can establish yourself as a skilled visual storyteller.

Remember, photography goes beyond merely capturing images. It allows us to freeze moments in time and evoke emotions through our work. Embrace this creative journey, and let your photography and cinematography side hustle become a powerful means of self-expression, communication, and potentially even a fulfilling career.

2. Launch an Online Magazine or Newspaper: In today's digital age, establishing an online magazine or newspaper has become an increasingly viable and rewarding endeavor. Allow me to share the inspiring journeys of individuals I've encountered who have ventured into this realm.

Two comrades Kevin and Lilian Kaivilu took the leap and created online magazines named Lake Region Bulletin and Impacthub Media, respectively, with a focus on highlighting development stories.

Their efforts have been met with great success, generating revenue through paid advertisements and donor funding.

Similarly, I've come across another individual who runs a thriving business newspaper, aptly named Business World.

His achievements can be attributed to the valuable networks he has cultivated with newsmakers and, of course, strategic advertising. Their accomplishments serve as a testament to the possibilities that lie ahead.



We also have the privilege of celebrating the achievements of our very own proprietor, Mr. Hezron Ochiel. With the launch of his e-newsletter, **Hezron's Weekly Insights**, he has garnered attention from numerous entrepreneurs and corporate entities seeking his professional expertise. His journey exemplifies the potential for personal and professional growth within the world of online publishing.

Setting up an online magazine or newspaper doesn't require a Herculean effort. It demands an investment of your time and skills to produce high-quality content that resonates with your target audience. You can begin by leveraging platforms like LinkedIn, which offer a free and accessible starting point. As you build a strong foundation and gain traction, expanding to your own dedicated website becomes a natural progression.



Online platforms like Udemy and many others present a supportive environment where you can cultivate your writing, editing, and publishing talents. Engage with fellow aspiring journalists, leverage the expertise of faculty members, and make use of available resources to refine your craft. Harness the power of storytelling to engage readers and build a dedicated audience.

Embrace the potential that lies within the world of online publishing. By sharing compelling narratives, shedding light on critical issues, and offering valuable insights, your online magazine or newspaper can become a thriving platform for meaningful discourse. Join the ranks of those who have found fulfillment and success in this vibrant realm, and let your voice be heard.

3. Monetize Your Hobby: Whether or not it relates directly to communication, consider turning your favorite hobby into a money-making venture. Do you enjoy baking, tailoring, sales, or fashion? Explore ways to transform your passion into a source of income. By capitalizing on activities, you genuinely enjoy, you can create a fulfilling and profitable side hustle.

Remember, it's crucial not to wait until you're faced with unemployment to start a side hustle. Take a moment to reflect on your current situation and ask yourself: If the company were to shut down or if I were suddenly laid off, how would I sustain myself until I transitioned to a new job or business? Consider these side hustle ideas or share your own experiences on how you've managed to thrive after losing a job. By diversifying your income streams, you can gain financial security and peace of mind in an unpredictable job market.

Monetize with Deliberate, Consistent, and High-Quality Digital Marketing Content

The internet has dramatically transformed brand marketing and communication. Today, without online visibility, your brand may not succeed. And as many startups strive to survive in the cut-throat business world, having a strong online presence remains a game changer in revenue generation.

About last year, I met a 4-bout cancer survivor.

She had developed silicone breast prosthetics, an innovative solution to restoring confidence, and self-esteem, and improving the social functioning of brave breast cancer survivors, who have lost a breast or two as a result of the cancer treatment.

While her business was slowly picking up after the devastating Covid-19 pandemic, her biggest challenge was getting her products online.

For her, maintaining consistent online visibility through digital marketing is another whole different ballgame.

Well, most businesses face a similar problem.

It's easy to go online and set up a social media page, or put up a website, however, developing content consistently for many isn't a walk in the park for most startups or personal brands. As a result, many disquietly retain a wimpy online presence.

Whatever the reason that makes you hesitant to go online, here are a few reasons to help you topple the scale.

Authority

Having a consistent digital marketing strategy gives your organization or startup credibility and also makes it an authoritative player in your niche.

Have you ever gone online to search for a product you have used over the years, let's say on Facebook, and you discover that the last update was made more than a year ago?

You probably might conclude that the business ran out of stock or perhaps collapsed altogether.

What about going online and you find a business with a website and social media pages that are up-to-date?

You definitely want to do business with them, right? This affirms my point that a consistent online presence boosts clients' confidence in the business.

Brand awareness

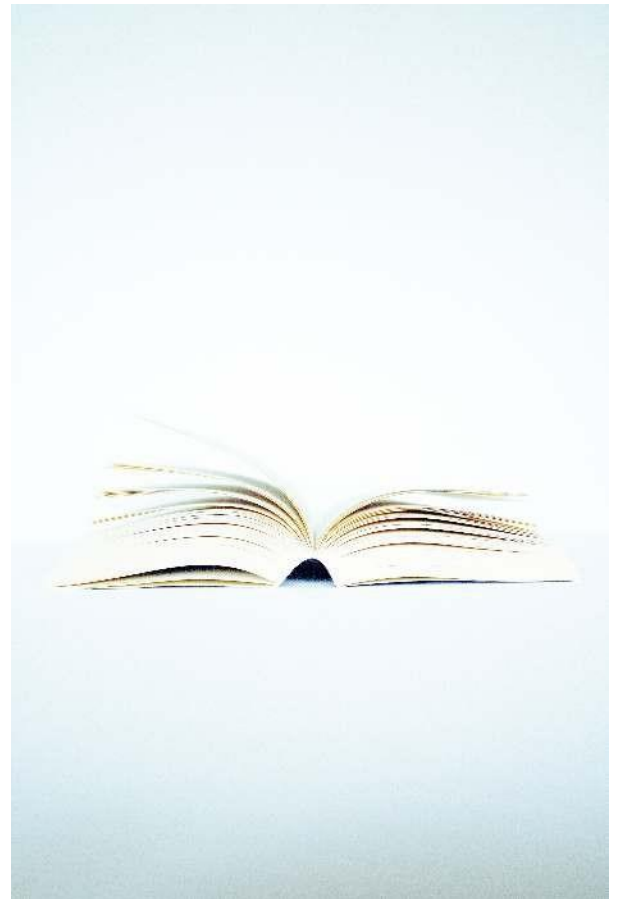
Your brand is your identity.

Having a strong brand presence means your product or service is the first thing that comes to mind when people think about your line of products or services.

Online content marketing provides avenues that are effective and affordable to discover, build your brand, and further convert this brand to revenue.

Lead generation

Any person's interest or general inquiry about your product or services is a lead. Nobody will look for your brand unless you open up to your audience.





An online presence provides an opportunity to invite strangers to visit your site/social media platform, visitors turn into leads and they can be converted into customers, then loyal customers or promoters of your brand.

Create brand ambassadors

Great content makes your brand stand out and retains the attention of your target audience in a noisy internet space.

Add consistency to it, and you develop an almost personal relationship with your customers who will in turn become your loyal customers as well as promotional partners, of course, your product has to also deliver on its promise.

Your brand ambassadors will always act as referrals, and their presence online instills trust in your new customers to go ahead and try your product.

Saves you time and money

Online or digital marketing, does not require a huge investment as long as you have access to the internet.



Locally, you can train yourself by enrolling in LinkedIn digital marketing courses.

Alternatively, you can hire content marketing specialists like [Hezron](#). This is more affordable as compared to a paid advertisement in the mainstream media which can cost an arm and leg with little results to show for it.

Content is king!

↓

5 Steps for a Successful Transition from Journalism to Corporate Communications: My Personal Experience



It is such a powerful thing to be a journalist

When they say the pen is mightier than the sword, it may not be easily understood until you try picking up a career in journalism.

Let me try to explain it in plain language.

A soldier armed with a sword can maim, cut, or kill perhaps dozens in a battle.

But if you possess a pen, you can spread ideas to thousands or probably millions of people by opening their minds to new possibilities.

Sound amazing, right?

That is how influential scribes you see behind your TV screens or read their works in the newspapers ostensibly to get acquainted with the latest news updates.

The media inform, educate, entertain, and I add this: shape public perceptions and opinions, and many more.

Journalists will peddle a narrative that many will blindly take as the gospel truth.



As they are called members of the fourth estate, journalists occupy the fourth most influential position, behind Judiciary, Legislature, and Executive.

I was a journalist in my earlier career journey between 2012 and 2015, and I can attest that scribes are well respected.

Journalists rub shoulders with who is who in society, you have direct contact with nearly every news subject, including senior politicians, scientists, and other influential personalities.

Indeed, being a journalist is fun, but knowing how your work transforms lives is even more fulfilling.

To obtain news, journalists specialize in particular topics or subject areas such as courts, Parliament, crime units, and many more.

When I was a scribe, political stories were hot topics that any folk wishing to grab headlines would venture into such stories.

Reporting political news was like a 'direct ticket' to getting your piece of work published.

As a result, news platforms would be dominated by political stories, leaving the rest of the stories to compete for a few remaining spaces in the newspapers.

Besides politics, negative stories were equally in demand.

These are stories of suffering—calamities, violence, crime, and epidemics, to name a few.

That is why when I first landed a print journalism job in 2012, many of my colleagues we joined with picked politics as their preferred beat.

Today, some of them have become great political analysts, editors, and senior reporters.



As for me, I wanted to try something different—solution journalism—reporting about social problems and providing a way out.

Growing up in an informal settlement, I held a solid belief that people, more specifically those from poor backgrounds, lag in all aspects of life because they are disadvantaged.

And given opportunities coupled with a level playing field, such folks can thrive and create a lasting impact in society.

Today when you read newspapers or watch TV, you will realize that negative news still enjoys a fair share of coverage.

On the other hand, solution journalism is coming at the tail end—not given much preference.



After all, there were tones and tones of positive things happening around healthcare, education, innovation, infrastructure, etc.

Back in the newsroom, as politics and bad news were thriving, I was slowly getting my space in transformative news—stories that positively impact people's lives.

If you have worked in the newsroom, you will realize that such pieces of content were not easy to sell to a news editor.

But it is not entirely the fault of the media to bring bad news.

Some analysts argue that bad news gets higher ratings and sells more papers than good news.

By focusing on positive events, I wanted to provide an alternative to the gloom-and-doom news currently flooding our news outlets.

So, sometimes my articles saw the light of day (published), and sometimes they failed to make it into the papers.

But that did not dampen my spirits.

Some of my popular stories include:

A mother's death costs the family dear - Kenyan study

Kenya tackles poverty by sending teen mothers back to school

Pneumonia vaccine shows promise in Kenya

Research needed to tackle maize lethal necrosis in East Africa

Later, I widened my scope to include health together with humanitarian issues.

And little by little, I found a niche in health stories that later landed me a job in the corporate communications field.

Today, I still use my journalistic skills to build a positive brand image by creating awareness alongside changing negative perceptions through storytelling.

1

Engaging Employees in Social Media Marketing: Maximizing Impact and Results

The power of social media marketing in driving business success.

Marketing is essential for any business, regardless of its size, as it serves as the lifeline for growth and progress. In today's digital age, social media marketing has emerged as an effective way for companies to connect with their clients.

The emergence of various platforms such as Facebook, Twitter, LinkedIn, and many more have provided businesses with low-cost advertising opportunities to promote their products or services. Ignoring the value of social media in contemporary marketing approaches can be a missed opportunity.

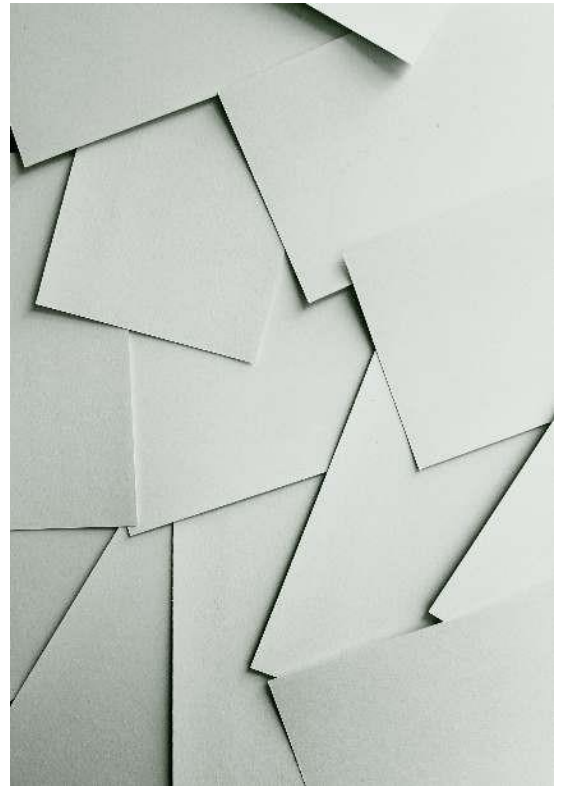
While some companies have dedicated staff handling social media marketing, involving employees in the same task has proven to be equally effective. The numbers speak for themselves. Imagine having 1000 employees, each with an average of 500 followers on Twitter. Convincing just 100 of them to share an update can potentially reach an additional 50,000 people without much effort. Engaging your colleagues in social media marketing is an excellent method to increase social media engagement.

One of the reasons employees are considered the best brand ambassadors is because people tend to trust information shared by those close to them. When recommendations come from employees, who naturally become champions for their company, they hold more weight. Studies indicate that content shared by real people, such as employees, tends to receive more likes, votes, or shares, thus increasing its visibility.

Corporate social media posts are informative, but content shared by actual people is highly respected. Even if someone is initially uninterested in what a company offers, they may be more inclined to give it a try if a friend, co-worker, or contact recommends it. According to LinkedIn, shared content from employees receives double the click-through rate compared to posts from their companies. This highlights the importance of involving employees in driving social media messages to promote your brand and increase product consumption.



Some employees may already have numerous responsibilities within the organization, making engaging them in social media marketing an additional task. To make it easy for them to participate, it's crucial to provide a social media toolkit that includes pre-written messages, photos, and videos from which they can choose. Additionally, make social media marketing interesting by involving employees in message development and conducting regular meetings to share campaign outcomes.



Empowering employees through training programs on social media marketing is also essential. A one-week training program can significantly enhance their knowledge and skills. Encourage them to join free training programs offered by reputable platforms such as Google Cloud Training Online, LinkedIn Online Training Courses, and Coursera. These programs not only enhance their skills but also provide networking opportunities. Consider providing incentives such as a night out allowance to show appreciation for their participation.

Some employees may be interested in joining social media marketing efforts but lack the knowledge or even social media accounts. Investing in their training and helping them create accounts can greatly contribute to their professional growth and benefit the organization in the long run.

Lastly, keep in mind that social media may be unfamiliar territory for some employees, especially those from older generations. Investing in their training and support will yield positive results over time. Harness the power of social media marketing by involving your employees and reap the rewards of increased brand visibility and engagement.

1

The Impact of Technology on the Future of Work

In today's world, technology plays a crucial role in almost every aspect of our lives. Whether it's working, shopping, studying, or searching for essential services, we rely on the Internet for convenience and accessibility. The internet has revolutionized the way we conduct our daily activities.

This transformation is evident in the rise of online marketplaces like Jumia Kenya and PigiaMe. These platforms showcase the power of innovative thinking combined with information technology to address society's most pressing needs. Similarly, the internet has revolutionized the job search process, providing unlimited opportunities worldwide. Gone are the days of being restricted to local job prospects; the internet opens up a world of possibilities.

Moreover, the advent of the internet has transformed how work is delivered. In the wake of the Covid-19 pandemic, remote working emerged as a viable and effective alternative to traditional onsite jobs. Many companies embraced this flexible work arrangement to ensure business continuity during the pandemic. Even as Covid-19 cases decline, working from home remains popular due to its numerous benefits.

As Kenya's internet penetration continues to soar, online work and freelancing will become increasingly significant for the economy. According to Statista, Kenya had an impressive 85.2 percent internet penetration as of December 2020. With a growing number of individuals owning mobile phones, tablets, and computers, more Kenyans are gaining access to the world of online work.

When done right, technology-enabled work, such as freelancing or participating in the gig economy, can lead to increased earnings and greater financial stability. The e-commerce sector, in particular, holds enormous potential, with its global worth amounting to billions of dollars. In 2021, Kenya ranked as the 54th largest e-commerce market, surpassing countries like Sri Lanka and trailing behind Hungary, according to e-commerceDB.com.

The UNCTAD B2C Commerce Index of 2020 positioned Kenya as the 88th fastest-growing e-commerce economy worldwide and the fourth in sub-Saharan Africa, following Mauritius, South Africa, and Nigeria. These figures highlight the potential of e-commerce in addressing the issue of rising unemployment in the country. A survey by the Kenya National Bureau of Statistics (KNBS) revealed that in 2019, 7 million Kenyans were unemployed, with 1.4 million actively seeking jobs. Additionally, every year, hundreds of thousands of fresh graduates enter the job market, further exacerbating the unemployment challenge.

For individuals who wish to escape the uninspiring office environment and work from the comfort of their homes, freelancing provides an ideal solution. Freelancers can maximize their earnings and find fulfillment as they operate from their living rooms. Online jobs offer the flexibility and freedom that the 21st-century generation seeks, in contrast to traditional careers that restrict such autonomy.

These freelancing opportunities encompass a wide range of roles, including video captioning, article writing, affiliate marketing, blogging, and graphic design, among others. Such jobs require diverse skills in customer service, networking, and online platforms.

In conclusion, as technology continues to shape our lives, embracing online work and freelancing can lead to financial prosperity and personal satisfaction. Kenya's growing internet penetration and the potential of e-commerce present opportunities to address the persistent issue of unemployment. With flexibility and a diverse range of roles, freelancing offers a promising path for individuals seeking a fulfilling and prosperous career.



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Mastering Catchy Headlines: 7 Pro Tips



People do a lot of crazy stuff to get attention in the rapidly evolving digital space.

From humorous, and sexist to blatantly deceptive posts, most newcomers in the digital space now think that the only way to digital fame is through posting cranky stuff.

But where does that put content writers? Can they remain relevant in this crowded space?

The answer is yes!

You can tactfully get and retain the attention of your audience through your headline.

Headlines set audience expectations on what your article has to offer, such that they either can't help but click or scroll away.

The most appealing headlines are those that arouse curiosity, ...and of course, for any content marketer, the ultimate goal of a catchy headline is to increase readers of your written piece.





A catchy headline can help a copywriter or blogger in the following ways:

- It grabs readers' attention.
- It increases click-through rates – a metric that measures the number of clicks advertisers receive on their ads per number of impressions.
- It increases influence or authority in a specific niche.
- It improves conversion.

That being said...Your headline is the make-it-or-break-it of your article. Writing magnetic headlines take practice to master, and here are a few tricks to get you started:

1. The tried and tested H and 5 Ws. The H and 5W are How, What, When, Why, Where

These are headlines that tell people what to do. Many internet users are looking for information, or want to learn something.

How-to has become popular because they solve a problem and provide audiences with simple step-by-step instructions on how to undertake an activity.

The other 5 W act as questions that spark curiosity in your audience, and at the same time ask questions encouraging conversation, as well as compelling an audience to click on the article.

2. Use numbers or data

Strategic Insight: A Practical Guide for Excelling in Your Public Relations

ABOUT THE AUTHOR



Hezron Ochiel is a coach, mentor, and influential figure in the world of Corporate Communications, Public Relations (PR), and Journalism. He is also a seasoned expert in Digital Marketing. Hezron has earned recognition through publications in esteemed media outlets such as Reuters, The New Humanitarian, Gara, and The Standard. With over 15 years of experience in Strategic Communications and journalism, he has crafted impactful narratives that foster emotional connections between brands and audiences.

As an innovator, Hezron pioneered the first-ever Health Communication and Journalism program for African journalists, thereby elevating health journalism on the African continent. Additionally, he co-founded the Africa Media Network on Health, which comprises more than 600 science-reporting journalists in Africa. He is also the author of Hezron's Weekly Insights Newsletter on LinkedIn, where he delivers weekly industry trends, insights, and motivational content, empowering readers in empathetic leadership and careers. You can learn more and subscribe to his weekly peak-performance insights newsletter at <https://www.hezronprinsights.com/>.