



amaze

AFRICA

Regional Dissemination Guide

WHAT'S IN THIS GUIDE?

AMAZE engages with partner organizations across sub-Saharan Africa to integrate, subtitle, dub, adapt existing or develop new **AMAZE** videos.

This guide contains recommendations that can be helpful in the amplification of a partner organization's work through dissemination and includes:



DIGITAL DISSEMINATION

Digital dissemination is the use of the internet, and online social media applications to send messages and share information.



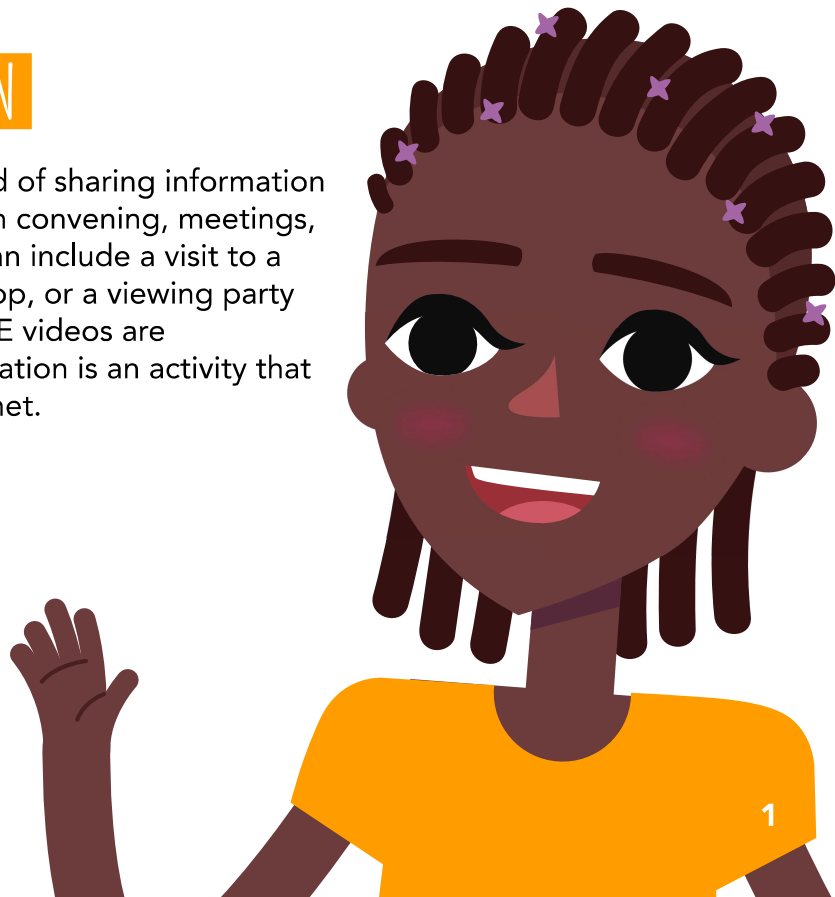
TRADITIONAL MEDIA

Traditional media dissemination is the use of media platforms such as radio, television and print media to share information with the public and facilitate discussion on topical issues

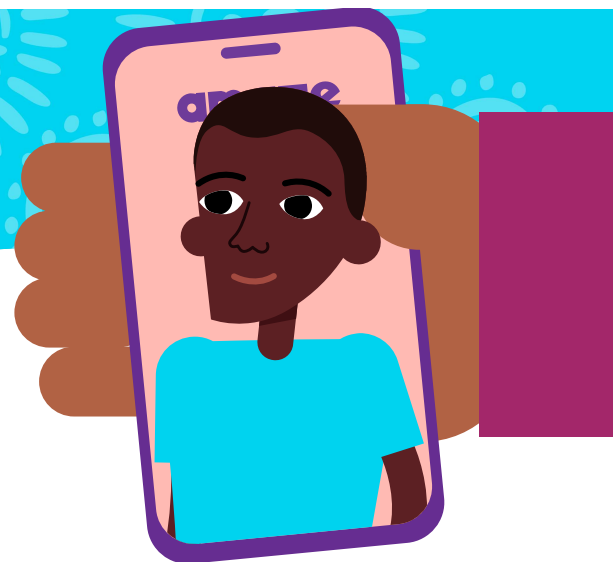


OFFLINE DISSEMINATION

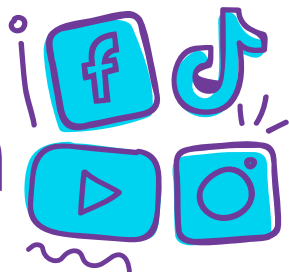
Offline dissemination is a method of sharing information with the public through in-person convening, meetings, events and/or activations. This can include a visit to a school to conduct a CSE workshop, or a viewing party with young people where AMAZE videos are broadcasted. An offline dissemination is an activity that does not take place on the internet.



DIGITAL DISSEMINATION



Social media content



- **Develop a social media plan.**
- **Leverage International Days** like World AIDS Day or Menstrual Hygiene Day that intersect with your work to create content that showcases it.
- **Explore designing graphics** to complement the messaging.
- **Explore using short video content**, like TikTok videos, Instagram reels, and YouTube shorts, which have a higher audience reach and engagement.

Audience Engagement



- **Leverage social media tools**, like polls and live events, to provide additional opportunities to engage with the audience.
- This can include competition giveaways and other incentivised programmes to keep our audience engaged.
- **Incorporate AMAZE's unique hashtag, #Moreinfolessweird**, in social media posts to reach a broader audience, and include other useful hashtags such as UN commemorative days, public holidays etc to widen opportunities for engagement.

Collaboration & Cross Promotion



- **Identify organizations in the AMAZE partnership network doing similar work**, and explore implementing social media campaigns.
- **Utilize AMAZE resources adapted or created by other partner organizations**, and give them a shout-out on social media. Partner organizations can reach out to info@amaze.org and international@amaze.org for recommendations in their areas of focus.

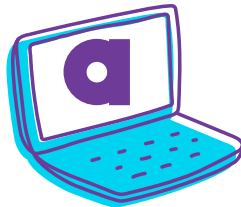
DIGITAL DISSEMINATION

- **Leverage the network of AMAZE partners for speaking engagements**, like webinars and live events. Partner organizations can reach out to international@amaze.org and info@amaze.org for recommendations.

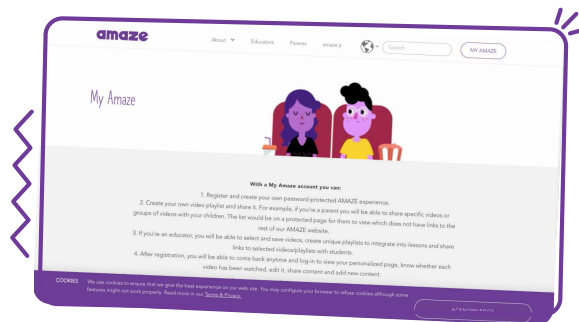


SOCIAL MEDIA PLATFORMS INCLUDE FACEBOOK, TWITTER, INSTAGRAM, TIKTOK, WHATSAPP, AND TELEGRAM.

AMAZE Website

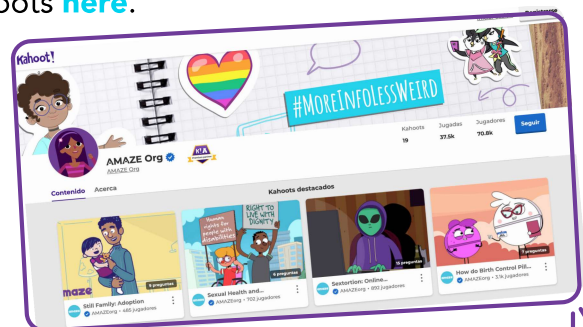


- **Create an AMAZE playlist** for a customized experience. Find out how to create a playlist [here](#).

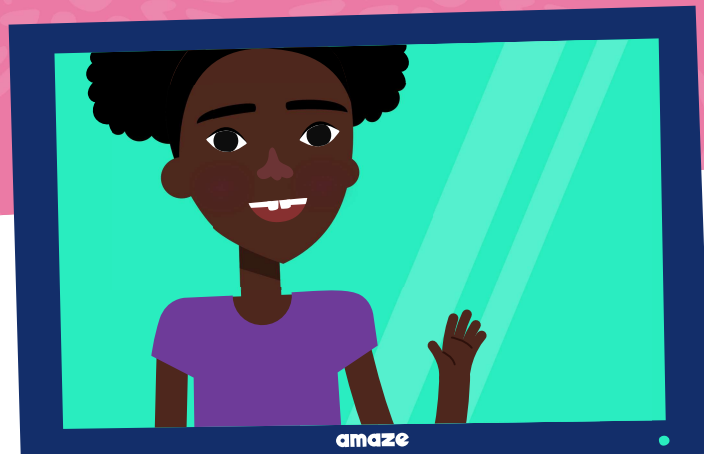


Kahoot

- **Kahoot is an online game-based learning platform**. Partner organizations can use existing Kahoots or create new ones to improve the learning experience.
- You can check out the existing Kahoots [here](#).



TRADITIONAL MEDIA



Op-Ed

An op-ed is a column or guest essay published in the opinion section of a newspaper (Opposite the Editorial page). Most are between 500-750 words, and most media houses will take submissions by email.

Pitching an Op-Ed



- An op-ed provides an opportunity for a partner organization to create awareness about social issues and establish thought leadership on the subject.
- Leverage International Days like World AIDS Day and Menstrual Hygiene Day to develop an op-ed.
- Check out some tips on writing an op-ed [here](#).

Pitching a radio or Television Interview



- Radio and television appearances provide an opportunity for a partner organization to reach broader audiences and contribute to real-time events.
- Pitch media houses for interviews around International Days and news events.

TRADITIONAL MEDIA

Pitching Support



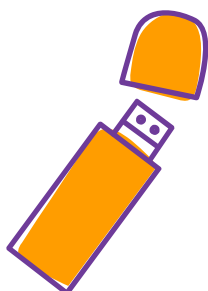
- Partner organizations that are interested in engaging media houses for traditional media opportunities and would like support from AMAZE Africa's Public Relations firm can reach out to info@amaze.org and international@amaze.org to schedule a meeting.



OFFLINE DISSEMINATION



- Utilize thumb drives to disseminate AMAZE videos in areas where internet connectivity is low. Partner organizations can reach out to international@amaze.org for mp4 downloadable video files.
- Utilize other formats of existing AMAZE resources, like comic books and posters.
- Host AMAZE viewing parties.
- Forge partnerships with Departments/Ministries of Education to incorporate AMAZE in schools.
- Identify opportunities to present at national, regional, and international conferences. [Here](#) is a presentation template that partner organizations can use for a presentation at such convenings.
- Explore strategic partnerships with government organizations like ministries of education and health to create national-level buy-in for the partner organization's work. Support from ministries may present opportunities for expansion of reach and funding.
- Consider additional avenues to expand the partner organization's work, like school and community events. Requesting a time slot to present on the partner organization's work may provide opportunities to reach new or untapped audiences.





amaze Africa's

DISSEMINATION PLATFORMS

Follow AMAZE on social media and tag us so we can keep up-to-date with all your amaze-ing work.



amaze.org/africa



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