MOJO: (mobile journalism) Young people making an impact on new media's audience using mobile to tell stories: ... turn towards trendy, highly engaging format in keeping with current digital trends.

New commercial opportunities highlight the situation for people to easily follow. This included a live debate of members of Parliament cult to keep track of what was going on. We fired up a liveblog to ffi which started in Gauteng and quickly spread across the country ff and harmed, but this did not stop Mojo IOL from using their eliminating university fees. Our reporters were pepper sprayed, for IOL, visual content was key - with several videos posted to ff

The FeesMustFall movement is a perfect example of how mobile journalism can impact a nation. #FEESMUSTFALL: For #NationalShutDown to represent all universities. These protests and the voices of these students were captured on our mobile cameras to share with the rest of the country. This report is for the purpose of indicating how a Mobile

Its objective is to introduce fresh, young minds to target a new readership that does not currently exist within the traditional framework.

Mojo IOL’s digital first approach proved that by breaking a story online before print, the business would yield exceptional results that talks to branding, click-through rate, audience engagement, trending on Twitter and getting the world talking. It then became a 360 degree solution, where we incorporated print media, interactive story telling and exponential increase in social media audience reach. Updated information on #FeesMustFall was made available through a liveblog, where we gave minute-by-minute updates of a breaking story using a liveblog or the #feesmustfall movement. It was incredible. We had made an impact. We were part of a movement. We helped tell the story in so many ways. We gave the students a voice.

IOL played a big role by using mobile journalism to give the student body voices they never knew they had. Mojo IOL contributed live format, video content and breaking news copy that helped IOL trend on top, which ensured that reaction. It became clear that the public was following the students’ movement, therefore we knew that we had to be instant in our approach in order to feed the hungry beast. #FEESMUSTFALL IN INSTANT FACEBOOK VIDEO:

MOJO IOL gives minute-by-minute account as events unfolded throughout the country using various live formats through rate, audience engagement, trending on Twitter and getting the world talking. It then became a 360 degree solution, where we incorporated print media, interactive story telling and exponential increase in social media audience reach. Updated information on #FeesMustFall was made available through a liveblog, where we gave minute-by-minute updates of a breaking story using a liveblog or the #feesmustfall movement. It was incredible. We had made an impact. We were part of a movement. We helped tell the story in so many ways. We gave the students a voice.

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IN SHORT: The FeesMustFall movement is a perfect example of how mobile journalism can impact a nation.

#FOCUS: PRESENCE WITH DIRECT INFLUENCE AS MOJO BECOME THE BACKBONE OF IOL:

The Cape Argus, a newspaper that is part of Independent Media made quite an impact on media and the public by inviting students to co-edit their newspaper. The co-

Beyond top news on most of the hashtags, the world was talking. There were interactions, discussions, and even a live debate that was held on Twitter. This was supported by Mojo IOL and

The FeesMustFall movement is a perfect example of how mobile journalism can impact a nation.

#FEESMUSTFALL IMPACT: [ON TWITTER]

IOL. Edited newspaper was sold out the day it was published. See below, students of the universities at The Cape Argus newsroom. This was supported by Mojo IOL and

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ENGAGEMENT

INMA: BEST IDEA TO GROW DIGITAL READERSHIP OR

POST CLICKS:

UP

POST REACH:

UP

HEIGHT OF REACH:

UP

NEW PAGE LIKES:

UP

NEW PAGE POSTS:

UP

NEW PAGE COMMENTS:

UP

NEW PAGE SHARING:

UP

TOTAL POST VIEWS:

UP

TOTAL POST ACTIVITY:

UP

TOTAL POST SHARING:

UP

TOTAL POST ENGAGEMENT:

UP

TOTAL POSTS: