



[You can read more about the show on the Search for Common Ground site [here](#) as well]

That's the old media part. Now let's talk New Media!

Facebook

Media Focus for Africa maintains two Facebook locations. A [Facebook Group](#) dedicated to the show and a [Facebook account](#) dedicated to Imani Football Club (the actual football team on the show). Between the two, the show commands an audience of 5,000+ members. What's even more interesting is the fact that they still continue the same 'sheng' trend on their Facebook (and other social media channels). They actually have people asking for sheng terms for english words!

Twitter

You can find the ImaniFC twitter page [here](#). They have a good 578 followers so far. Again, sheng is a key language here.

The team also does photo sharing via Google's [Picasa](#) and video sharing via [YouTube](#). Here's the first season trailer:



According to a source from Media Focus for Africa, they have employed someone full time to work on and keep track of the social media engagement with viewers.

This is an awesome example of leveraging different media channels to propagate social change. We'll definitely be seeking out Media Focus for Africa for an interview soon!

Share



Social Media

[social, the team, TV](#)

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One Response to “Using a Mix of Old & New Media to Teach Social Good”

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