



Prudence Zoe Glorious
Insights. Analysis. Strategy. Purpose. Impact.

#FURSAZAKIDIJITALI COHORT II REPORT

2022



PRUDENCE ZOE GLORIOUS PUBLIC RELATIONS

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Acknowledgement

We are extremely grateful to every individual that catalyzed the successful completion of the #FursaZaKidijitali Cohort 2.

Cohort 2 could not be accomplished without the consistent support from fursa mentors who took their time to impart knowledge, build the confidence of young leaders and professionals, guided and assisted them with all their inquiries.

We also sincerely thank fursa fellows, who are the key learners and propagators of the information on the education platform.

Lastly, we wish to express our gratitude to everyone who shared with us their advice, support, signal boosted the classes and learnt with us throughout this cohort.

Thank you.

Executive Summary



In the information age, knowledge remains a necessary power to hold. For the second year in a row, #FursaZaKidijitali innovated forward providing the opportunities borne out of the classroom of the future to young leaders with a voice on Twitter (Fursa Fellows). Our core purpose for the fellowship remains to impart knowledge in an autochthonous language so as to deepen understanding.

As it is known, 90% of the population in Tanzania uses Kiswahili as their primary language. FZK was established in 2021 by PZG PR with the aim of educating young people who speak swahili on matters mostly fourth industrial revolution. Our Fursa Za Kidijitali Fellowship which took place for 3 months this year raised awareness of opportunities that the digital space has brought to the world; global business trends, and the 4IR

#FursaZaKidijitali lessons are conducted on Twitter. Why Twitter you might ask? Well, in Tanzania, Twitter is seen as a social media platform used by intellectual, educated, and opinionated young leaders. Without Twitter, very few Tanzanians would have gotten the opportunity to engage week after week on matters that raise their consciousness and on pertinent issues. Digital education platforms like #FursaZaKidijitali provides young leaders with spaces to build their acumen, and engage with industry leaders in a way that builds confidence and self-esteem.

In the second cohort, we introduced an intervention to further build the confidence of our fellows by connecting them to knowledge and industry leaders who could sharpen their acumen whilst increasing their self-esteem.

In a nation that is predominantly made up of young people. The onus is on us (PZG PR) and you to develop the minds of the people who hold the mantle of taking this nation forward. It is the responsibility of all of us to educate ourselves and others for a brighter future given the prevalence of innovative tools and platforms to satiate curiosity.

We can't wait to propagate this cohort's success in the coming years as we innovate forward.

Happy Reading,

Prudence Glorious

Chief Purpose Officer, PZG PR

#FursaZaKidijitali Cohort 2

Objectives

1. Leverage technology to increase awareness of economic opportunities and career pathways.
2. Build confidence in young voices.
3. Institute a mentorship program for career progression.
4. Enhance interactions amongst knowledge leaders, industry leaders & youth leaders within unique career pathways.

Cohort 2 lessons & Live Mentorship Sessions

For the 3 months (September - December 2022) of #FursaZaKidijitali Cohort 2, PZG managed to conduct classes every Friday from 14th September 2022 to 9th December 2022 coming to a total of 12 lessons consistently.

This cohort focused deeply on confidence building, leveraging digital platforms for brand awareness and growth as well as self-employment opportunities.

#FursaZaKidijitali

Cohort II - Lessons Covered

Lesson (In Swahili)	English translation	Topic summary
Ongeza thamani ya chapa yako kupitia ushawishi halisi.	Increasing your brand's online value through authentic influencing	How to build a loyal online community through storytelling
Kuunganisha nguvu kati ya nafasi ya chapa na ushiriki wa watumiaji	Harnessing the dynamic between brand positioning and consumer engagement	Brands and consumer engagement as well as ways to maximize return on investment
Kuhakikisha mustakabali wa taaluma yako katika enzi za kidijitali	Future proof of your increasingly digitizing career.	How to grow your digital skills and how to leverage digital tools to simplify workflow
Kufaidika na uwezo wa utafiti kupitia injini ya google ili kukuza chapa ya bidhaa au huduma.	Harnessing the power of consumer goods brand	Using search engines like google to collect data and conduct product research
Kujali afya ya akili kuliko misisimuko ya mtandaoni.	Prioritizing well-being in lieu of online stimulation and overactive minds	Balancing digital usage and well-being
Biashara ya kidijitali kama injini ya ukuaji wa ushirikiano wa kiuchumi	Digital trade as the engine of growth for economic integration	Ways digital platforms can be used to teach traders how produce quality products of global standards.
Maadili ya utendaji wa kazi kwa weledi kwenye enzi ya utandawazi	Professionalism in an age of hyper-visibility.	How to leverage social media platforms for career growth
Uongozi wa mawazo na sanaa ya uteuzi wa kumbukumbu	Thought leadership and the art of memetic selection	Being consistency on the messaging and relevance of the message communicated to the audience
Wekeza kwenye mali yako namba moja ya kidijitali	Banking on your number 1 digital asset	Explore ways of monetizing personal data accessible to you by creating unique content for distribution or demand driven products and services.
Athari za kidijitali - kutambua madhumuni ya shirika kwenye wavuti wa ulimwengu.	Digital impact - realizing organizational purpose on the world wide web	Knowing and understanding your IKIGAI
Tumia mitandao kukuza utamaduni wa kujifunza ndani ya kampuni yako	Utilize digital learning to boost your organization's cultu	Retaining talent and allowing diversity for better the quality of work
Mustakabali wa malipo ya kibiashara kwenye uchumi wa kidijitali	Digital economy: the future of payments and commerce	The potential for digital financial services in the world

Live mentorship sessions

You can not grow without a support system. One support system that plays a huge role in the personal and/or professional/career growth of any individual is a mentorship program.

The FZK mentorship program convened professional relationships between a more knowledgeable or experienced person (mentor), who guided and nurtured the professional development or growth of an individual (mentee), outside the normal manager/subordinate line management. The mentors played the part of encourager; and pushed mentees forward with advice from personal experience.

With #FursaZaKidijitali Cohort 2, our core aim was to offer a space for our cohort 2 fellows to set out career goals for themselves, and be partnered with a mentor who will hold their hand; serve as a trusted ally and guide the fellows to achieve their goals.

Our timed mentorship program and the live q&a bridged a gap, connecting industry leaders to young professionals.

Live session Topic	Date & Analytics	MENTOR & MENTEE
Fundamentals of digital marketing	4 Sept 2022 Reach: 1.6M	Gillsant Mlaseko and Anastazia Masiaga
Photography and content creation	06 Oct 2022 Reach: 650.5K	Fahad Fuad and Lauraclara Munuo
Storytelling	09 Nov 2022 Reach: 49K	Princely Glorious and Msafiri Ulimali
Content creation, and communicating for impact	02 Nov 2022 Reach: 553.9K	Prudence Glorious and Baraka Mofole
How to navigate a male dominated industry as a black woman	19 Jan 2023 Reach: 100 people	Sakara Ross and Neema Stephen

Benefits of #FursaZaKidijitali lessons

Youth participation.

#FursaZaKidigitali classes guarantee more participation from young people as the current generation is well versed with social media platforms

Not limited to just fellows.

As the classroom is conducted on a social media platform thus, lessons are available to anyone who has access to social media, and everyone is allowed to engage, ask questions as well as contribute to the thread as the lessons are being shared.

Flexibility

Fellows have the freedom to juggle their careers and skills to improve as they aren't tied down to a fixed schedule. In a traditional classroom setting, class meeting times are set, and the student has no power over this, forcing them to work their schedules around these dates. With #FursaZaKidijitali gives the fellows power over how they will delegate their time towards their different projects.

Innovative knowledge management.

All the information disseminated during the classroom of the future is safely stored in an online database. This means that if there's ever anything that needs to be clarified, the student will be able to access these lessons anytime as they are aggregated under #FursaZaKidijitali, #MentorAndMentee, #MentorNaMentee and on a platform that they have an affinity towards.

Networking Opportunities

#FursaZaKidijitali provides fellows with the chance to network with experts who are masters in the digital world. This often leads to other opportunities in terms of collaboration with other individuals in implementing a project.

Mentorship program

What is a mentorship program?

Mentor programs connect people who have specific skills and knowledge (mentors) with individuals (protégés) who need or want the same skills and advantages to move up in work, and skill level. Participants in mentor programs, both young and old, share their values and personal goals in a mutually respectful, supportive way which leads to a more enriched life for both. A successful mentor program helps break down barriers and creates opportunities for success.

A 3 months program to give fellows and industry leaders and professionals room to grow.

Mentors are crucial to growing our professional networks and PZG wished to connect FZK fellows with senior leaders who can show them the ropes in the different fields the fellows aimed to expand on. So at the end of the first cohort, PZG suggested to the fellows that they have to pick a mentor who will resonate with their personal objectives. PZG took those suggestions to heart and reached out to the mentors the fellows wished to have. This has been very successful as fellows had the opportunity to have at least one session a month with their mentor and 1 Twitter live session where they get to ask their mentor questions on Twitter so that other people can also benefit from the mentor

Mentorship program

Objective of the mentorship program: Confidence building



Mentoring builds self-esteem and increases confidence



The knowledge and alternatives gained through a mentorship program allow the youth to explore different career possibilities not often available in a classroom or work setting



Mentor programs break down stereotypes surrounding certain professions and populations.



Mentorships build synergies.

Mentorship Program

We had 8 pairs of mentors and mentees



Princely Glorious - Mentor and Msafiri Ulimali mentee. Msafiri's goals were:

- To produce explainer videos plus a QNA documentary.
- start a social media page special for documentaries and photographs. Additionally, through the mentorship, he would like to learn about and apply storytelling practices,
- build knowledge of the fundamentals and practices of photography and videography, and improve his capacity in writing articles

Through monthly sessions, Msafiri learned how he can create content on time, and his ability to research to come up with complete information or data " In the beginning, I was using a few sources and trusting the information they provided, now I have to prove it by searching into multiple reliable sources"



Gillsant Mlaseko - Mentor and Anastazia Masiaga mentee. Anastazia's goals for the mentorship program were:

- to build digital marketing knowledge.
- learn how to market her content online.
- to build knowledge on digital security.

Through the monthly sessions, Anastazia was able to understand and learn the power and impact of digital marketing.



Leonora Dowley - Mentor and Ndimwenya Msinjili Mentee. Ndimwenya's goals for the #FursaZaKidijitali Cohort 2 Mentorship program were:

- To learn project management skills, improve her leadership skills
- Giving feedback

Through monthly sessions, Ndimwe has learned a lot about team management; project management, giving feedback, and how to work with different tools to properly manage the workflow.



Faraja Nyalandu mentor and Ummilkher Yassin mentee. Ummilkher's objectives were:

- learning organizational communications tips and tools
- acquiring skills and knowledge on how to communicate for impact, and learning communications for advocacy .

With their online engagement opening the online sessions leading to creating an awareness and building an understanding of mentorship dynamics.

Mentorship Program

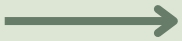
We had 7 pairs of mentors and mentees



Prudence Glorious mentor and Baraka Mofole Mentee. Baraka's goals for the #FursaZaKidijitali Cohort 2 Mentorship program were:

- To polish his skill set, expand his network, increase his professionalism acumen, build a support system, and sharpen his digital presence / personal branding.

The program helped him gain a deep understanding of his purpose and how he can unleash his potential.



Dennis Sinyolo - Mentor and John Chakutema - Mentee.

John's goals for the #FursaZaKidijitali Cohort 2 Mentorship program were

- To learn skills to become an industry leader, sharpen customer service skills, improve knowledge on growing revenue, and learn how to increase work efficiency

John has learned to experiment with new techniques and ideas, discover what works well and what does not, and to always strive to continuously improve.



Fahad Fuad Mentor and Lauraclara Munuo mentee. Lauraclara's goals for the mentorship program were:

- to learn principles/elements of travel Photography, to build knowledge on creating a niche style as a travel photographer, learning how to approach budgeting when it comes to traveling. Additionally, through the mentorship, she would like to produce 6 pictures that apply the principles of travel photography, with her niche style.

The sessions Lauraclara had with her mentor gave her the clarity she needed to pursue her passion.



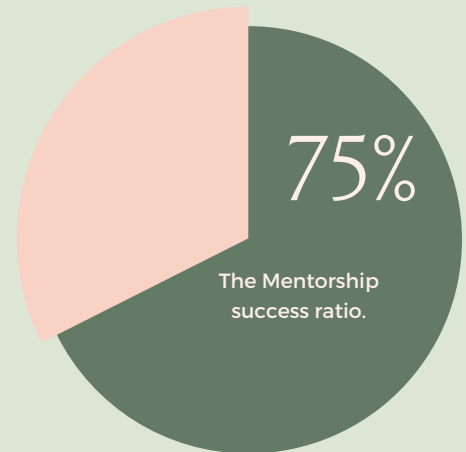
Sakara Ross Mentor and Neema Stephen (Kemmie) mentee. Neema's goals for the mentorship program were:

- Learning how to navigate a male-dominated industry as a black woman.
- To learn maintenance standards to put into practice during the defect liability period as well as the life cycle period of a building.
- To build knowledge of OSHA Regulations from an international point of view.

Through the mentorship program, Neema has increased her expertise in knowledge exchange and how to navigate a male-dominated industry

Success Metrics of the Mentorship program

8 pairs of mentors and mentees successfully conducted their sessions throughout the program. They were able to have 3 one-on-one sessions and One "Ask me" anything session on Twitter during the 3 months of the program. 75% is the mentor and mentee success ratio as we had initially reached out to 10 mentors.



Massive Outcome: Launch of My Hadithi.

The biggest outcome of this mentorship program comes from Msafiri Ulimali and his mentor Princely Glorious. Through the mentorship program, Msafiri launched My Hadithi. My hadithi is a platform whose sole focus will be to provide you with fascinating tales and histories of different persons as well as to explain creative issues, art, and those that alter views of society in Tanzania and across Africa.

My hadithi is available on Twitter link [here](#), and Instagram link [here](#).



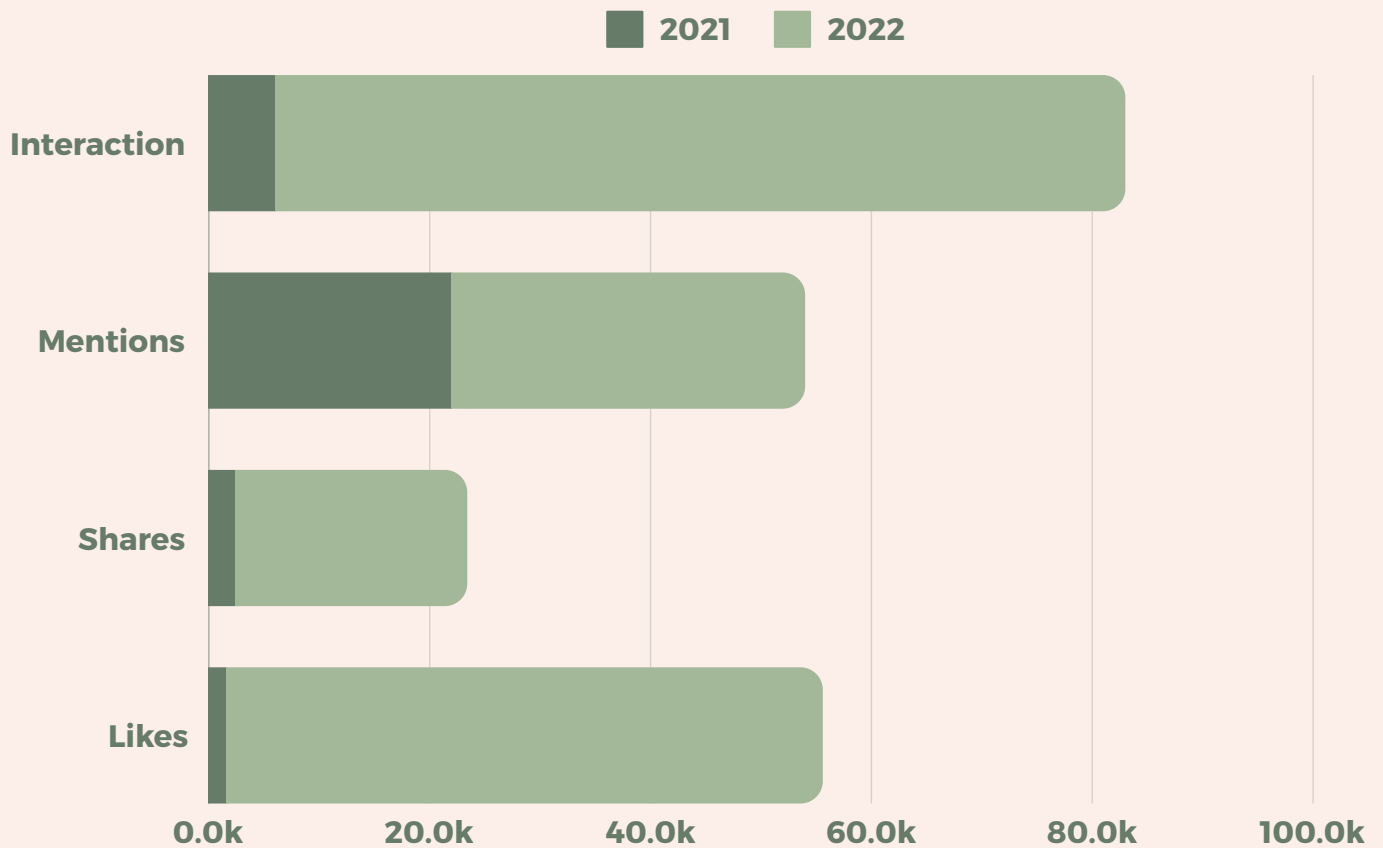
Analytics

26.4M
Reach



#FursaZaKidijitali cohort 2 lessons have managed to reach about 26.4 million people on Twitter which is 5 times the from the first cohort which reached 5.7 Million people. This reach had increased heavily from the first cohort, the reasons being the lessons were very interactive and the mentor and mentee ask me anything sessions under hashtags #MentorNaMentee and #MentorAndMentee sessions were very engaging sessions.

Comparison of the success matrix between cohort 1 & 2



#FursaZaKidijitali fellows



Ndimwenya Msinjili



Msafiri Ulimali



Lauraclara Munuo



Neema Kahabi



Baraka Mafole



Hope Shimiyyu



John Chakutema



John Mbundi



Ummilkher Yassin



Gertrude Sigonda



Anastazia Masiaga



Seth Charles Mkisi



Honester Kasilo

Recommendations

01

To expand on other platforms

Digital fellow participants recommended #FursaZaKidijitali to extend into other social platforms. That way the lessons can reach other youths who are using the other platforms

02

To include more people in the mentor and mentee fellowship program

The results of the fellows who had mentors have been remarkable as they have learned and gained different skills from their mentors this resulted in fellows who were not part of the mentorship program wanting to have that chance too.

03

Dive into social media tools

Empower fellows with knowledge of social media tools. The knowledge will help them constructively utilize social media to successfully build their online presence.

04

Twitter space

Some fellows recommended having #FursaZaKidijital on Twitter spaces to involve youth outside the program to chime in the conversations

Future Scoping: Fellowship Cohort 3

1. Open fellowship to more youth.

PZG wishes to include more youth in the program who desire to learn and be part of the #FursaZaKidijitali. With that in mind, PZG has decided to put out a public call for applications link for any youth who wishes to participate.

Call for application link [here](#)

2. Accelerate the mentorship program.

Also as the Mentorship program has been very successful and fellows who were part of it have confessed they have gained a lot from their mentors. PZG wishes for all fellows who will be part of Cohort 3 to have a mentor of their own. This will guarantee that every participant learns from the person they look up to in a specific field they wish to improve their knowledge and skills on.

3. Creating synergies

Our mentorship program is timed within a 3 months framework so as to pair and create synergy, We are however more than happy if the synergy leads to a lifetime or even a longer-term mentor and mentee relationship.

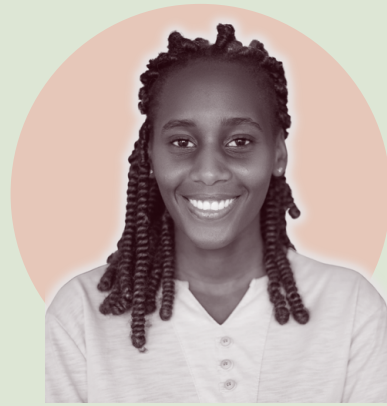
4. Developing partnerships

PZG will seek education institutes that can partner with #FursaZaKidijitali to solidify and expand the range of skills.

MEET OUR TEAM



Prudence Glorious
Chief Purpose Officer



Ndimwenya Msinjili
Program Coordinator



Anastazia Masiaga
Digital Content Creator



Hope Shimiya
Administrator

Looking forward to making even more of an impact next year!



Prudence Zoe Glorious

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www.prudence.co.tz



clientservice@prudence.co.tz



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