

Civic action and engagement overview

Marketing and communications

At OUTA, marketing and communications is not about visibility. It is about people.

It is about building a community that pays attention. A community that asks questions. A community that refuses to accept silence, spin or inaction.

This is how accountability takes hold.

Because when people are informed, those in power have less room to hide.

Keeping the public informed

Every investigation carries a responsibility. We therefore endeavour to put findings in the public domain clearly, quickly and without dilution. However, information alone is not enough, it must reach people in a way that they understand and can act on.

Over the reporting period, the focus was simple:

- turn complex governance failures into clear and usable information;
- respond while issues are still shaping public opinion; and
- keep issues visible long after the headlines move on.

This is how a community stays informed. An informed community is harder to ignore and manipulate.

Building a community that pays attention

Our community is not passive. It is engaged, responsive and growing.

More South Africans are actively looking for credible, independent voices that explain what is going wrong and why it matters. They are not just consuming information. They are following issues. They are coming back. They are sharing.

This community engages across:

- national media, where issues are pushed into public debate;
- digital platforms, where information is immediate and accessible;
- newsletters and videos, where issues are unpacked in detail; and
- public spaces, where accountability becomes visible.

From awareness to collective pressure

Information is the starting point; collective pressure is what follows.

The role of marketing and communications is to move people. One person paying attention matters. Thousands paying attention change the environment.

Across the year, this held. When we spoke on real national issues, the community responded. Engagement increased, traffic followed, and the media amplified it further.

This is how pressure builds. Not through noise, but through informed and collective attention.



What this looks like in practice

This is how that community was reached, informed and mobilised:

- A total of **3 653** media clips secured, keeping accountability issues in constant public view.
- Up to **R392 million** in monthly media reach, pushing issues into national conversation.
- Over **250 000** website sessions, as people actively sought out information.
- A total of **16 million** impressions and **666 000** engagements, reflecting a responsive and engaged audience.
- Over **70** media statements issued, translating investigations into public-facing information.
- Nearly **200** organic social media posts, maintaining consistent visibility.
- A total of **60** videos produced, helping explain complex issues simply.
- A newsletter audience of over **25 000** subscribers, building a direct connection with supporters.
- A YouTube community exceeding **10 000** subscribers, engaging with deeper content.
- A total of **62** bridge brigades and protests, where the community took accountability into public spaces.

These are not just outputs, they reflect a community that is informed, engaged and willing to act.

The challenge ahead

The community is there, engagement is there, but sustaining that support is harder.

Many supporters are under financial pressure. That affects their ability to contribute, not their belief in the work.

The focus now is to hold that connection:

- to keep communication direct and relevant;
- to stay close to the issues people care about; and
- to make it easier for people to remain part of the work.

Because attention fades; sustaining informed attention over time drives changes.

Looking ahead

The role remains clear.

Keep people informed. Keep issues visible. Keep the community engaged.

When a community is paying attention, accountability is no longer optional.