

# TELKOM YOUTH CAMPAIGN: FAQ

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## Q: What is this campaign about?

A: The Telkom Youth Ignite campaign is aimed at enabling Youth Activism through dialogue this youth month and beyond. We intend to provide a platform for youth to connect, have conversations, share views, opinions, and insights about youth-related issues ahead of and on 16 June 2019.

Through this, we believe newsmakers, content curators and social activists have an opportunity to push through the noise and make youth-related issues a national agenda.

Our objective is to create awareness around how Telkom can easily enable the connection between all types of youth from anywhere – through a meaningful course.

## Q: What are you going to do with the information?

A: For this campaign to be meaningful we need to have this conversation with the Youth of S.A. The public submissions will inform a dialogue, that Telkom will have with the Telkom Ignite influencers and media.

## Q: Where is this information going?

A: On a private portal managed by Telkom staff,

## Q: What does Telkom benefit from running a campaign of this nature?

A: Telkom's mission statement is that "No one should be left behind", This campaign is an extension of this statement, Telkom will not be gaining any monetary value from this campaign but what we hope to gain is a community of young people who, we will in present and future be able to connect beyond the bounds of Africa.

**Q: How can I contribute beyond, sending a question?**

A: From the submissions, we will receive on this campaign, Telkom will engage five young dynamic individuals to join the Telkom Youth Ignite dialogue on the 13<sup>th</sup> of June at the Telkom Studio's in Midrand, Johannesburg.

**Q: Where can I get more information about this campaign?**

A: Information on the campaign will be available on all Telkom social media platforms @Telkom\_ZA

**Q: Which Influential youth are you working with on this campaign?**

A: We have partnered with Economic Youth Advocate, Khaya Sithole, writer, and activist Lebogang Nova Masango and Scholar Rekgotsofetse Chikane.

**Q: Why is the campaign called, Telkom Ignites?**

A: Telkom went for Telkom Ignite campaign because we want to ignite meaningful conversations by youth for the youth in the month of June.

**Q: Where can I follow the campaign movements?**

The Telkom Youth Igniters will be radio and tv for the duration of the Month of June, all information on interviews will be shared on all Telkom social media platforms @Telkom\_ZA

**Q: Are there any giveaways on this campaign?**

A: Unfortunately there will be no giveaways on this campaign.