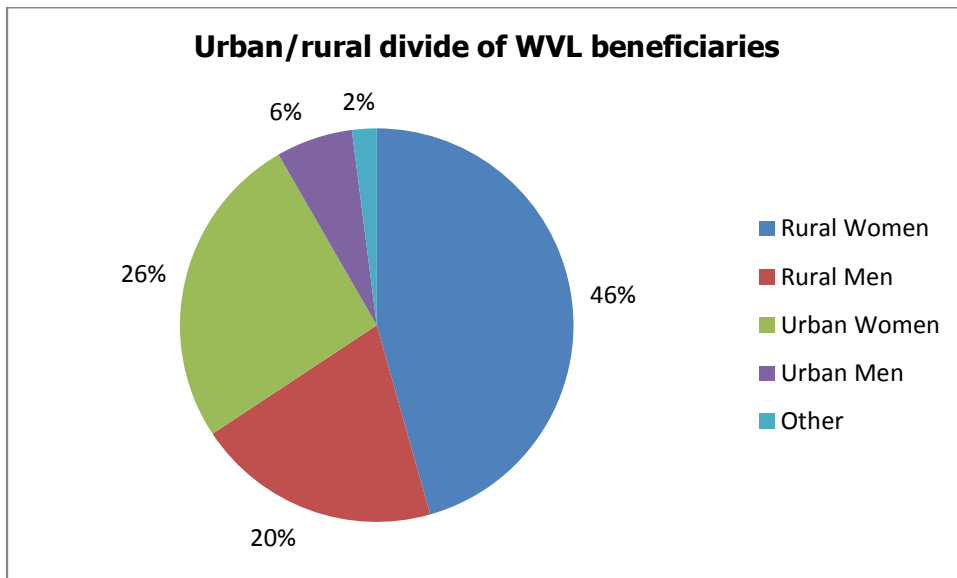


youth category (18 to 40). 20% are in the 40-60 category. Only 4% are over 60. The focus on youth is appropriate, given the demographics of SA.



Two thirds of WVL beneficiaries come from rural areas (46% rural women and 20% rural men.) 2% of the beneficiaries said they neither come from urban or rural areas suggesting that they are from peri urban areas. Given the focus of the fund – to reach the most marginalised groups, the majority of those being served are in rural areas.

Next Steps

- Strengthen networking between WVL grantees.
- Use the upcoming Communications for Social Change training to agree on key areas for lobbying and advocacy; design and execute well-orchestrated campaigns during Women’s Month and the Sixteen Days of Activism
- Convene dialogues on key policy issues, including vaccine justice.

IV) PROJECT VISIBILITY AND SOCIAL MEDIA

WVL-SA Website



The WVL-SA website continues to provide a great platform for showcasing the project and profiling grantee organisations via direct links to respective grantee sites. The site also provides vast information on grantee projects, activities undertaken including photos and videos on grantees activities.

The recently added WVL Help Desk allows grantees to log in queries at any time. The project team tracks, monitors and responds to queries within 24 hours. This has helped to reduce and manage time spent by team members providing grantees with on-call

support. The online queries system also allows team members to review, discuss and consult where needed, enabling them to respond to queries in a holistic and efficient manner.

Website traffic report

Month	Unique visits	Number of visits	Page view	Hits
20-Apr	1776	2204	14635	107598
20-May	3158	3948	38339	253530
20-Jun	1394	1831	24932	108903
20-Jul	1779	2465	29718	129614
20-Aug	1962	2645	15111	133039
20-Sep	1533	2070	12800	94634
20-Oct	1579	2140	10631	87194
20-Nov	1472	2022	8908	75037
20-Dec	1824	2388	9677	63073
21-Jan	2171	2419	16765	97958
21-Feb	2762	2368	14627	62356
21-Mar	2011	2054	13256	62246
Total YR 2	23 421	28 554	209 399	1 275 182
Total YR 1	19 525	26 739	179 674	1 617 695
Variance	3 896	1 815	29 725	-342 513

The WVL-SA website shows a significant increase in the number of unique visits²³ since the Year 2 Mid-term Report in September 2020; an increase of 3 896. The total number of unique visits for Year 2 is 23 421. 1815 people visited the website at least twice; this makes the number of overall visits 28 554. These huge increases are due to increased movement to the website by WVL grantees accessing their portals, information and resources from the Help Desk, as well dialogues convened using the website based Community of Practise. All these activities generate high traffic. WVL-SA website pages were viewed at least 209 399 during the year, with total website hits²⁴ of over 1,275 182. The decrease in the website hits could be attributed to the fact that the main funding calls (Networking and My Core) are now past.

Although some WROs (for example AWEaP) display the WVL-SA, GL and GAC logos on their websites and project documents, many others are not fulfilling their contractual agreements in this regard (for example networking grant recipient SAWID). **WVL Baseline Evaluation**

Of concern is that WVL grantees are not creating reciprocal links to the WVL website from their websites. As pointed out in the baseline evaluation, this clause in contracts needs to be enforced, as it would significantly increase traffic to the WVL website.

²³ Unique visits are the first time a person visits the page.

²⁴ A hit refers to the number of files downloaded on the site, this could include photos, graphics, presentations, pamphlets etc

WVL Social Media Highlights

Twitter

Since the November 2020 Report, WVL-SA Twitter page has grown steadily with a following of 184, up by 95 followers. WVL-SA twitter page can be accessed on [@WVLSouthAfrica](https://twitter.com/WVLSouthAfrica)

Twitter statistics for the period 1 April 2020 - 31 March 2021

Month	Tweets	Tweet Impressions	Profile visits	Mentions	New Followers
Apr-20	1	1 624	35	10	11
May-20	3	1 644	59	15	6
Jun-20	29	7 572	483	56	28
Jul-20	8	4 587	182	22	22
Aug-20	21	12 200	217	99	20
Sep-20	6	2 622	65	32	8
Oct-20	4	1 413	59	58	6
Nov-20	6	1 918	63	41	21
Dec-20		866	166	21	1
Jan-21	4	1 478	111	30	16
Feb-21	4	3 220	122	27	18
Mar-21	51	9 461	559	70	27
Total YR 2	137	48605	2121	481	184
Total YR 1	144	7572	483	56	127
Variance	-7	41033	1638	425	57

The table shows the number of tweets, tweet impressions/reach, profile visits, mentions by other users and new followers for the period 01 April 2020 to 31 March 2021. WVL-SA twitter presence has increased significantly compared to the previous year: an increase of 41 033 twitter impressions; profile visits up by 1 638; 425 more mentions and 57 new followers.

March 2021 records the most tweets (51), this is attributed to the WVL-SA Learning and Sharing Summit, International Women's Day and Awards and the Gender Links 20th Anniversary celebrations that were all held in March this year.

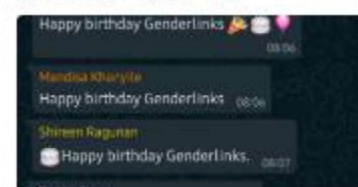
June 2020, when the team was on the ground conducting due diligence, had the second highest reach; followed by August 2020, Women's Month in South Africa. August 2020 also records the highest tweet impressions. The virtual launch of the SADC Gender Protocol Barometer together with the Policy Dialogues convened at that time contributed to this high figure.

Mar 2021 - 31 days

TWEET HIGHLIGHTS

Top Tweet earned 858 Impressions

#GLTurns20 @GenderLinks birthday wishes from our grantees. We are children of Gender links 🥳🥳🥳
pic.twitter.com/Hcy5L91nMz



4 13

Aug 2020 - 31 days

TWEET HIGHLIGHTS

Top Tweet earned 3,548 Impressions

Powerful key note address @drtlaleng always great listening to you 🥳 shine on
twitter.com/GenderLinks/st...

3 12

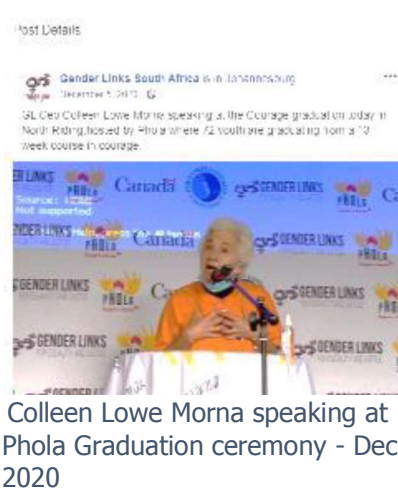
The most tweet impressions, which is the number of times tweets have been viewed were in August 2020 (12 200) and March 2021(9 461),

this is also attributed to August being Women’s month in South Africa and the launch of the #VoiceandChoice Barometer at which Dr Tlaleng Mofekeng gave the keynote address. This tweet was viewed 3 626 times.

WVL-SA has been mentioned by other twitter users a total of 481 times, a mention is any Twitter update that contains the “@” symbol followed by a Twitter handle. This is used to give public acknowledgement or promote a page to others. Again August 2020 (99) and March 2021 (70) show the highest number of mentions by others Twitter users.

Facebook

Date established: May 2019			
Reporting Period	YR 1	30 September 2020	31 March 2021
No of page likes	276	393	546
Number of Posts/status updates			104
No of people following WVL-SA	285	447	646
No WVL-SA is following			276
No of mentions	40		40



WVL-SA is accessible on Facebook on <https://facebook.com/GLSouthAfrica>. The page currently has 546 followers, up by 268 followers since the last report. The page has a total of 646 followers, meaning that some of the followers (100) liked the page without being connected to any organisation or person who is already a member of the page.

The post with the most reach is GL Special advisor Colleen Lowe-Morna’s speech at the 5 December 2020 Phola graduation ceremony recognising the psychosocial services they provide through the 13-week COURRAGE Sessions. The post reached 1 416 people, stimulating 34 reactions (Likes and Love reactions) and 18 Shares.

Instagram

Reporting Period	30 September 2020	31 March 2021
No of page likes	0	96
Number of Posts/	5	10
No of people following WVL-SA	52	96
No WVL-SA is following	0	71
No of mentions by other organisations	0	43

There has been a slow but steady growth in WVL SA Instagram presence. In September 2020 the page had 52 followers, 5 posts and no page likes, mentions or following. The page now has a following of 96 people and organisations, up by 19 followers; a total of 10 posts. WVL-SA has been mentioned 51 times by grantees and other organisations. The numbers should increase in the following reporting period as all social media accounts are now connected.

Next steps

- Enforce contract provisions on reciprocal web links

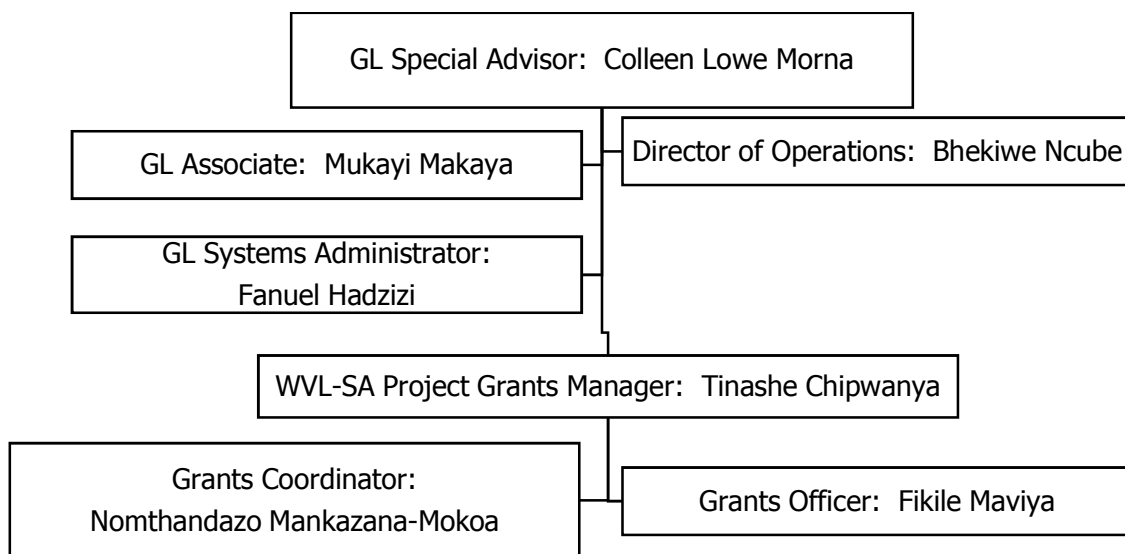
- Boost social media accounts by paying for reach.
- Engage the services of a social media expert to conduct a diagnostic and help draft a strategy as part of the Communications for Social Change training in August 2021. Set targets and timelines for improving WVL media footprint linked to campaigns.

V) OPERATIONAL CHANGES

This section of the report highlights changes or adjustments made during Year Two under review, explains operations and technical resources, including risk responses, gender equality, human rights, environmental sustainability and innovation that transpired within the context of WVL-SA Project.

Human resources

WVL-SA Project Team Structure



Tinashe Chipwanya and Fikile Maviya going through an organisations bank statement as part of the verification of expenditure. Photo: Nomthandazo Mankazana

GL appointed Tinashe Chipwanya to the position of Grants Manager on 1 April 2020. She was confirmed to this position from 01 August 2020 following a successful probation. In July, in consultation with GAC, and in light of the many demands for on-the-job finance training, GL created the post of Grants Assistant focusing on grantees finance training, review of grantee finance reports and documentation verification, supporting both the Grants Manager and grantees. Fikile Maviya, an internal candidate, holds the post.

The project finance team identified the grantees who are in need of regular finance support, and put out a call for external bookkeeping services to provide on-the-job capacity building to these grantees. GL has also proposed (see

Section II) an internship programme to include finance trainees.

Nomthandazo Mankazana-Mokoa, continues to serve as the WVL-SA Grants Coordinator, managing the projects' communications, monitoring, evaluation and learning, visibility and