

# SA Social Media Landscape 2020 launch panel changes

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Ornico is delighted to announce a new and more diverse panel for the launch of the SA Social Media Landscape. The thought leaders we have consulted with and added to the panel will bring a positive and more inclusive perspective to the growth and trends discussions on social media in South Africa.

We have engaged with some of the most influential and knowledgeable industry thought leaders who understand the growth of brands and their digital marketing strategies. These highly esteemed speakers, researchers and analysts will offer a broad array of insights and expertise from their interactions with brands.



The poster is orange with white text. It features the Ornico logo (a stylized 'i' with a red swoosh) and the WorldWideWorx logo (a stylized 'W' with a red swoosh). The main title is 'SOUTH AFRICAN SOCIAL MEDIA LANDSCAPE 2020 LAUNCH'. Below the title, it says 'Join Ornico, WordWideWorx and their collaborators for the launch of the South African Social Media Landscape 2020.' and 'This online event will cover some of the latest South African statistics across leading social networks and brand spend forecasts by some top brands and agencies.' The date and time are '10 June 2020 @ 10am' and the RSVP link is 'https://jo.my/sml-launch'. It also says 'For updates follow #SocialSA2020'. At the bottom, there are social media handles for Ornico Media Information (@ornicomedia), Ornico Media (@ornico\_media), and Ornico Media (Ornico). On the right side, there is a vertical list of speakers with their photos and names: Oresti Patricios - Ornico, Lebogang Kunene - YOUKNOW, Arthur Goldstuck - WorldWideWorx, Lebo Lion - BEOPLE SA, and Sylvester Chauke - DNA Brand Architects. The word 'SPEAKERS' is written vertically on the right side.

**SOUTH AFRICAN  
SOCIAL MEDIA  
LANDSCAPE 2020  
LAUNCH**

Join Ornico, WordWideWorx and their collaborators for the launch of the South African Social Media Landscape 2020.

This online event will cover some of the latest South African statistics across leading social networks and brand spend forecasts by some top brands and agencies.

**10 June 2020 @ 10am**  
**RSVP: <https://jo.my/sml-launch>**

**For updates follow #SocialSA2020**

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**SPEAKERS**

- Oresti Patricios - Ornico
- Lebogang Kunene - YOUKNOW
- Arthur Goldstuck - WorldWideWorx
- Lebo Lion - BEOPLE SA
- Sylvester Chauke - DNA Brand Architects

To RSVP, please go to <https://jo.my/sml-launch>

The speakers include:

- Oresti Patricios – CEO of Ornico
- Lebogang Kunene – marketing manager of YouKnow
- Arthur Goldstuck – MD of World Wide Worx
- Sylvester Chauke – chief architect of DNA Brand Architects

- Lebo Lion – founder of People SA

The conversation will cover some of the latest findings from LinkedIn, Twitter, Instagram, TikTok and Facebook from a user and brand perspective. It will also include some of the latest survey results with over 100 brand and agency respondents from across South Africa.

We are confident that their wealth of knowledge and expertise will shed light in how brands should consider their digital marketing spend over the next year.

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- **Provide your insights for the 2024 Social Media Landscape Research** 16 May 2024
- **Ornico celebrates win at the Global AMEC Awards 2023** 29 Nov 2023
- **Ornico launches the 2nd annual edition of the SA PR Measurement Landscape Report** 28 Nov 2023
- **Ornico launch webinar: 2nd annual edition of the SA PR Landscape Report** 16 Nov 2023

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