

Autism SA Pro-bono account: Wetpaint tells us what we Aut2know

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As of the 1st of March, Wetpaint Advertising has been taking care of the online, social media, and public relations needs of Autism South Africa. Taking on this account on a pro bono basis forms an integral part of our Social Investment initiatives for the 2013 financial year.

The campaign itself centres on the tagline; "Aut2know" and conceptually covers some of the common (and alarming) misconceptions surrounding the condition. The controversial approach has been chosen as it is the best way to break through the clutter and truly reach the target audience.



In managing Autism South Africa's online and public relations presence Wetpaint are instrumental in dealing with the potential controversy and backlash from the controversial out of home and print media presence.

Content is King when it comes to social media. Constant updates on Twitter and Facebook engage the audience and ensure that Autism South Africa remains top of mind amongst their followers. We have broken the content strategy up into regular features like, "Tuesday Tips" and "feel good Fridays" creating and sourcing themed articles and videos which appear with regularity giving members of the network who are affected by autism valuable insights into new research, successes in terms of treatments, and simple techniques for bettering the care that they provide for their loved ones.

Our PR initiatives focus on generating a public awareness for the organisation in all relevant public sectors. Business, current affairs, and financial publications have been targeted in order to encourage potential donors; and family, general interest, education, and parenting publications have been used to distribute helpful hints, and informative pieces to drive readers to visit the online resources provided by Autism South Africa.

The end goal, of course, is to source further investors and benefactors for the organisation. Our social media platforms and website have included new and innovative means of simplifying the process of making a donation. It is our hope that this streamlined donor process will encourage ordinary members of the public to donate in their personal capacity; rather than leaving the ball in Big Business' court.

About Autism South Africa

Founded in 1989, Autism South Africa) is the recognised, authoritative and representative national body for people with an Autism Spectrum Disorder in South Africa. Founded and managed by a core of dedicated people, ASA strives to establish

a sustainable network of educators and facilitators that can work together to raise the profile of Autism Spectrum Disorder, and improve the availability of beneficial services to those affected by ASD.

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