

#NolimitSU Campaign Measurement

The goal of the #NolimitSU campaign was to create awareness of students and staff members with disabilities at SU as part of a campaign to celebrate the Disability Unit's 10th birthday. The campaign was closely monitored using analytics. The results are as follows:

SOCIAL MEDIA CHANNELS		
Measurement	Facebook	Instagram
Number of posts	10	7
Total campaign impressions/reach	74 622	12 379
Total campaign engagements	7462	1759
Average impressions/reach per post	2730	630
Average engagement per post	273	90
The best performing post	10 439 impressions/reach 404 engagements	2325 impressions/reach 157 engagements

The campaign received a large number of positive comments from the audience. Some examples of comments which was posted on the social media channels include the following:

COMMENTS RECEIVED ON SOCIAL MEDIA
"Well done guys! I was one of the students who was there right at the very start of DisMaties! So wonderful to see you're still going strong. And also to see that SU is producing strong Psychology graduates."
"Wow, inspired."
"Thumbs up to the SU and the assistance they give to disabled students."
"Well done Rynhardt! You are amazing! I feel so proud to be part of the SU family thanks to people like you. Thank you for your inspiration."
"I'm humbled and inspired."
"You are a wonderful person, and inspiring, Jody Bell! Love reading about your determination to shrug off any limitations life or others put on you! So glad for you!"
"Annas... Wow... so ongelooflik trots op jou! Jy is en bly 'n inspirasie!"
"Wel gedaan Annas! Jy is n goeie voorbeeld vir ons alma."
"Love your hashtag"
"Inspiration, strength, positive mind, beautiful mind, beautiful human, can't wait to be part of SU."
"Rynhardt is one of the most amazing people I've the honor of calling one of my friends."

FACEBOOK EXAMPLES:

The following are examples of posts that appeared on the SU Facebook. All posts generated a large number of likes, comments and shares.

Example 1:

- Rynhardt Kruger is the first blind student at SU to obtain a BSc honours and master’s degrees in Computer Science. He is currently pursuing a PhD with a focus on assistive technology. This post received a number of positive comments from the audience.

The image shows a screenshot of a Facebook post from Stellenbosch University. The post text reads: "#NoLimitSU – 'We live in a very interesting time where the implementation of the right technology and support can level the playing field for people with disabilities. That is why I am so passionate about assistive technology. For my PhD I am attempting to make visual information, such as mathematical equations and diagrams accessible to blind people. It's not that we can't understand equations and diagrams, it's just not in a form that allows us to explore it.'" - Rynhardt Kruger is the first blind student at SU to obtain a BSc honours and master's degrees in Computer Science. He is currently pursuing a PhD with a focus on assistive technology."

Below the text are several comments from users, including: "Georgino Tshikwand Inspiration, strength, positive mind, beautiful mind, beautiful human, can't wait to be part of SU", "Sarel Skeem Mintoor wow inspired!!!!", "Louise Rousseau du Plessis Fantastic!", "Berna Truter Howell Such an inspiration!", "Marilene Cloete Well done Rynhardt! You are amazing! I still feel so proud to be part of the SU family thanks to people like you", "Tax Man I'm humbled and inspired...", and "Samantha Joubert Rynhardt is one of the most amazing people I've the honor of calling one of my friends".

At the bottom of the post is a photograph of Rynhardt Kruger, a young man with long hair, wearing a light-colored sweater and dark pants, walking on a paved path outdoors. He is using a white cane to navigate. The path is lined with trees and the ground is paved with bricks.

At the bottom of the post, it says "10,414 people reached" and there is a "Boost Post" button.

Example 2:

- Annas Coetzee is an administrator at the Frederik van Zyl Slabbert Institute for Student Leadership Development at SU. He is a qualified Librarian. He was born with Cerebral Palsy but knew from a young age that a disability is not a stumbling block. This post received the highest number of comments from the audience.

Stellenbosch University
Published by Candes Keating [?] · 13 September at 13:00 · 🌐

#NolimitSU - "I was born with Cerebral Palsy but knew from a young age that a disability is not a stumbling block. As human beings we all have the ability to be strong and face challenges in life. I have had the privilege with my disability to experience life in a great way. There are really no dull moments for me. I experience the goodness of life. If I achieve things in life, I get that "yes" feeling." - Annas Coetzee, an administrator at the Frederik van Zyl Slabbert Institute for Student Leadership Development.



9,336 people reached Boost Post

31 shares

- Norman Binedell Lekker bra Annas... Nuweland mis ons
See translation
Like · Reply · Message · 14 September at 12:43
- Elaine Marais Annas ek so trots op jou
See translation
Like · Reply · Message · 14 September at 13:46
- Christine Dixon Wat n voereg om jou sussie te wees. Vir niks en niemand staan jy terug nie. Jy is voorwaar n voorbeeld vir elk van ons.
See translation
Like · Reply · Message · 6 · 14 September at 14:11
- Adrie Jurgensen Lekker Annas
Like · Reply · Message · 1 · 14 September at 14:51
- Annas Hugo Annas ons is net so trots op jou, jou so aan ❤️
See translation
Like · Reply · Message · 14 September at 15:02
- Annas Hugo hou
See translation
Like · Reply · Message · 14 September at 15:03
- Laurette Ras Baie trots op my maatjie!
See translation
Like · Reply · Message · 14 September at 16:44
- Johann Van Rhyn So trots om een van Annas se onderwysers te kon wees. 'n Broer om trots op te kan wees. Groete JvR
See translation
Like · Reply · Message · 14 September at 17:55
- Jean Christie Annas, jy is 'n yster!
See translation
Like · Reply · Message · 14 September at 18:10
- Christa Strauss Schneider Well done Annas!!! Jy's n Hero!! Trots om familie te wees!!
See translation
Like · Reply · Message · 14 September at 18:34
- Okkie Maria Hugo Ek en Maria is net so trots op jou bou so voort
See translation
Like · Reply · Message · 14 September at 19:17

Example 3:

Lilley Berrington recently graduated and is working as a tutor at SU. She is passionate about DisMaties and the work they do on campus.

 Stellenbosch University
Published by Candes Keating [?] · 20 September at 15:35 · 🌐

#NoLimitSU – “When people talk about diversity, they refer to race, class and sexuality. Disability is often not mentioned. Through the DisMaties organisation we are putting disabilities on the map. We want people to start asking questions and to become part of the conversation.” - Lilley Berrington is a visually impaired student who recently completed her honours degree in psychology and political science. She currently tutors psychology at SU.



7,040 people reached [Boost Post](#)

Example 4:

Jody Bell is a deaf student. She recently clinched the 2nd princess title at the miss Deaf SA pageant. Her post was well received – she posted this message on the SU Facebook in response to her post: *“Thank you to Stellenbosch University for sharing my story. Being accepted at SUN and being supported 100% was a game changer that changed my life and has continued to do so since 2015”*

 Stellenbosch University
Published by Candes Keating [?] · 28 September at 12:00 · 🌐

#NoLimitSU – “When the Disability Unit told me they would meet my needs and actually did that, it changed my life. It was the moment someone heard me and understood what I truly needed to excel academically and to have a positive student learning experience. They did not make assumptions about what I required based on experiences with other hearing impaired students. It was that acceptance of my individuality within my disability, their open-mindedness, inclusive nature, and willingness to be innovative and truly embrace disabled students that changed my whole experience.” – Jody Bell is a deaf student who recently clinched the 2nd princess title at the Miss Deaf SA pageant. She is enrolled for a Master’s degree in Pathology.



10,080 people reached [Boost Post](#)

INSTAGRAM EXAMPLES:

The following are examples of posts that appeared on Instagram.



 **stellenboschuni**

stellenboschuni #NolimitSU - "People with disabilities are exactly like abled people, we may just do some things differently. I find that people always feel sorry for people with disabilities and it's frustrating. Being a young student, I feel empowered and can talk freely about my disability because I know there is nothing to be ashamed of. I aim to educate and encourage people to speak freely about different types of disabilities." - Luigia Nicholas, a visually-impaired student completing her



112 likes

SEPTEMBER 4

Add a comment...

 Rectangular Spig



 **stellenboschuni**

stellenboschuni #NolimitSU - "By having access to technology and assistive devices on campus, one realises that when there are less disabling factors - physical barriers or attitudinal issues - within a particular environment, disability becomes minimised or even neutralised completely. This support at SU has allowed me to look beyond my own situation and endeavour to make a difference for those who will follow me into this environment in the future." - Bonqani Mapumulo, a 3rd year BA Social



156 likes

SEPTEMBER 11

Add a comment...

 Rectangular Spig



 stellenboschuni

stellenboschuni #NolimitSU – “There are many people with disabilities in South Africa who can make an active contribution to the country. However, there needs to be the right support structure for people with disabilities from childhood. as a person with a disability, you know your needs and capabilities best. Communicate your goals and needs. Don't be swept up by the institutional "one-size fits all" mentality.” Karien Joubert, a Masters in History student who is exploring the lived experiences of students with physical disabilities who studied at SU between 1986 and 2007.



65 likes

SEPTEMBER 21

Add a comment...



 stellenboschuni

stellenboschuni #NolimitSU – “During my second year at SU I experienced small obstacles, but overcame them with the assistance of University staff, in particular one of my favourite lecturers, Dr Thomas Cousins. Up to now my SU experience has been a pleasant and a smooth one.” - Jeff Kao, a BA Humanities student who makes use of the WYNN software at the Braille Centre. The software helps students to read and comprehend text more easily.



99 likes

6 DAYS AGO

Add a comment...



SU PUBLICATIONS:

An article titled "Universal access for diversity" appeared in LIFE, the staff digital publication. The link to the article is below:

- English:
<http://www0.sun.ac.za/lifesu/en/features>
- Afrikaans:
<http://www0.sun.ac.za/lifesu/afr/artikels>

News@StellenboschUni - e-newsletter (weekly staff publication)

An article announcing the #NolimitSU campaign appeared in the News@StellenboschUni staff publication. The link to the article is below:

- English:
<https://stellenbosch.everlytic.net/public/messages/viewonline/zCFw5EoY5Mrlr2a2/j3cphKbo99Dq4Tox>
- Afrikaans:
<https://stellenbosch.everlytic.net/public/messages/viewonline/uJdKLlrhJmsu56ON/4FT4oXTWcKsA3kic>