

Addressing digital illiteracy - 16 Nov 2015

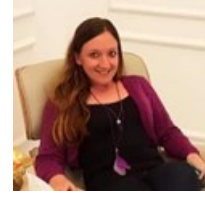
BY [LEIGH ANDREWS](#)

A primary concern across the continent is that of digital illiteracy. We attended the opening day of MRMW Africa 2015 recently and learned all about the continent's [truly mobile consumer](#) and the need to create more mobile content and services that are relevant, accessible and available to users in their own language.

We also look at the issue of [social solidarity in times of tragedy](#), with Louise Marsland focusing her [TrendTalk] column on how the tragic events of the past few days in Paris and Beirut, have fuelled a debate about whose lives matter most on social media. While mainstream media has come in for this kind of criticism many times, Facebook's decision to enable its Safety Check in Paris has many debating "selective grief and outrage"...

On a positive front, Ngugi Mungai writes that [start-ups are set to benefit in the Enterprise Kenya initiative](#), and will give innovators in the ICT sector a platform to commercialise their start-ups with project managers.

Leigh Andrews



Andrews was on the inaugural Marketer of the Year

(MOTY) jury for the 2019 [Marketing Achievement Awards](#) (MAA) as well as an #Inspiring50 2018 nominee herself, and judged over 500 entries for the most recent [Epica Awards](#) - the only creative prize awarded by journalists working for marketing and communications magazines around the world. She's also serving on the IAB (SA)'s #Bookmarks2020 Publisher panel.

Responsible for keeping a finger on the pulse of the latest happenings in the marketing and media industry, this is an almost 24/7 role that involves keeping one eye on your inbox with the other on your social media feed, to write breaking news stories and interviewing key people in the B2B space.

All made easier by 13 years of working for companies such as Microsoft, Kagiso Media, Fleet Street Publications, the Mail & Guardian Online, Caxton Community Newspapers and Newsclip's media, marketing and PR publications.

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