CASE STUDY 05 / SOCIAL IMPACT FOUNDATION, 90-DAY PROGRAM

The archive is not a tribute. It is a case file.

Eighty-five interviews before a single post. An ethics protocol before a content calendar. A memorial archive turned into an advocacy platform, on an account that started at zero.

85	17	46	7,500+
INTERVIEWS CONDUCTED	PUBLISH-READY POSTS	ASSETS EXPORTED	VIDEO PLAYS FROM ZERO

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THE BRIEF

A legacy to honour and an argument to make, on one account

A foundation formed around the legacy of a late African artist, advocating for neurodivergent Africans and for African creatives. **Two jobs that pull in different directions: hold a family's grief carefully, and build a public case that policymakers would take seriously.** No audience, no archive strategy, no editorial rules, and a memorial anniversary approaching.

AUDIENCE 01

Fans and family

People who knew the work and the person. Emotional stakes, on Instagram, in a register that could not read as marketing.

AUDIENCE 02

NGOs and policymakers

Readers who need evidence, not sentiment, on LinkedIn. Every claim sourced or quoted.

THE STARTING POINT

Zero

A new account, no followers, no published material, and a fixed anniversary date that could not move.

RESEARCH FIRST

Eighty-five interviews before anything was published

CORPUS 01

53 oral-history conversations

Family and collaborators, recorded to build a primary archive of the artist's life and work rather than assembling one from secondary material and memory.

CORPUS 02

32 interviews with African creatives

Working conditions and money. What the job actually pays, what it actually costs, and what people do when those two numbers do not meet.

THE FINDING THAT REDIRECTED THE ENGAGEMENT

The second corpus produced a conclusion the brief had not anticipated: the pressures on African creatives are structural, not personal. That reframed the advocacy track from stories about individual resilience into an argument about the conditions producing the outcomes, and it became the spine of the second campaign.

RULES BEFORE CONTENT

Research, then rules, then anything published

WRITTEN FIRST

Voice guide

Two registers held in one identity, with the boundary between them written down.

WRITTEN FIRST

Ethics protocol

Consent, attribution, and what could and could not be published about a real family's grief.

WRITTEN FIRST

Publishing workflow

Who reviews what, in which order, and where the client's approval is absolute.

THEN AND ONLY THEN

Content

Nothing shipped until the three documents above existed and had been agreed.

REGISTER 01, INSTAGRAM

Emotional storytelling

Verbatim quotes and oral-history material, carried in the artist's own voice and the voices of the people who knew him.

REGISTER 02, LINKEDIN

Evidence-based advocacy

Every claim required a source or a direct quote. Never an adjective doing the work a number should do.

THE PRODUCTION SYSTEM

Named constraints, so the calendar could not drift

12–16
Published pieces per month, held for the full program

21
Day minimum lead time, thematic discussion to live post

7–14
Day creation window per production batch

2
Draft review limit, hard. No open-ended revision

DESIGN SYSTEM

Code-driven, not hand-built

The visual system was built so a copy change regenerates every affected asset in minutes rather than requiring each one to be reopened and reset by hand. That is what made a two-draft limit realistic instead of aspirational.

SEQUENCING

The calendar bent to the date

Everything was sequenced around the anniversary of the artist's passing, with wellbeing placed explicitly ahead of deadlines inside that week. The schedule was written to be missed if it needed to be.

TWO CAMPAIGNS

Reopen the archive, then make the argument

CAMPAIGN 01 — THE ANNIVERSARY

Reopening the archive

Built from verbatim quotes out of the artist's own private posts and from oral-history reels drawn from the interview corpus. These became the three best-performing posts on the account. The anniversary-week reel reached close to 4,000 plays on a page only days old.

CAMPAIGN 02 — THE PIVOT

Research into a content slate

The structural finding from the second corpus turned into a publishing track aimed at African creatives and at the organisations positioned to change the conditions. Evidence-led, sourced, and written for a reader who would check.

90
Days, start to close

2
Campaigns delivered

46
Assets exported

7,500+
Video plays, account from zero

EDITORIAL JUDGMENT

The client read every post about their own grief

The work was done alongside the family and a lived-experience researcher, so every editorial decision had a person attached to it who would read the result. **That is the skill this engagement demanded: knowing what not to publish, and being able to say why.**

01

Consent as process

Not a form signed once. A protocol applied to each piece of archive material before it could be used.

02

Sourced or cut

On the advocacy track, a claim without a source or a quote did not run. Nothing was softened into an adjective.

03

Wellbeing over cadence

The publishing rhythm was explicitly subordinate to the anniversary week. The system was built to absorb that.

WHY THIS SITS IN A CONTENT PORTFOLIO

Original research at scale, an ethics protocol, a regenerating design system and audience growth from zero, inside ninety days. The constraints on the previous page are the same discipline as every other system here. This subject could least afford it to fail.