

Using Social Media as a Managerial Platform for an Educational Development Project: Cofimvaba

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Abstract

This paper contains a qualitative analysis of selected excerpts from the managerial communication records of the Cofimvaba e-textbook project. This project is conducted in the Eastern Cape, a province of South Africa. The component managers of the project use Whatsapp, a popular social media platform to engage in managerial communication. The researchers found that this unconventional platform proved to be an excellent anchor for managerial communication on the project.