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

Abraham Gert van der Vyver, B. Williams, and M. A. Marais

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.