

## UMURAVA HIRING CHALLENGE

### Digital Marketing Apprenticeship Opportunity

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**Candidate:** Bizimungu Aristide

**Challenge:** 2 of 3

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## CHALLENGE 2: 7-DAY SOCIAL MEDIA CONTENT CALENDAR

### EXECUTIVE SUMMARY

This social media strategy is designed to reach business decision-makers like HR leaders, CEOs, managing directors, and NGO leaders in Rwanda and across Africa. The content calendar guides them step by step – from recognising their talent challenges to confidently choosing a solution – showing that Umurava is the trusted leader when it comes to finding and managing top African talent.

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### Challenge 2: 7-Day Social Media Content Plan Calendar for Employer and Client Audiences

#### 7-Day Social Media Content Calendar for Umurava

*Targeting: HR Leaders, CEOs, Managing Directors, and NGO Leaders*

#### DAY 1 - MONDAY: PROBLEM AGITATION

**Content Type:** Carousel Post (5 slides) **Platform Focus:** LinkedIn + Facebook

**Visual:** Split-screen showing chaotic traditional hiring vs. streamlined Umurava process

**Caption:** "3 months to hire one developer. Your competitor hired an entire team in 48 hours. Guess who's winning the market? "

**Hashtags:** #TalentShortage #HiringCrisis #AfricanTalent #DigitalTransformation #BusinessGrowth #TalentMarketplace #Rwanda #TechTalent

**Suggested Posting Time:** 9:00 AM EAT **Rationale:** Monday morning when decision-makers are planning their week

## **DAY 2 - TUESDAY: AUTHORITY BUILDING**

**Content Type:** Video Testimonial/Case Study **Platform Focus:** LinkedIn + Instagram

**Visual:** Split testimonial from CEO + before/after metrics animation

**Caption:** "From 90 days to 48 hours: How Rwandan startup scaled 300% after switching to Umurava's vetted talent pool. Real results, real growth. "

**Hashtags:** #CaseStudy #TalentSuccess #ScaleUp #VettedTalents  
#BusinessResults #Innovation #DigitalEconomy #AfricaRising

**Suggested Posting Time:** 2:00 PM EAT **Rationale:** Afternoon engagement peak when professionals browse during breaks

## **DAY 3 - WEDNESDAY: SOCIAL PROOF**

**Content Type:** Infographic/Data Visualization **Platform Focus:** LinkedIn + Twitter

**Visual:** Dynamic infographic showing "1000+ Talents, 99% Success Rate, 70% Faster Hiring"

**Caption:** "While others promise, we deliver: 1000+ vetted talents, 99% success rate, 70% faster than traditional hiring. Numbers don't lie. "

**Hashtags:** #DataDriven #ProvenResults #QualityTalents #HiringStats  
#TalentMarketplace #DigitalWorkforce #BusinessEfficiency #AfricanExcellence

**Suggested Posting Time:** 11:00 AM EAT **Rationale:** Mid-morning when professionals actively engage with business content

## **DAY 4 - THURSDAY: URGENCY CREATION**

**Content Type:** News/Trend Alert Post **Platform Focus:** LinkedIn + Facebook

**Visual:** Trending graph with "Talent War 2025" theme and countdown timer

**Caption:** "80% of global workforce going freelance by 2030. African companies that don't adapt now will be left behind. Secure your advantage today. "

**Hashtags:** #FutureOfWork #TalentWar2025 #FreelanceEconomy  
#DigitalTransformation #CompetitiveAdvantage #BusinessStrategy #AfricaFirst  
#Innovation

**Suggested Posting Time:** 10:00 AM EAT **Rationale:** Thursday morning prime time for forward-thinking business content

## **DAY 5 - FRIDAY: VALUE DEMONSTRATION**

**Content Type:** Behind-the-Scenes/Process Video **Platform Focus:** Instagram + LinkedIn

**Visual:** Time-lapse of AI matching process + talent vetting workflow

**Caption:** "48 hours from brief to brilliant team: Our AI + human expertise finds your perfect match while competitors are still posting job ads. "

**Hashtags:** #BehindTheScenes #AITechnology #TalentMatching  
#ProcessInnovation #TeamBuilding #DigitalSolution #TalentVetting  
#TechInnovation

**Suggested Posting Time:** 3:00 PM EAT **Rationale:** Friday afternoon when people prefer lighter, visual content

## **DAY 6 - SATURDAY: THOUGHT LEADERSHIP**

**Content Type:** Educational Carousel/Industry Insight **Platform Focus:** LinkedIn + Instagram

**Visual:** Professional carousel with key insights on "Africa's Digital Talent Revolution"

**Caption:** "Why global companies choose African digital talents: 60% cost savings, 40% higher productivity, unlimited scalability. The smart money follows smart talent. "

**Hashtags:** #ThoughtLeadership #AfricanTalent #GlobalBusiness  
#CostEfficiency #Productivity #ScaleUp #SmartHiring #DigitalRevolution

**Suggested Posting Time:** 10:00 AM EAT **Rationale:** Saturday morning when professionals have time for educational content

## **DAY 7 - SUNDAY: CALL TO ACTION**

**Content Type:** Success Story/Inspiration Post **Platform Focus:** All Platforms

**Visual:** Success montage showing diverse African talents working for global companies

**Caption:** "From Kigali to Silicon Valley clients. From 3-month headaches to 48-hour solutions. Your next success story starts at Umurava. Ready? "

**Hashtags:** #SuccessStory #GlobalReach #FromAfricaToTheWorld  
#ReadyToScale #UmuravaSuccess #DigitalTalents #BusinessGrowth #StartNow

**Suggested Posting Time:** 6:00 PM EAT **Rationale:** Sunday evening reflection time, perfect for inspirational calls-to-action