MARKET RESEARCH

CRITEREA

- Media
  - Professional email and brand-driven design.
  - Well written content and effectiveness.
  - Easy navigation and search engines.
  - Quality of graphics and website.
- Savvy
  - Mobile Friendly Website
  - Business App
- Social Media Presence
  - Social presence on Social Networks {Facebook, Twitter, LinkedIn and others}
  - Engagements and responsiveness on Social Media.
  - Maintenance of Social Networks.
- Enquiries {Online and Telephonic}
  - Professional and helpful
  - Response time

RATING

Excellent: 90-100

Very Good: 80-90

Good: 70-80

Fair: 60-70

Moderate: 0-60

MEDIA	MEDIA	SAVVY	SOCIAL PRESENCE	ENQUIRY	TOTAL
Channel Islam	5	5	5	4	19
Radio Islam	5	5	5	4	19
Al Ansaar	5	4	3	3	15
Salaamedia	5	5	5	5	20
VOC	5	5	4	5	19
Radio 786	4	4	3	5	16
Radio Mubaruk	2	0	0	0	2

PRINT	MEDIA	SAVVY	SOCIAL PRESENCE	ENQUIRY	TOTAL
Islam Today	5	5	5	3	18
Islam Alive	3	2	0	3	8
Al Qalam	5	4	0	3	12
Muslim views	2	4	3	3	12

SCHOOLS	MEDIA	SAVVY	SOCIAL PRESENCE	ENQUIRY	TOTAL
Orient Islamic School	5	5	3	4	17
Al Falah	5	5	3	5	18
Phoneix Muslim School	3	4	0	5	12
Zakariya Muslim School	0	0	0	0	0
Verulam Islamic School	1	4	1	3	9
Hartley Road	3	2	3	0	8

Darul Ifta	**5**	**4**	**5**	**3**	**17**
Madrassah Inaamiyyah	5	4	2	3	**14**
Madrassah Taleemuddeen	5	4	2	5	**16**

ORG'S	MEDIA	SAVVY	SOCIAL PRESENCE	ENQUIRY	TOTAL
SAMNET	2	4	4	3	13
WAMY	5	4	2	3	14
IPCI	5	4	4	5	18
IDM	4	4	1	3	12
Jamiat	5	4	5	3	17
Darul Ihsan	5	4	5	5	19
IIROSA	0	0	3	0	3

Ilm-SA	**5**	**4**	**5**	**3**	**17**
Sunni Jamiat	5	4	3	3	**15**
AWQAF	5	5	5	3	**18**
SA Dawah Network	5	4	1	3	**13**
AlKauthar SA	5	4	5	3	**17**
Imam Development Project	5	4	4	5	**19**
Muslim Prison Board KZN	4	4	1	0	**5**

Minara Chamber of Commerce	5	4	5	5	**19**
SANZAF	5	5	4	3	**17**

CHARITIES	MEDIA	SAVVY	SOCIAL PRESENCE	ENQUIRY	TOTAL
Islamic Relief SA	5	4	5	3	17
Al Imdaad	5	4	5	5	19
Gift of the Givers	5	4	5	3	17
Africa Muslim Agency	5	4	5	3	17

MEDIA

19

Channel Islam International
FB Twitter Instagram

Excellent

PRO'S

- Layout of the website is excellent with easy links to their social networks and live streaming.
- Very user friendly
- Broadcasting app
- Extremely active on their social networks - Excellent
- Fantastic reviews on their Facebook page
- Response where necessary
- 22K Followers on Twitter alone

General telephone enquiry – Professional and helpful

CON'S

- Mobile layout is poor – Moderate

Email enquiry on the cost of advertising for charities – Response time poor.

19

Radio Islam International
FB Twitter Instagram YouTube
Website by Net31

Excellent

PRO'S

- Professional website with social media links and search button all easily accessible - Excellent
- Donate easily online
- Listen live link and subscription letter available
- About 8-10 adverts running live on the website Mobile friendly and an App
- Excellent use of Social Network with 23.1k followers on Twitter alone

Email enquiry on the cost of advertising for charities (Monday 15/08) Brochure attachment 2 days later
General telephone enquiry – Professional

CON'S

- Email query was not addressed properly – no mention of charity rates

15

Radio Al Ansaar
FB Twitter Instagram
Web by HowIThemes

Good

PRO'S

- Excellent layout with social media tabs available and listen live
- Lifestyle section and profile has excellent content
- Efficient: Donate now option as well as PDF downloads for the souk etc – Excellent
- Mobile friendly

General podcast enquiry, professional and helpful. Excellent telephone skills

CON'S

- No app
- Active but not too regular on Social Media - Moderate

Email enquiry on the cost of advertising for charities (Wednesday 24th August) No response

20

Salaamedia
FB Twitter
Web by Digital Boutique

Excellent

PRO'S

- Website has an excellent flow
- News driven content that's very well written
- About Us page is informative - excellent
- Links to their social networks
- Website is great for mobile use with an App for Android
- Very active on social networks for a fairly new start-up – Great graphics, brand driven - Excellent

Telephone enquiry on a Job Vacancy – Professional with a follow up email
Email enquiry on the cost of advertising for charities (Monday 15/08) Detailed response.

CON'S

- No donate now option

19

Voice of the Cape
FB Twitter Instagram

Excellent

PRO'S

- Excellent flow with easy access to links on events and gallery
- Fantastic Feature – Masjid Broadcasts option and podcasts available
- Advertising separated from main content of the website, still maintains a good flow – Very good
- Mobile Friendly
- Maintenance of Facebook – Very good

Email enquiry on the cost of advertising for charities (Monday 15/08) Response within the day with attachments on pricing. (R120 if registered NGO ex. vat)
Follow up phone call - professional and extremely helpful

CON'S

- No app
- Social networks aren't advertised on their website

16

Radio 786
FB Twitter

Very Good

PRO'S

- Informative details on advertising – Very Good
- Basic website – Moderate
- Very good reviews on Facebook
- Active, informative with 1453 Followers on Twitter
- Mobile friendly

Email enquiry on the cost of advertising for charities (Monday 15/08) Response within the day
Follow up phone call - Professional

CON'S

- Not many updates on current affairs
- No app
- Unprofessional to reply with 'Sent from my iPhone'.
- Facebook and Twitter are linked hence same content

Sent advertising package details but no mention of reduced rate for charities

Radio Mubarak

Moderate

- No website
- No professional email (Gmail)
- Poor social media

Email enquiry on the cost of advertising for charities (Monday 15/08) No response
General telephone enquiry – Unavailable

2

PRINT

ISLAMTODAY
your choice for tomorrow

18

Islam Today
FB Twitter Instagram

Good

PRO'S

- Pops up as an Ad on Google - Excellent
- Excellent layout with very good features such as Masjid Locator and business directory
- Excellent brand management with excellent graphics
- Mobile friendly with an App
- Extremely responsive and engaging social networks – excellent
- Over 28k likes on Facebook – very good use of Social media

General telephone enquiry – Professional and helpful

CON'S

- No email address available only an online request form
  Email enquiry on the cost of advertising for charities – Response time exceeded

8

Islam Alive
FB

Moderate

PRO'S

- Basic website – Fair
- Easy accessible links – Very good

General Telephone enquiry - Professional

CON'S

- Not very mobile friendly
- No App
- Not active on Facebook since 2011

Email enquiry on the cost of advertising for charities (Monday 15/08) No response

Al-Qalam
Southern Africa's Muslim Newspaper

12

Al Qalam
No Social Media
Web by Wisenet

Fair

PRO'S

- Very good layout
- Clean professional and well flowing website
- Search engines easily located-
- Mobile Friendly but no app

General Telephone enquiry - Professional

CON'S

- No social networks
- No app

Email enquiry on the cost of advertising for charities (Monday 15/08) Email response could have been better, no courtesy shown. 10% discounted rates for charity said in an email, no formal document showing the prices.

12

Muslim Views
FB G+ (Google+) YouTube

Fair

PRO'S

- Good setup however not maintained
- MV Audio Pod on web, excellent feature
- Mobile friendly

General telephone enquiry – Professional and helpful

CON'S

- No app
- Recent posts on website are showing January 2015
- Website is not maintained- Poor management
- Active on Facebook but not very regular

Email enquiry on the cost of advertising for charities (Monday 15/08) Responded to assure me that my request was forwarded to relevant department. Confirmed that there is a special rate for NGO's. An order form needed to be submitted for this – no reply regarding the pricing and order form

LEARNING INSTITUTIONS

17

Orient Islamic School
FB Twitter Instagram (OIS Learner Representative)
Web by The Web Company

Very Good

PRO'S

- Excellent website. Detailed and informative
- Easy links for learners and parents – Excellent feature
- Gallery with fantastic and related media
- Neat and professional
- Mobile Friendly with school related app, D6 Communicator

Email regarding admissions process and applications to be sent through on Monday (15/08) – Replied the next day however application to be collected.
General Telephone Enquiry – Professional and friendly

CON'S

- Active but not too regular on posts. Posts where relevant and occasional content on ex students achievements

AL-FALAAH COLLEGE

SEEK KNOWLEDGE FROM THE CRADLE TO THE GRAVE

18

Al Falaah College
FB Twitter Instagram G+

Excellent

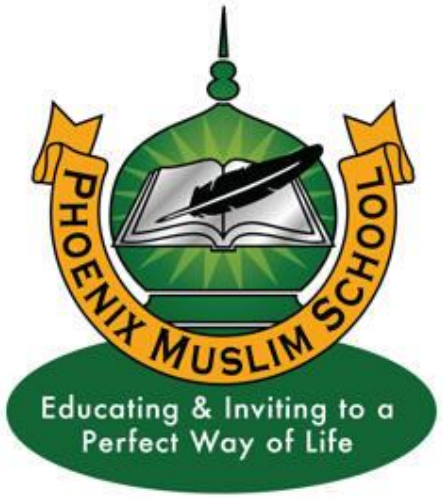
PRO'S

- Informative and detailed website, Excellent
- Professional and excellent graphics on the web
- Social media links available
- Mobile friendly
- D6 app

Email regarding admissions process and applications to be sent through on Monday (15/08) – Same day response with attachments and detailed request for additional documents. Very professional
General Telephone Enquiry – Friendly and knowledgeable of the school

CON'S

- Not regular on social networks



12

Phoenix Muslim School

Fair

PRO'S

- Basic and standard website – Fair
- Sponsor a learner feature – Excellent feature
- Mobile friendly

Email regarding admissions process and applications to be sent through on Monday (15/08) – Same day response with attachments. Very professional
General Telephone Enquiry – Professional and helpful

CON'S

- No search engines as everything is featured on one page
- No information on school accomplishments
- No social Media

Zakariyya Muslim School (Stanger)

- No web
- No email
- No social networks

- One contact number that is unavailable

0

9

Verulam Islamic School
FB
Artisteer

Moderate

PRO'S

- Mobile Friendly website

Telephone enquiry: Professional and well spoken- Excellent

CON'S

- Nothing featured on he home page of the website as well as 3 other engines – Moderate
- Content is not informative and basic- in a nutshell
- Latest update was 15 February

Email enquiry on admissions (Wednesday 24th August) No response

8

Hartley Road Primary School
FB Instagram

Moderate

PRO'S

- Easily accessible website – Good

CON'S

- Colourful website lacks finesse and professionalism even though it is a primary school
- **No contact details on website besides an email that is inactive**
- Not accommodating to mobile
- Facebook and Instagram mainly used to advertise for the Fair – Moderate. Can be used to showcase the school and accomplishments

17

Darul Ifta (Sherwood)
Twitter

Good

PRO'S

- Excellent website with excellent graphics
- Excellent layout on website with a designated page for each topic
- Very well written articles
- Very informative, excellent
- Good content on Twitter with excellent brand driven graphics
- Donate now option

General telephone enquiry – Professional and helpful

CON'S

- No app
- Not regular enough on Twitter
- Email enquiry on their Donation policies

14

Madrassah Inaamiyyah (Camperdown)
FB

Good

PRO'S

- Excellent well written and formatted website
- Fantastic articles, informative
- Online bookstore, great feature
- Mobile friendly
- Good graphics on Social Media

General telephone enquiry – Professional and helpful
Email enquiry on their Donation policies. Same day response with details on their spending policies.

CON'S

- Poor use of Social networks, not regular on Facebook. Last post 2015.

16

Madrassah Taleemuddeen

Good

PRO'S

- Excellent content
- Excellent feature – subscriptions to programs by Moulana's
- Audio section, excellent
- Mobile friendly

General telephone enquiry – Professional and helpful
Email enquiry on their fee policies for the less fortunate.
Detailed and professional response

CON'S

- Poor use of Social Media (none)

ORGANISATIONS

13

South African Muslim Network
FB Twitter Instagram

Fair

PRO'S

- Basic website – Moderate
- Mobile Friendly
- Facebook is mainly current affairs

General telephone enquiry – Professional and helpful

CON'S

- Only contact details and address available on the website – No information
- No app
- Active but not regular

Email enquiring who SAMNET is because their website is blank. Monday (15/08) No response

14

World Assembly of Muslim Youth
FB
Web by The Web Company

Good

PRO'S

- Excellent website, informative with very good layout
- Donate now option
- Very good media of projects
- Mobile friendly

General telephone enquiry – Professional and helpful

CON'S

- No app
- Active but not regular on Social network.

Email enquiry on Donation Spending, the percentage spent on Admin and other related tasks on Monday (15/08) – No response

18

IPCI
FB Twitter YouTube

Excellent

PRO’S

- Very good setup and informative
- Donate now option
- User friendly website - Excellent
- Mobile friendly
- Great reviews on Facebook

General telephone enquiry – Professional and helpful
Email enquiry on Donation Spending, the percentage spent on Admin and other related tasks. Detailed response

CON’S

- No app

ISLAMIC DAWAH MOVEMENT
of Southern Africa

12

IDM
FB

Fair

PRO'S

- Fantastic media and graphics - Excellent
- Professional and excellent layout. Informative
- Mobile friendly

General telephone enquiry – Professional and helpful

CON'S

- No professional email. @ion.co.za
- Facebook account exists but not regular. Most recent posts are June 2016 and July 2015

Email enquiry on Donation Spending, the percentage spent on Admin and other related tasks, - No Response

17

Jamiat KZN
Twitter WhatsApp Notification
Web by The Image House Design Studio

Excellent

PRO'S

- Bold and professional website - Excellent
- Excellent features such as Zakah counter
- Easy quick links with suitable content - Excellent
- Mobile friendly
- Very regular on Twitter and interactive

General telephone enquiry – Professional and helpful

CON'S

- No app
- **Email enquiry on Donation Spending, the percentage spent on Admin and other related tasks on Monday (15/08) – No response**

19

Darul Ihsan
FB Twitter Skype Instagram

Excellent

PRO'S

- **Excellent download free e-books feature**
- Excellent features: Donate now, News Department and mailing list
- Mobile friendly with touch button swop for desktop
- Over 20k followers on Twitter. Regular

General telephone enquiry – Professional and helpful
Email enquiry on Donation Spending, the percentage spent on Admin and other related tasks on Monday (15/08) – General response (funds are allocated according to needs, invited to meet if I wanted to know more)

CON'S

- No app

3

IIROSA
FB LinkedIn Instagram Twitter

Moderate

- No designated website for South Africa
- No contact details for South Africa
- Facebook page is a friends page not a business page which is active but not regular
- Twitter SA only tweets in Arabic (limits audience interaction)
- Only available contact numbers are for Jeddah on their website

INSTITUTE *for* LEARNING & MOTIVATION
SOUTH AFRICA
065-012-NPO

17

ILM-SA
FB
Web by RVBD

Very Good

PRO'S

- Excellent striking website
- Excellent graphics with informative content
- Informative
- Great features and articles – one of the best websites
- Mobile friendly Facebook is active with great content. 1684 likes

General telephone enquiry – Professional and helpful

CON'S

- No app
- Text on their website is very light
- No mention of Social Media

Email enquiry on Donation Spending, the percentage spent on Admin and other related tasks on Monday (15/08) – No response

15

Sunni Jamiat
FB
Web by Mplanet Internet Solutions

Good

PRO'S

- Detailed and informative - Excellent
- Easy links to downloads and gallery
- Excellent images of projects
- Mobile friendly

General telephone enquiry – Professional and helpful

CON'S

- No app
- Facebook is active but not very regular

Email enquiry on Donation Spending, the percentage spent on Admin and other related tasks on Monday (15/08) – Acknowledgement of inquiry with the promise to get back to me (3 days later)

providing sustainable solutions...
purely for the love of Allah

18

AWQAF SA
FB Twitter YouTube Instagram Soundcloud

Excellent

PRO'S

- Designated Volunteer form online – Excellent feature
- Excellent website and flow
- Nifty features as well as project reports available
- Mobile Friendly with an App
- Fantastic reviews on Facebook with great media. Regular updates

General telephone enquiry – Professional and helpful

CON'S

Email enquiry on Donation Spending, the percentage spent on Admin and other related tasks on Monday (15/08) – Response enquiring the need for such information

13

South African Dawah Network
FB
Web by The Web Company

Fair

PRO'S

- Excellent graphics – simple and informative website
- 'Our Team' Great detailed feature. Gives an insight into the company. Salaamedia has this too
- Debit order form, good feature
- Mobile Friendly

General telephone enquiry – Professional and helpful

CON'S

- No professional email
- No app
- Last post on Facebook was 2015 and prior to that was 2014

Email enquiry on Donation Spending, the percentage spent on Admin and other related tasks on Friday (19/08)
No response

17

Al Kauthar Institute South Africa
Facebook Twitter Instagram

Very Good

PRO'S

- Excellent graphics
- Courses offered are well detailed and easily accessible
- Latest news and announcement feature, excellent
- Donate now option
- Instructors bio and videos on each instructor. Excellent
- Mobile Friendly
- Social media regular with brand driven design. Every image has the Logo. Live updates and interactive

General Telephone query ; Well answered in good detail

CONS'

Email enquiry on getting access to previous courses so as to have a better understanding of what Al Kauthar is
Friday (19/08) – No response

19

Imam Development Project
FB

Excellent

PRO'S

- Excellent website with good detail and flow
- Very user friendly with a mailing list
- Donate now option
- Code of ethics and FAQ is a great feature
- Graphics are fantastic, brand driven and the theme is consistent throughout
- Mobile Friendly

Email enquiry on funds allocation, what is the main priority. (Sunday 21/08) – Detailed professional reply. No more than 1% is used for Admin expenses and no salaries overall.

General Telephone Enquiry: Professional and well spoken, informative

CON'S

- Active but not regular enough
- Not enough media on the website

MUSLIM PRISON BOARD (Kwa Zulu Natal)

5

Muslim Prison Board (KZN)
FB

Moderate

PRO'S

- Excellent mission statement on website
- Excellent setup and layout with easy navigation
- Mobile friendly

CON'S

- No app
- Poor use of social media

Unavailable telephonically
Email enquiry on donation spending – No response

minara
CHAMBER OF COMMERCE

19

Minara Chamber of Commerce
FB Twitter

Excellent

PRO'S

- Excellent content and layout with links to their social media
- Excellent feature – Economic section and an important document download section
- Well maintained and regular on social networks with very good graphics
- Mobile friendly with designated switch option from desktop to mobile

General telephone enquiry – Excellent, professional and helpful
Email enquiry on membership criteria – Response within 10 minutes with necessary documents

CON'S

- No app

17

SANZAF
FB Twitter YouTube Soundcloud G+

Very Good

PRO'S

- Excellent website focusing on exactly what they offer – Zakah
- Easy access to financial statements
- Articles, PDF downloads and a designated area for social media mentions – excellent feature
- Mobile friendly with an app
- Excellent reviews on Social media with excellent brand driven graphics

General telephone enquiry – Excellent, professional and helpful

CON'S

- Not regular enough on Facebook

Email enquiry on the cost of advertising for charities (Monday 15/08) No response

CHARITIES

17

Islamic Relief SA
FB Twitter YouTube Instagram

Good

PRO'S

- Overall excellent website with informative stats
- Donate on site for various reliefs
- Very user friendly
- Mobile friendly
- Active and informative on Social Network
- Videos and excellent graphics.
- Very responsive, excellent use of Facebook

General telephone enquiry – Professional and efficient

CON'S

Email enquiry on Donation Spending, the percentage spent on Admin and other related tasks on Monday (15/08) – No response

19

Al Imdaad Foundation
FB Twitter YouTube WhatsApp

Excellent

PRO'S

- Excellent layout
- Donate online option and gives details of other donation points across South Africa
- Informative, excellent content with excellent graphics
- Mobile friendly
- Very interactive on Twitter. Almost 9000 Likes on Facebook, active and informative. Great media share.

Email enquiry on Donation Spending, the percentage spent on Admin and other related tasks on Monday (15/08) – 4 days later. Response: Well wishers of the organisation contribute Lillah funds which is used for the running of the organisation
General Telephone Enquiry: Very helpful and professional

CON'S

- No app

Gift of the Givers
FOUNDATION

17

Gift of the Givers
FB Twitter YouTube

Good

PRO'S

- Excellent user friendly website
- Online donations feature – efficient
- Option to turn the entire website into Arabic
- Professional and cohesive
- Mobile friendly
- Great reviews on Facebook. Over 16k likes
- Active, fairly regular
- Great coverage of their work, lots of images

General telephone enquiry – Professional and helpful

CON'S

- No App

Email enquiry on Donation Spending, the percentage spent on Admin and other related tasks on Monday (15/08) – No response

17

Africa Muslim Agency
Twitter Instagram YouTube

Fair

PRO'S

- Excellent layout with Google maps on site
- Excellent Media on Projects with videos
- Donate now feature and Zakah Calculator
- FAQ section, fantastic and efficient
- Mobile friendly but no app
- Great graphics and great use of twitter
- Very regular with just over 1000 followers on Twitter

General telephone enquiry – Professional and helpful

CON'S

- No App

Email enquiry on Donation Spending, the percentage spent on Admin and other related tasks on Friday (19/08)

GEMS (Greater Edendale Muslim Society)
Facebook

PRO'S

- Excellent images of projects undertaken on Facebook

CON'S

- Website is inactive
- Not regular enough on Facebook posts

General telephone enquiry – Unavailable

Helping Hands
Facebook

PRO'S

- Excellent images with branded designs
- Very good images of projects
- Certain posts are detailed in the cause they're creating awareness about – Very good

CON'S

- No website
- No professional/ personal email
- Not regular enough on Facebook posts
- 'About' section on Facebook is blank

General telephone enquiry – Unavailable