

HELPLINE – NOW WITH ADDED SOCIAL MEDIA FORMULA



Social media is a phenomenon like no other that is sweeping the world. Launched by a few students to connect friends on campus and family, it has exceeded their wildest imagination in a few short years to become a new parallel society.

Social media has created a world where you can “follow” every little development in the life of your President, plumber or favourite celebrity, question a political leader on decisions and policies, tell the world what you cooked for dinner or the shoddy service you received and so much more. Better still, you can even upload a picture to prove your claim. A few facts from Wikipedia below attest to the popularity of social networking;

- Social networking now accounts for 22% of all time spent online in the US.
- A total of 234 million people age 13 and older in the U.S. used mobile devices in December 2009.
- Twitter processed more than one billion tweets in December 2009 and averages almost 40 million tweets per day.
- As of June 2011 Facebook has 750 Million users.
- Facebook tops Google for weekly traffic in the U.S.

Social media which is consumer generated as opposed to the “industrial” mainstream media has empowered the man in the street to communicate directly with the masses. It’s a power that is not taken lightly by industry and governments who have now moved in to make their presence felt in this important medium. Much has already been written on its role in the Arab spring uprising. Companies are also using social media to promote their products, for public relations and press releases and even running checks on potential employees.

And just as no one could have foreseen this explosive growth in social media, we at SANHA could never have ever imagined that our centralised Consumer Helpline with Allah Ta’ala’s Grace fielded more than 200,000 queries since its inception 10 years ago, Alhamdulillah. Utilised by housewives, business, students, journalists, the food industry and even some certifiers, we are mindful of the responsibility and need to constantly update and equip this department with the latest technology and applications to maintain the highest level of service to the consumer.

We are pleased to announce that with immediate effect SANHA has actively embraced the social media with the introduction of Facebook and Twitter into the Consumer Helpline mix to further develop our communication and serve consumers better.

The following avenues of public communication are available from SANHA:



National Halaal Helpline – 0861 786 111: A dedicated Call Centre team to assist callers.



e-Mail:
helpline@sanha.org.za: Written responses to your e-mail queries.



Subscription: Register as a subscriber at pro-kzn@sanha.org.za and receive our regular newsletters and special announcements.



Website –
www.sanha.org.za: a gateway to the world of Halaal on SANHA certified products, latest news, who’s who at SANHA, interesting write ups, competitions and much more .



Radio Islam: broadcasting via satellite, audio streaming and on Medium Wave 1548 (JHB). Join the SANHA team every Monday evening for a live inter-active programme where you get the chance to ask all your Halaal related queries over the airwaves.



Twitter - @SANHA_Halaal
 ; follow us to receive news alerts, announcements, change in product status and the latest Halaal trends.



Facebook: search for us under “south african national halaal authority” and be in the know with regards to everything SANHA and Halaal

A lot more conversation, a little less confusion.