

Financial Mail

Live Facebook Debate and Live Event Coverage

To show that the Financial Mail is where you get the definitive analysis on the 2012 Budget Speech, we had to revive a dormant FM Facebook page. We hosted a Live Facebook Debate with key economic influencers and Facebook users. We brought live coverage from the FM/Deloitte Q&A Breakfast to create awareness around FM's 2012 Budget Edition and proved that Financial Mail is indeed South Africa's leading weekly financial publication for business decision makers.

**TOPIC#2
FREE HEALTHCARE**

**FOR
NATIONAL HEALTH INSURANCE**

What's your stance? Tag your friends

Financial Mail
The Budget Speech 2012:
Government proposes package with SARS of 5,76 billion to reduce SANRAL debt plus a capped R550 p/m from Gauteng road users - what are your thoughts on this?

LIVE FACEBOOK BUDGET DEBATE
with Chris Hart & George Glynos

GAUTENG TOLL SYSTEM

JOIN THE DEBATE
COMMENT ON THIS POST

Like · Comment · Share · February 22 at 3:09pm ·

Sindi Mandisa Mbanjwa likes this.

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Economist Chris Hart Fuel has a number of levies (now there is a slush fund that requires scrutiny!!!) and general fuel levy are some examples. A general fuel levy is a good example of money extracted and used for many other purposes other than roads. The government needs to invest back into its tax base.
February 22 at 4:20pm · Like

February 22 at 10:01pm via mobile · Like

Financial Mail Thanks Piet, the other worry is the fuel levy and the Gauteng tolls which will compound the inflation effect.
February 23 at 7:55am · Like

Piet le Roux I think the effect will be recessionary, not inflationary. The guys over at Human Action wrote a great piece on this a while back. <http://www.humanaction.co.za/2011/04/sa-inflation-forecasters-are-missing-something/>
February 23 at 8:11am · Like

George Glynos Hi Piet we look at it slightly differently. We see the bracket adjustments as being aimed at taking care of inflation given that they have been adjusted up by 6.3-6.5%. The problem where I see it is that wage inflation is higher than that especially in the middle to lower income brackets.

JOIN THE LIVE BUDGET DEBATE
LIVE ON FACEBOOK. TODAY. 1PM

LIKE our page and get the definitive analysis of the 2012 Budget.

"It is very important for South Africans, Government, business, labour, community, to sometimes rally behind the good things that we have, the strengths that we have. And of course we can differ, but here is a budget that has got everything for everyone, to build a better country"

**DIRECTOR GENERAL: NATIONAL TREASURY
LUNGILE FUZILE**

Today's insight. Tomorrow's success. **FM**

Results:

2-WEEK CAMPAIGN PUSHED TO 2 EVENTS



22 FEB – LIVE FACEBOOK DEBATE
4 Hours of Facebook Activity

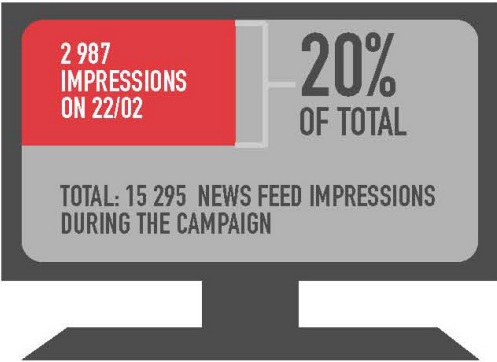


24 FEB – COVERAGE OF Q&A BREAKFAST
2hrs of Facebook Activity

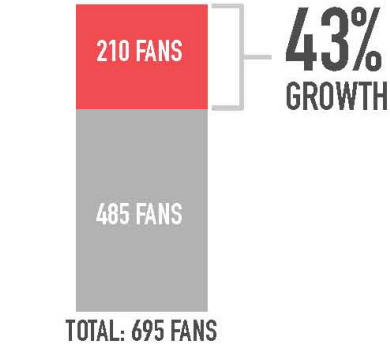
22 FEB – LIVE FACEBOOK DEBATE



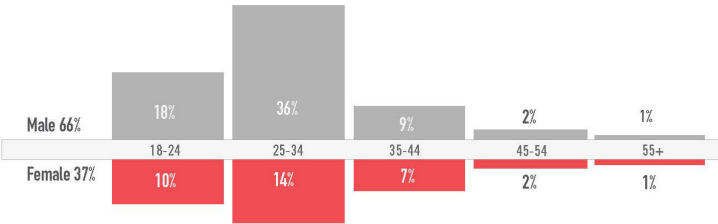
- Chris Hart, Chief Strategist at Investment Solutions - Paid
- George Glynos, Director Econometrix - Paid
- Piet le Roux from Solidarity - Unpaid
- Chris Becker from ETM Analytics - Unpaid
- Rob Price - Unkown Economist - Unpaid



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FAN GROWTH OVER TWO WEEKS



GENDER AND AGE OF CURRENT FANS