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South African Translators' Institute

newsletter
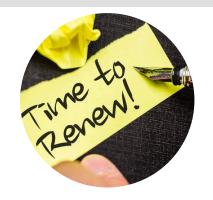
Membership renewal deadline reminder
Upcoming webinars
How to grow your online presence
Easy website builders for non-IT people

MEMBERSHIP RENEWAL DEADLINE REMINDER

The final deadline for membership renewal is 31 March 2025. Your invoice has been sent to your email address.

Accredited members should remember that their accreditation status only remains active if their membership fees are up to date. Don't lose your accreditation!

Register ⊘

UPCOMING WEBINARS

Presented by Chartered Institute of Linguists, in the UK

Every month the Chartered Institute of Linguistics in the UK offers new webinars on a variety of topics, free for all to attend as part of the support its offer to linguists and the languages profession.

Presented by experts in their fields, they give linguists the opportunity to update and broaden their skills and pursue new areas of interest.

Freelancer frustrations: bad payers or bad processes?
Thursday, 03 April 2025
With Nicole Fenwick
1pm South African time

Making AI work for translators
Friday, 25 April 2025
With Martín Chamorro
4pm South African time

Promoting language creativity in language learning
Friday, 09 May 2025
With Valerie Harkness
1pm South African time

Interpreting at prison visits
Thursday, 22 May 2025
With Sue Leschen
1pm South African time

How to grow your online presence
Easy website builders for non-IT people

HOW TO GROW YOUR ONLINE PRESENCE

Growing an online social media presence as a translator in South Africa (or anywhere) is essential for attracting clients, building credibility, and expanding your network. Here are some practical, non-technical tips and step-by-step strategies to help translators grow their online presence without needing an IT background.

1. Choose the right platforms

You don't need to be everywhere – focus on platforms where your clients and colleagues are most active:

✅ LinkedIn – Best for professional networking and finding business clients.
✅ Facebook – Good for engaging with translator groups and potential clients.
✅ Instagram – Great for showcasing your expertise visually (e.g., translation tips, client testimonials).
✅ X (Twitter) – Useful for industry discussions and engaging with global clients.

🔹 How-to: If you don't have a profile on these platforms, start by creating one and adding a clear bio stating your services.

2. Optimise your profile for visibility

A well-optimised profile helps potential clients find and trust you.
✅ Use a professional profile picture – A clear headshot works best.

✅ Write a compelling bio – Mention your language pairs, specialisation (e.g., legal, medical), and what makes you unique.
✅ Add keywords – Include terms like "Sworn Translator", "Freelance Interpreter," "Certified Translator", etc. in your bio and posts.
✅ Include contact details – Make it easy for people to reach you via email, website, or DMs.

🔹 How-to: Check how top translators structure their profiles and model yours after them.

3. Post regularly (without overcomplicating it)

Consistency is key! Aim for at least 2–3 posts per week.

✅ Content ideas for translators:
📌 Language tips – Share common grammar mistakes or industry-related jargon.
📌 Behind the scenes – Show your work setup, a translation in progress, or a funny work-related meme.
📌 Client testimonials – Ask happy clients for reviews and share them.
📌 Personal insights – Share your journey as a translator, how you handle difficult projects, or how you manage work–life balance.

🔹 How-to: Use free scheduling tools like Facebook Business Suite or Later.com to plan posts in advance.

HOW TO GROW YOUR ONLINE PRESENCE

4. Engage with others (networking is everything!)

Don't just post – interact with your audience and peers.

✅ Comment on posts – Especially on industry-related pages and potential client posts.

✅ Join groups – Look for Facebook, LinkedIn, and WhatsApp groups for translators.

✅ Participate in discussions – Answer questions and share your knowledge.

✅ Follow and engage with industry leaders – This increases your visibility.

◆ How-to: Spend 10–15 minutes daily liking, commenting, and sharing relevant content.

5. Use hashtags and geotags for more reach

Hashtags help more people find your content, and location tags (geotags) help local clients find you.

✅ General hashtags – #Translation #FreelanceTranslator #SouthAfrica

✅ Niche hashtags – #SwornTranslator #LegalTranslation #MedicalInterpreter

✅ Local hashtags – #SmallBusinessSA #FreelancerSA #JohannesburgBusiness

◆ How-to: Use 3–5 hashtags per post. On Instagram, you can add more (up to 30).

6. Leverage free tools for easy content creation

You don't need expensive software to create professional-looking posts.

✅ Canva – Create graphics, quote posts, and professional-looking social media images.

✅ ChatGPT – Generate content ideas or captions quickly.

✅ Facebook Business Suite – Schedule and manage posts easily.

◆ How-to: Spend an hour weekly creating and scheduling posts in batches.

7. Use testimonials and client stories for social proof

People trust businesses with proven results.

✅ Ask happy clients for a short review and post it with their permission.

✅ Create a before-and-after translation example (e.g., original vs. translated text).

✅ Show a screenshot of a positive email from a client (with their name hidden).

◆ How-to: Keep a folder of testimonials and post one every few weeks.

Final thoughts: Keep it simple and stay consistent.

EASY WEBSITE BUILDERS FOR NON-IT PEOPLE

Creating a professional website is essential for showcasing your translation services. For non-IT individuals in South Africa, several user-friendly, free website builders can simplify this process:

1. Yola
- Overview: Founded in Cape Town, Yola offers a drag-and-drop interface, allowing users to create websites without coding knowledge.
- Features:
  - Customizable templates.
  - Integration with e-commerce and blog functionalities.
  - Domain registration services.
- Getting Started: Visit Yola's website to sign up and begin building your site.

2. Olitt
- Overview: Olitt provides an AI-powered website builder with a variety of templates tailored to specific industries, suitable for beginners.
- Features:
  - AI-assisted design customization.
  - Free domain name for the first year.
  - Built-in web hosting and SSL certificate for security.

3. InslyHost Website Builder
- Overview: InslyHost offers an intuitive website builder designed for users without technical expertise.
- Features:
  - Drag-and-drop editor with customizable sections.
  - Mobile-responsive designs.
  - Options for adding galleries, menus, and videos.
- Getting Started: Sign up on InslyHost's website to start building your site.

Considerations when choosing a website builder:
- Customization: Ensure the platform allows you to tailor the design to reflect your brand.
- Domain and Hosting: Check if the builder offers free domain registration and hosting services.
- Support: Access to customer support can be crucial as you set up and maintain your website.

By utilizing these accessible tools, you can establish an online presence that effectively showcases your translation services to potential clients.

More suggestions below...

EASY WEBSITE BUILDERS FOR NON-IT PEOPLE

4. Free Website Builder SA

This platform offers a user-friendly, drag-and-drop interface with over 190 customizable templates. It allows you to connect your own domain name at no cost, enabling you to create a personalized website to highlight your translation services. freewebsitebuilder.co.za

5. WebsiteBuilder.co.za

Providing an easy drag-and-drop website builder, this service includes a free .co.za domain name, hosting, and email. It's tailored for South African users, making it a convenient choice for local translators aiming to establish an online presence. websitebuilder.co.za

6. DIYweb4U

This all-in-one website creator includes a free domain name, emails, and a website builder with over 260 templates. It's designed for South African businesses, providing an easy-to-use platform to build and manage your website. diyweb4u.co.za

These platforms offer accessible solutions to create a professional website, helping you reach potential clients and effectively showcase your translation services.

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Your language is our language

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More about SATI at
www.translators.org.za