

South Africa's Diversity of Language

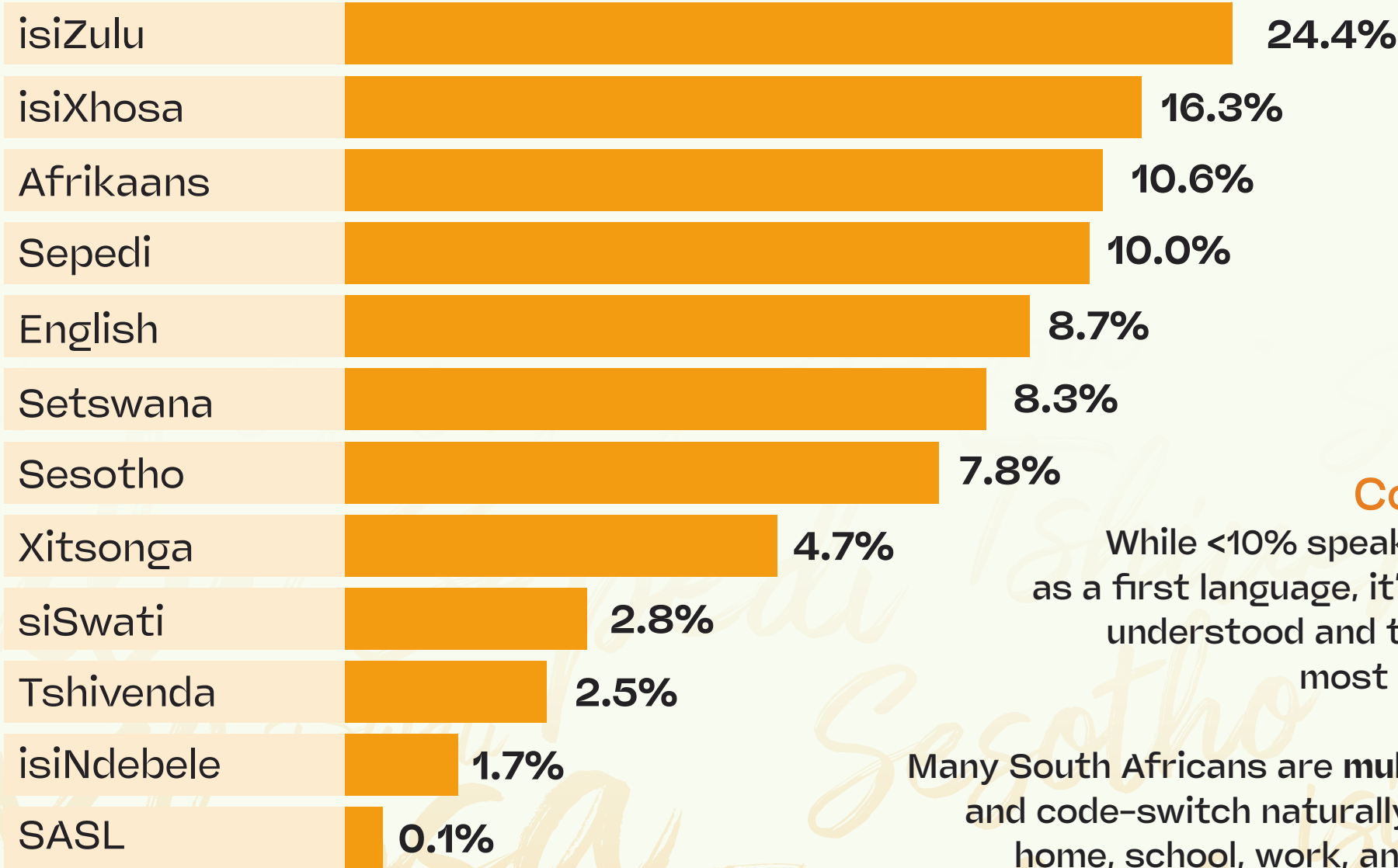
Heritage Day 2025:

How culture and
language
deepen sports
storytelling



12 official languages

Distribution of Home Languages



Context

While <10% speak English as a first language, it's widely understood and taught in most schools.

Many South Africans are **multilingual** and code-switch naturally across home, school, work, and online.

Why this matters

English has broad reach, but local languages signal authenticity and resonate deeply with fans

CASE STUDY

isiZulu

Caption

ibhola uyalidlala nje?
do you even player soccer?

Yebo bakithi
Yes, people

 **1.1M**



 **146k**

 **2.5x**



Impangele Ekhal'igijima
admin from KZN, somewhere around
Mnambithi

7-8 Reply

 129 



Chantal Ntalo Ndobe
Someone said the admin is remotely working
from KZN 😭😭😭



7-9 Reply

 4,384 



BayaXabzin
Atleast now we know the Admin is Zulu 🤔❤️
weMkhaya siyabonga nkabi yami

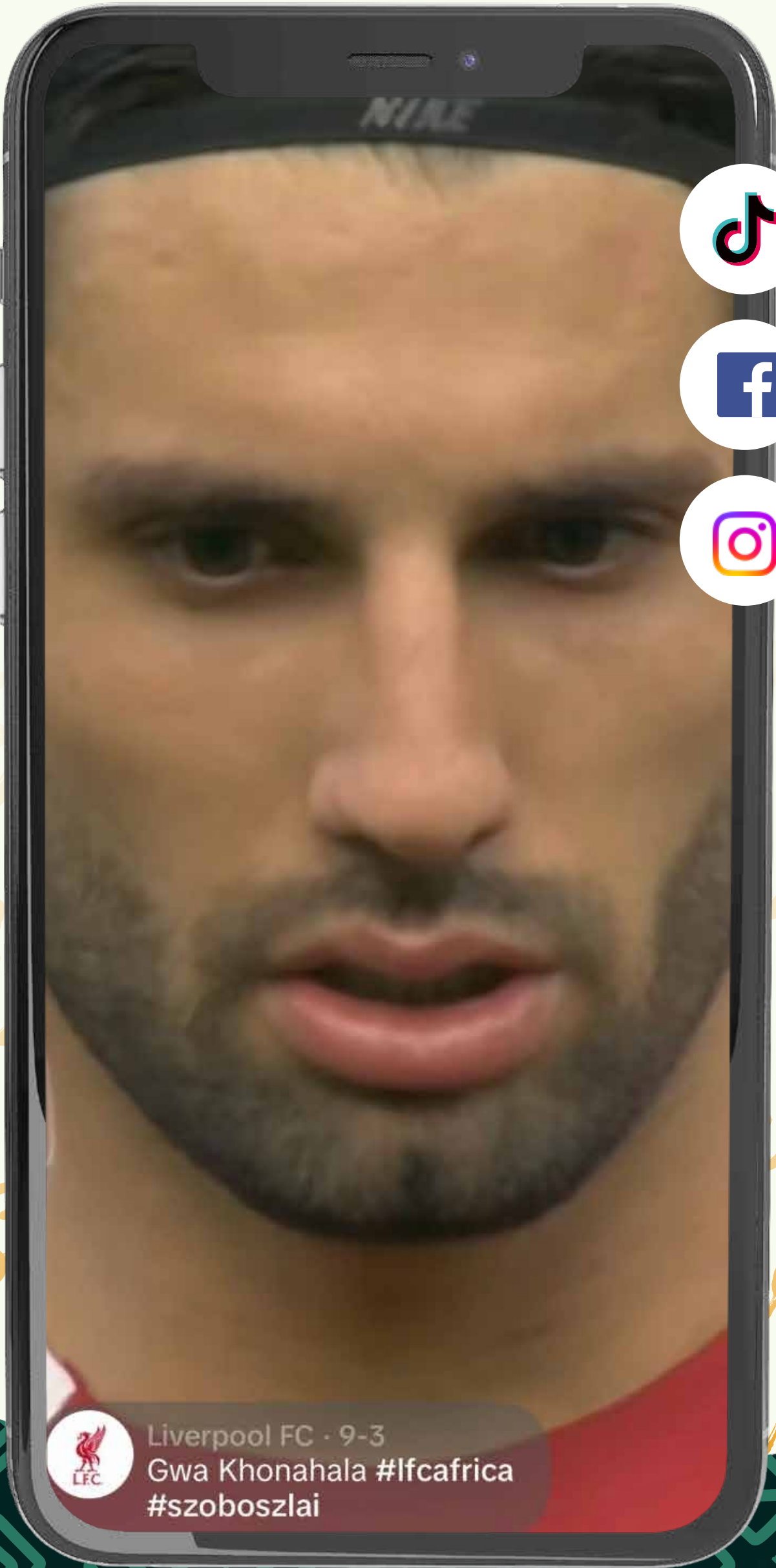
7-8 Reply

 95 




CASE STUDY


Setswana




Caption

Gwa Khonahala
It's possible

 1.5M

 231k

 22k

-  sander.son__ 1w
admin speaks better vernac than me 🤔😂
Reply 17
-  Tseva_Bouy21
Check the caption, bafo come back home 🇿🇦🐱
9-3 Reply 2
-  its__andakoti 5d
"Gwa Khonahala" The admin is South African surely 🧑. No DNA, Just RSA 🇿🇦
Reply

CASE STUDY

Afrikaans

Caption

Hy hardloop soos die wind
He runs like the wind

👁️ 436k

👍 58k



JELLI

waar support n man vir West Ham? ek wil dadelik begin 😂

7-22 Reply

👍 10



kelly_skippers 🌟

you lot know Afrikaans?!?! 😭😭😭

7-22 Reply

👍 2



RedDevilGal_

Admin works from home in South Africa 😭, specifically Cape Town northern suburbs 😭

7-22 Reply

👍 530



West Ham United · 7-22

Hy hardloop soos die wind 🏃💨
#westham #whuafrica

Conclusion

English is widely understood, but relying on it alone leaves deeper engagement and local resonance on the table.

Translation ≠ localisation.

Pair local language with local culture: music, idioms, humour, visuals.

Hyper-localisation signals respect.

It shows you value fans' identities and builds trust and brand loyalty.

Sesotho Afrikaans Xitsonga
Setswana siSwati
isiNdebele Afrikaans Tshivenda
isiXhosa