



The Social Fund: a communication model for AXIS

A shared ambition — WinstantGold is the first pilot project of the national AXIS program, led by the DRC Social Fund. It is therefore natural that our respective communication strategies pursue the same goal: making a complex program understandable.

Translating to mobilize — Systemic projects do not spread through simple announcements. They require ongoing translation work among administrations, communities, investors, technical partners, and public institutions in order to build a shared understanding.

A deliberate strategy — In June 2026, over the course of a single week, the Social Fund published 24 LinkedIn posts, totaling nearly 8,000 words, with an average of 333 words per post. This consistency reflects a genuine communication strategy supporting the projects led by the Fund.

For several months, WinstantGold has defended precisely this approach. The Social Fund's publications today show that this translation requirement is at the very heart of the AXIS program.

Communicating means building the project.