

Sports Science Institute of South Africa goes digital!

With research showing that over 3.7 million South Africans interact daily on Facebook, and that well over 1.5 million tweets are generated by South Africa monthly, it is clear that the digital platform is where the institute needs to be communicating. Hence, the Sports Science Institute of South Africa (SSISA) has launched its brand-new website www.ssisa.com, which is heavily geared towards substantial interaction on social media forums.



The platform will be the institute's user-friendly website, designed to offer visitors one-stop access to valuable information about its extensive range of experts, latest research studies, information and opinion from its leading sports scientists in the form of blogs and media posts and regular updates about new workshops and programmes. In addition, visitors to the site can follow informative and inspiring blogs of members on their health, fitness and sporting progress.

SSISA's mission

The SSISA's mission is to optimise the sporting performance and health of all South Africans through the execution, dissemination and application of science. In the past, there has been a conception that the SSISA is the exclusive domain of the elite. While it is true that when visiting the institute, or training on its programmes, there is a chance of bumping into international sporting heroes, the institute caters for individuals of all shapes, ages and sizes, with needs varying from getting off the couch and losing weight, to starting a new sport or striving to reach the next level in their chosen sport.

One of its key differentiators at the SSISA, is that the UCT/MRC Research Unit for Exercise Science and Sports Medicine (ESSM), headed up by Professor Tim Noakes, forms an integral part of the brand. ESSM is engaged in world-class research related to sporting performance and health. This unit ensures that the programmes and services are cutting edge and evidence-based, so those who engage with the institute can rest assured that they will be in safe, credible and professional hands.

The SSISA is a collection of leaders in their respective fields of health, wellness and performance. Given this diverse range of high quality services, opinions and thought leaders, it is a logical step to create a single platform that caters to the SSISA's mission of disseminating science to all South Africans.

Go to www.ssisa.com for more information; "like us" on Facebook, and follow SSISA on Twitter on [@sportscience_sa](https://twitter.com/sportscience_sa).

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