

Written by TTS

Saturday, 16 May 2020 00:00 - Last Updated Tuesday, 17 November 2020 13:31

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**NR 149**

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**GUEST**

**Nelly Nsah**  
**[Youtuber]**

While corporate communicators focus on strategic messages to win and consolidate clients, Youtubers are much more social in their approach. These ones engage citizens in practical tips in every area of life, including fashion, beauty, health, fitness, cuisine and the list is long. As this goes on, YouTube channels have fast become big platforms with amazing levels of following which the traditional media hardly enjoy these days. Nelly Nsah is an up-and-coming Youtuber whose vision is to use her platform to change perceptions in several areas of life. Her Nelislife channel is gathering momentum. Based in Japan, the young Youtuber joined us in this edition of African Fiesta to provide more information about her channel.