



Action Project Reference: 21-03

Organisation: Fiji Alliance for Mental Health

### Action Project Proposal:

## “Develop Social Media Campaigns”

### Who Are Fiji Alliance for Mental Health?

FAMH was established in 2010 as the peak mental health NGO in Fiji for advocacy, education and destigmatisation. Its membership consists of mental health professionals, survivors, carers, academics, Ministry of Health staff and relevant NGOs such as PSA, YC4MH, FSNet, Lifeline, Empower Pacific and Fiji Women’s Crisis Centre. FAMH’s patron is the former first lady Adi Koila Mara Nailatikau.

### Mission:

To promote mental health through education, advocacy, capacity building, to support research and service delivery, combat stigma and discrimination about mental illness in Fiji

### *Our Values:*

- Empowerment
- Dignity
- Knowledge
- Leadership
- Advocacy

FAMH will be a leader in advocating for survivors and carers, people working in mental health, and for mental health promotion in Fiji.

## Long Term Aims & Vision:

To develop and maintain a strong and sustainable organisation. Become an organization at the heart of leading the way to a new way of thinking towards mental health in Fiji.

### *Our Future Fiji:*

- To promote mental health and combat stigma and barriers in the community for people experiencing mental illness and related disability
- To improve mental health care through capacity building, advocacy, awareness-raising, education, research and policy development
- To advocate for the integration of mental health care in general health and community-based settings including facilities to support welfare and community participation

## Current Challenges:

- Funding and finding donors
- No full-time office manager and projects manager

## Further Information:

The organisation currently uses Facebook but would be happy to use any others that may be beneficial, in particular, Instagram and Twitter are quite widely accessed.

The main purpose of the campaign is to get donations and volunteers as well as raising awareness of Mental Health issues and international days.

There are no financial resources available to support this campaign.

## Key Research & Discussion Areas:

### Plan and deliver ...

- Has any progress been made to date with relation to the creation of the social media campaign? - how can you build on this progress?
- What is the purpose of the website/ social media? - is it to gain customers or another purpose?
- What social media platforms does the organisation currently utilise?
  - What have previous campaigns looked like?

Tip: Have a tangible aim which is SMART (specific, measurable, achievable, realistic, and timely)

- What social media sites are these to be used on?
- What financial, people and physical resources are already available to deliver your campaign?
  - Is there any budget for this campaign? - can you pay for sponsoring to increase the number of views etc?
- How have similar organisations created their social media?
  - Consider different charities, mental health organisations and look at a range of social media sites.
- How will you ensure that the campaign is sustainable in the long-term? - Will it be easy to use this as a template for subsequent campaigns?

### **Create content ...**

- What format should this campaign take? (ie. is there any key information that needs to be included?)
- How can you ensure that the social media campaign will be accessible and reach a wide demographic?
- Is there currently any sort of website/ social media provision in place? If so, what works and what could be improved? Could you draw on anything that has already been created?
- What have other organisations done?
  - How might your approach vary in appealing to different demographics?
  - What makes a successful social media campaign in Fiji?
  - What platforms are utilised effectively for advertising in Fiji?

### **Barriers to success ...**

- What barriers are there to the planning and delivery of your website? How could these be overcome?
  - Can you find any examples of how other organisations have overcome similar issues?
- How could you overcome the following types of barriers to the success of your course?:
  - Financial (e.g. with a limited/ no budget how will you increase views on your campaign?)
  - Practical (e.g. lack of staff at the organisation to assist you)
  - Information and Knowledge (e.g. proficiency or experience with using social media within the organisation)

- Social (e.g. how can you use the campaign to help end the taboo surrounding mental health?)

## Evaluate ...

- Come back to your original aim - has your social media campaign achieved the original purpose?
- What method of evaluation will you use/recommend to evaluate the success of the campaign? (ie. increase in views, surveys, interviews etc - what is practical and appropriate?)
- How can these results be used to continue to improve the provision?

## Useful Links:

- <https://www.facebook.com/fijiallianceformentalhealth/>
- <http://www.health.gov.fj/mental-health/>

## Further Questions

Are there any questions you would like to ask Fiji Alliance for Mental Health to assist in completing this project?

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