



Action Project Reference: 60-01

Organisation: The Projects Collective

Action Project Proposal:

“Set up a social media content calendar including a document with info for posts.”

Who Are The Projects Collective?

The Projects Collective were founded in 2016 and are a home for artisan start-ups that aims to provide primarily Pacific Islander goods and services.

Mission:

Our mission is to be 100% pacific islands made goods, handicrafts, fashion, non-perishable foods, homewares etc., we strive to be an incubator for tiny business in Fiji. We strive to be the ‘different way to shop’ and to provide a retail experience that tourists want to come back to Fiji for.

Long Term Aims & Vision:

Long term we want to expand, open more doors, increase our online presence a lot, and continue to work with smaller brands to increase the number of brands the store has. All of this will result in more employment for the local economy.

Our Future Fiji

We would love to see Fiji become this hub of creativity, like Hawaii, they have had a huge amount of well incubated local businesses, with the infusion of the education of the western world to get them on a global platform, this is our wish. And to also sell to a much broader audience online, in the same way the Hawaiian islands do.

Current Challenges:

The biggest difficulties in Fiji are: sourcing the locals making the products in the first place, then getting the products in store, or photographing them, getting descriptions, getting them online. Getting our online presence rating higher especially during COVID is a big challenge too.

Further Information:

We would like to use social media to help boost our business. For information around the business please find our story and history on our website and Facebook/Instagram. We would like to improve our presence on social media platforms with proper scheduling and content development.

Key Research & Discussion Areas:

PLANNING AND DELIVERY

- What are the key aims of developing marketing content? How does it fit in with the aims and values of The Projects Collective?
- What social media outlets are already being used? What could be developed?
- Who are your target audiences? Who could be your new audiences?
- What resources do you have to develop and deliver a marketing strategy? (e.g. budget, staff, facilities)
- How could you make the delivery of social media content sustainable for the charity in the long-term?
- What key deadlines do you need to work to?

CONTENT

- What are the key messages you would like to convey across social media and the website?
- How will you vary your content (e.g. tone of voice, level of assumed knowledge and level of vocabulary used) to appeal to different audiences across different media outlets?
- What design features will you use? (e.g. colour schemes, font, layout)

BARRIERS

- What barriers might there be to the development and delivery of a social media marketing strategy? (eg. financial, practical)
- What solutions can you think of?

EVALUATION

- What evaluation methods will you use to evaluate your contribution to the project? (e.g. surveys, interviews, focus groups)
- What can The Projects Collective use to assess the effectiveness of each of their posts?

Useful Links:

- Facebook - <https://www.facebook.com/pg/theprojectsfiji/services/>
- Instagram - <https://www.instagram.com/theprojectsfiji/>
- Website - <https://www.theprojectsfiji.com/>
- Organisation Profile - <https://thinkpacific.com/action-project-the-project-collective/>

Further Questions

Are there any questions you would like to ask The Projects Collective to assist in completing this project?

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