



Action Project Reference: 22-11

Organisation: FemLINK Pacific

### Action Project Proposal:

“Website: Report on areas to improve or further develop the website”

### Who Are Femlink Pacific?

*Femlink Pacific is a local, regional, and national **catalyst for change** through the use of accessible media and information. We seek a Pacific region where there is **gender justice, ecological sustainability, peace, freedom, equality and human rights.***

Femlink Pacific was formed and established in 2000 beginning with the Blue Ribbon Peace Vigil, providing a space for the families of the hostages held during the coup of 2000, to have a safe space to talk. A feminist media group emerged, linking the UNSCR1325 to the vision of Femlink and connecting it to women's stories. As an accredited media organisation with the Media Industry Development Authority of Fiji, Femlink produces a range of media initiatives including community radio broadcasts, with our own community radio network – FemTALK 89 FM and publish a range of resource materials, supporting women's networking, media monitoring and research.

## **Mission:**

Mission – Our mission is to be a strong and effective feminist community media and policy network recognising and affirming our multi-ethnic and multi-faith founding principles.

Our feminist Principles – Femlink Pacific believes that all persons especially women should be treated equally regardless of actual or supposed personal characteristics including gender, age, ethnicity, religion, sexual orientation, primary language, disability, economic status, family status or opinion

## **Long Term Aims & Vision:**

Vision – Femlink will be a local, national and regional catalyst for change through the use of accessible media and information, communication and technology as we seek a Pacific Region where there is gender justice, ecological sustainability, peace, freedom, equality and human rights.

### *Our Future Fiji:*

Build on the work of enabling women's access to appropriate and accessible media technology which is enhancing media literacy and production as proponents for a more gender-responsive media. Also, to take forward a broad spectrum of opinions, as well as ensuring that politicians and government authorities respond to citizen needs and priorities.

## **Current Challenges:**

- Financial Constraints
- Staff Capacity issues

## **Further Information:**

A website is a key way for an organisation to spread its message and inform people about its work. We would therefore like you to analyse our current website and provide suggestions for ways that the website can be improved or new sections for us to add to the website. We would also like you to focus on synchronising our content across our various platforms such as our femTalk89fm station.

## Key Research & Discussion Areas:

### Plan and deliver ...

- What is currently included on FemLink's website?
  - How is it formatted?
  - How user friendly is it?
  - Are there any key sections missing?
- Can you find examples of websites for similar organisations such as FemLink?
  - What is good about these?
  - How could they be improved?
  - In what ways are the organisations' aims similar?
  - How can you draw on these examples to create a fantastic website that is suited to FemLink's particular needs?
- How have other organisations synchronised their content across platforms?
  - Can these same methods be applied to FemLink?
- Are Fijian organisations' websites laid out in a similar or different way to the UK?

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

- How will you present your findings?
  - What style of writing will you use?
  - Will you include instructions about how to make changes?
  - Will you include any pictures?
- What resources are available to you as you complete this project?
- How will you ensure that the project is sustainable in the long-term?
  - Could you provide some sort of template so that the website can easily be edited in the future?

### Create content ...

- What are your key findings from your research on FemLink's and other websites?
- How will you structure your findings?
- How will your suggestions benefit the organisation?

## Barriers to success ...

- What barriers are there to your project? How could these be overcome?
- How could you overcome the following types of barriers to the success of your research?:
  - Practical (e.g. how will you gain the information you need? How will you synchronise across platforms?)
  - Social (e.g. what are the current views and understandings about FemLink? How can you increase people's awareness of the organisation?)
  - Information and Knowledge (e.g. What do you need to know about the organisation's work in order to suggest improvements?)

## Evaluate ...

- Come back to your original aim - have your recommendations achieved the original purpose?
  - Are there any changes you can make to ensure it is more effective?
  - Have your suggestions improved the issues you initially highlighted?
- What method of evaluation will you use to evaluate the success of the suggestions and research?
  - When should this evaluation take place?
- How can these results be used to continue to improve the website?
- What parts of your research will you focus on when preparing your recorded presentation?

## Useful Links:

- Organisation page: <https://thinkpacific.com/action-project-femlink/>
- Website: <https://www.femlinkpacific.org.fj/>
- Facebook: <https://www.facebook.com/pages/category/Media/femLINKpacific-256180025092/>
- Twitter: <https://twitter.com/femlinkpacific?lang=en>
- YouTube: [https://www.youtube.com/channel/UCfxGx5gAVe\\_Ssl7AzpWpj8Q](https://www.youtube.com/channel/UCfxGx5gAVe_Ssl7AzpWpj8Q)

## Further Questions

Are there any questions you would like to ask FemLINK Pacific to assist in completing this project?

- .....
- .....
- .....
- .....
- .....