



Action Project Reference: 66-02

Organisation: Diabetes Fiji Inc

Action Project Proposal:

“Create a social media strategy and template including images, graphics and messaging”

Who Are Diabetes Fiji?

Diabetes Fiji was founded in 2012 and is under the umbrella of the International Diabetes Federation. Diabetes Fiji is closely linked to the work of the National Diabetes Foundation of Fiji which existed from 1981 to 2012. The organisation works to increase awareness of diabetes in Fiji, encourage policy makers to provide diabetes support, provide knowledge to empower diabetes sufferers or those at risk and strengthen Fiji’s healthcare systems to provide better services for diabetics. Diabetes Fiji operates in close connection with the Ministry of Health.

Diabetes is a major issue in Fiji and is the second leading cause of death. Around 16% of the Fijian adult population are living with diabetes yet many are not diagnosed. Therefore Diabetes Fiji works to try and strengthen community outreach and screening.

Mission and Values:

Mission:

To steer Fiji's national solidarity in combating Diabetes.

Values:

1. *Equity*
2. *Integrity*
3. *Respect for Human Dignity*
4. *Responsiveness*
5. *Customer Focus*

Long Term Aims & Vision:

Diabetes Fiji's long term vision is ***Diabetes in better hands***. They consider this in a number of different ways:

1. The diabetic themselves and ensuring that they have the best knowledge possible about how to live a good and healthy life.
2. Those at risk and ensuring that they are able to live a healthier lifestyle.
3. Provision of care in better hands and trying to provide better services for diabetics.

Diabetes Fiji also places a particular focus on children and young people as they are the country's future.

Current Challenges:

- Low income
- Lack of skilled staffs in areas such as marketing, graphic designs, monitoring and evaluation etc
 - People within the organisation don't know enough about how to create social media
- Difficulty finding donors, since most donor funds focus on women empowerment, climate change and entrepreneurship with very little focus on NCDs
- Research – research on Diabetes management, complication rate etc.
 - Lack data – don't have data to back up treatment and don't have enough data on prevalence of diabetes in Fiji

Further Information:

We have in the past largely focused on physical posters etc in order to raise awareness of our work. However, in an increasingly digital world we need to use social media more to increase awareness. Therefore we would like you to create a strategy or template for Diabetes Fiji Social Media including key sequencing, images, infographics, messaging and hashtags across different platforms. We would also like a guide on how to use social media to help upskill the Diabetes Fiji team in areas of social marketing.

Action Project Questions:

You may wish to consider...

Plan and deliver ...

- What is the purpose of the social media content? - is it to raise awareness of Diabetes Fiji or for existing members, or both?

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

- What social media sites are these to be used on?
 - How would this affect the type of content you create?
- Who is your target audience?
 - What will appeal to this audience?
- How have similar organisations created their social media?
 - Consider different charities, health organisations and look at a range of social media sites.
 - What worked well?
 - How could you improve them?
- How will you ensure that the strategy is sustainable in the long-term? - will it be easy to use this as a template for subsequent campaigns?

Create content ...

- How can you ensure that the social media content will be accessible and reach a wide demographic?
- Where can you find images, infographics etc that can be used?
- What social media sites do Diabetes Fiji currently use? 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?
- How will you present your strategy? What will be the most usable format for the organisation?
- What instructions do you need to include to ensure Diabetes Fiji can continue creating content in the long term?
 - How can you present these instructions in an easy to use manner?

Barriers to success ...

- What barriers are there to the planning and delivery of your social media strategy? 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?::
 - 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 social media plan to help increase the awareness of the risks of diabetes?)

Evaluate ...

- Come back to your original aim - has your social media strategy 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?
- What part of your project will you focus on in your recorded presentation?

Useful Links:

- Organisation page - <https://thinkpacific.com/action-project-diabetes-fiji/>
- Facebook - <https://www.facebook.com/Diabetes-Fiji-Inc-1690230817863736/>

- Information about Diabetes Fiji provided by the International Diabetes Federation - <https://www.idf.org/our-network/regions-members/western-pacific/members/102-fiji.html?layout=details&mid=149>

Further Questions

Are there any questions you would like to ask Diabetes Fiji to assist in completing this project?

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