



Action Project Reference: 67-03

Organisation: WOWS Kids Fiji

Action Project Proposal:

“Create a comprehensive social media crash course for Wow Kids staff to effectively manage and post on different platforms”

Who Are WOWS Kids?

WOWS Kids Fiji is a registered non-profit charitable organisation established in 2009; and provides support for children diagnosed and living with cancer in Fiji (WOWS kids). We work in close collaboration with the Ministry of Health (MOH) to coordinate and provide holistic support for our WOWS kids and their families in their cancer journey; and we lead the way in raising awareness on childhood cancer issues in Fiji. The child support we provide includes paying for the diagnostic testing, treatments and medication costs, transportation costs.

We also work to raise awareness of the symptoms of cancer and treatment options. We run a number of campaigns throughout the year to raise awareness and money such as the Shave for change campaign, dollar drives and walkathons.

Mission:

Our Mission is to provide Hope and Love to all children diagnosed and living with cancer in Fiji and increase the survival rate for childhood cancer to 20% by 2025.

To achieve our Mission we will have to establish consistent revenue and income streams; strengthen long-term partnerships with external stakeholders locally and internationally; and consistently deliver efficient and effective services for our children and their families and all WOWS stakeholders.

Long Term Aims & Vision:

Our Vision is to provide appropriate and timely support and care for all children diagnosed and living with cancer in Fiji and the Pacific throughout their cancer journey – from diagnostic testing to treatments, post treatment care and into remission; including palliative support.

We currently manage a Resource Centre for our WOWS kids and their families; we aim to make it a fully equipped and sustainable centre. Our long term goal is to build a hospital for childhood cancer.

Current Challenges:

Some barriers or challenges we face include:

- Not having a donor agency or aid to support the costs of our operation.
- Raising or creating awareness of childhood cancer in Fiji is a costly exercise especially when we have to reach out to the remote areas in Fiji. The lack of funding for this operation limits us.
- We don't have any transport systems and transport for children and their parents can be very expensive.
- Our man power is limited because we only have 2 members of full time staff due to financial constraints.
- Need to capitalize on the advantages of having a strong social media presence.
- Need more access to studies conducted by MOH there are issues with patient confidentiality that limit our access to these and therefore we don't always have enough information.

Further Information:

Many people in Fiji use social media and therefore it is becoming an increasingly important way of reaching out to people. We don't know that much about how best to utilise social media and therefore would love to learn how to improve. We would particularly like guidance for Facebook, Instagram and Twitter. We want to make sure that our pages look professional and not too busy and therefore would like to learn how to embed links to news stories etc. We try to use our social media to increase awareness of the work we do and would therefore like to encourage greater engagement with our posts.

Key Research & Discussion Areas:

You may wish to consider....

PLANNING

- What skills do the staff members need in order to effectively use social media?
- What is the best way to evaluate the skill level of each member of the team?
 - Consider the organisation's current use of social media to determine what they already know
 - How will their current skill sets affect your content?
- Consider other organisation's social media (particularly Fijian organisations), what is good about their content? What gains the most engagement?
 - How can you upskill the Wows staff to create content like this?
- What content needs to be included and how will it be presented?
 - Try to think about the best ways of explaining things, not everything needs to be in writing and not everything needs to be a video, can you combine a number of methods?
- Remember to set a SMART goal (specific, measurable, achievable, realistic and tangible)
- How will you ensure that the knowledge and skills learned are maintained and improved and passed on to new members of staff and volunteers in the future?
 - Could you provide some really user friendly instructions that could be given to the relevant people?
- Consider your own use of social media, what skills do you have that you can share with the organisation?

DELIVERY AND CONTENT

- What is the simplest way to present this crash course?
 - Remember that the organisation only has two full time staff members and therefore time is limited
- Can you provide some templates or examples that the team can use for their posts?

BARRIERS

- What are the potential barriers to the development of capacity building programs?
 - (e.g. practical - what time does the organisation have to learn about this?)
 - (e.g. knowledge - what does the organization already know about using social media?)
- How will you overcome these barriers?
- Potentially look at examples from other organisations and observe how they overcame similar barriers.

EVALUATION

- How will you evaluate your contribution to this project?
- Has your crash course met the original goal?
 - Is there anything you can do to improve it?
- Could you test your course out on someone who doesn't know much about social media (e.g. a parent or friend)?
- How will you present your final project?

Useful Links:

- Organisation page: <https://thinkpacific.com/action-project-wows-kids-fiji/>
- Website: <https://wowskids.org/>
- Facebook: <https://www.facebook.com/WOWSKidsFiji/>
- Twitter: <https://twitter.com/fijiwows?lang=en>
- Fiji Cancer Society provides a lot of background information about cancer in Fiji: <https://www.facebook.com/FijiCancerSociety/>

Further Questions

Are there any questions you would like to ask WOWS Kids to assist in completing this project?

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