



Action Project Reference: 22-06

Organisation: FemLINK Pacific

Action Project Proposal:

## “Designing and Creating Social Media Content”

### 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 as we cannot action all big ticket items until we have potential donors.
- Staff Capacity issues that is we need to build on certain individuals

## Further Information:

- Femlink has a wide audience across many platforms and social media channels.
- As well as an online platform the organisation hosts many events. In 2018 they hosted 10 district convenings in each district, 2 divisional convenings, and one national consultation.
- Please head to **Skill series - marketing** there are some great resources around online and social media marketing
- Key areas to cover with the content creation include: Social Media Graphics / Infographics / Video Editing for Social Media

## Key Research & Discussion Areas:

### Plan and deliver ...

- What is the purpose of the infographics? How does the content reflect the values, mission aims and long-term goals of FemLink?
- Who is the current target audience for the content? What message does the content aim to deliver? What potential new audiences are there? How can the content be diversified to gain support in other areas?
- Where can you find the data and facts for the infographics?
- Are there other ways to engage the audience and get the message across ? (e.g. interviews, articles, scholarly articles, reports, book reviews, Q&As, reader-generated content etc ...)
- Do Femlinks current marketing platforms suit the current audience/have the potential to attract new audiences?
- What similar organisations are generating web content which could be used for inspiration? Are they able to be contacted for advice on generating content?
- How much investment (e.g. time, finance and other resources) is needed to make this project a success?
- How will the generation and writing of content be made sustainable in the long-term without the assistance of an intern?

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

- If you are appealing to multiple audiences, how could you differentiate the infographics (e.g. language, level of assumed background knowledge) for varying audiences?
- What sort of design features are currently used in Femlinks promotional material? (e.g. colour scheme, font, layout) What works well and what could be improved? How could design features differ for varying audiences? What knowledge or organisations could you use from your own experience or from online for inspiration?
  - Take a look at the skill series for info on social media campaigns, content creation and data analysis and report writing (great ideas around infographics)

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

- What barriers could affect the planning, delivery and engagement with web content and hard copy materials? Examples could include:
  - Financial barriers (e.g. lack of money to produce hard copy materials)
  - Practical barriers (e.g. access to internet to access web content)
  - Information and knowledge (e.g. level of assumed knowledge is too high for certain audiences)

- What solutions can you think of that could potentially solve these problems?
- If resources are going to be reused annually it could be worth creating in a format that could be edited, or if you use a site like Canva provide resources so staff at Femlink can use it (this could just be a link to a tutorial on Youtube!) Think about the longevity of your project and resources!

**EVALUATION**

- What evaluation methods will you use to evaluate the success of your project?
  - e.g. social media analysis
- How will you present your action project?
  - Which areas of your project will you choose to highlight in your presentation recording? You could think about highlighting the resources that you think will be most useful to Femlink and explain why.
  - How will you ensure Femlink can use your resources to their maximum potential? E.g. would a social media guide be helpful?

**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\\_SsI7AzpWpj8Q](https://www.youtube.com/channel/UCfxGx5gAVe_SsI7AzpWpj8Q)

**Further Questions**

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

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