



Action Project Reference: 01-02

Organisation: Loving Islands

Action Project Proposal:

“Create a Facebook guide to help local Fijians develop their own social media (and promote their businesses)”

Who Are Loving Islands?

Loving Islands is a social enterprise founded in 2016 who undertake sustainable community development Projects in the Fiji Islands. Loving Islands specialise in developing organic farming communities in rural and remote areas to provide new income opportunities and promote environmental conservation. Loving Islands also manufactures and retails a range of organic and natural products to support ongoing income opportunities for rural communities in Fiji.

Mission:

Loving Islands’ mission is to support remote and rural community development that is environmentally sustainable and inclusive. They value the people within Fijian communities, the ecological principles of the environments, and the Pacific island way of life and culture.

Long Term Aims & Vision:

Continue building community capacity to drive sustainable development in the Fiji Islands. Examples of this are: building a network of community-based organic farming entrepreneurs

and businesses, as well as, building expertise and infrastructure for community-to-community training and education.

Our key aims are:

- Developing sustainable communities within Fiji
- Building networks of entrepreneurs and businesses within communities
- Ensure training and education to build secure and sustainable infrastructures through developing appropriate resources.

Current Challenges:

Greatest challenges consist of lacking human resources with strong digital marketing capabilities as well as little user guides/templates to assist community-based entrepreneurs.

Additional Resources

Organisation page: <https://thinkpacific.com/action-project-loving-islands/>

Website: www.lovingislands.com

Facebook: www.facebook.com/lovingislandsAU

Instagram: www.instagram.com/lovingislands

Action Project Questions:

Plan and deliver ...

- What are the key areas that need to be covered in the template?
 - E.g. address, name of business etc
- What are the main purposes of the entrepreneurs using social media?

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

- How have similar organisations created their Facebook pages?
 - What works well?
 - In what ways could they be improved?
- What would you need to know if you were setting up and using Facebook for the first time?
 - How can you ensure that your template and instructions are accessible to all?
 - Will you need a separate template for set up and another for posts?
- How will you ensure that the template is sustainable in the long-term?

Create content ...

- What format should this template take? (ie. are there any key sections that need to be included?)
- How can you ensure that the template will be accessible?
 - Consider the fact that the entrepreneurs will all have different experiences using social media.
- Consider Loving Island's own facebook page - how do they advertise small-entrepreneurs?
- 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 can your template be used by multiple types and sizes of community based entrepreneurs and their start-ups?

Barriers to success ...

- What barriers are there to the planning and delivery of your template? 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. creating a clear template accessible to all, how will you balance the different needs of organisations?)
 - Information and Knowledge (e.g. proficiency or experience with using social media/ websites within the organisation)

Evaluate ...

- Come back to your original aim - has your template achieved the original purpose?
- What method of evaluation will you use/recommend to evaluate the success of the template?

Further Questions

Are there any questions you would like to ask Loving Islands to assist in completing this project?

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