



Communications Strategy 2018–2022

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1 Introduction

The Fiji Women’s Fund (the Fund) is an AUD 10.5 million initiative supported by the Australian Government from 2017-2022, through its Pacific Women Shaping Pacific Development (*Pacific Women*) program. The Fund aims to provide funding and capacity development support to women’s groups, networks, and organisations in Fiji to expand and enhance their work on women’s empowerment and gender equality.

By the end of 2022, the Fund aims to become an independently funded and locally managed women’s fund.

Strategic communication is an integral part of the Fund’s commitment to promote women’s empowerment and gender equality in Fiji. The Fund’s Communication Strategy aims to provide guidance to the Fund’s management team in effectively and strategically engaging with partners and stakeholders to achieve its mission. The Strategy acknowledges that practicing communications for development is key for an initiative like the Fund, as it goes beyond providing information. As such continual engagement with partners and stakeholders will be undertaken to develop new and improved ways to communicate and strengthen engagement.

There are some key communication challenges for the Fund, which this Strategy seeks to address. The program’s design highlighted some of these challenges, which include: meaningful engagement with women living in rural and remote locations and those who are marginalised; varying levels of human rights-based approach in programming by partners; and building local ownership, independence and sustainability of the Fund. The Strategy seeks to undertake a range of interactive activities with partners and stakeholders to address these challenges. This approach will demonstrate the Fund’s commitment to:

- » Use appropriate and accessible channels to engage with a wide-range of women’s groups, networks, and organisations in Fiji. Information shared will be adapted to partners and stakeholders’ needs.
- » Identify, strengthen and raise the profile of women’s groups, networks, and organisations in Fiji it funds (called grantees from here on), which promote and protect the human rights of women. The Fund seeks to strengthen the capacity of grantees to address the challenges they face in understanding, embracing and applying gender-responsive and human rights-based approaches.
- » Establish itself as a trusted partner in contributing to women’s empowerment and gender equality in Fiji.
- » Ensure that partners and stakeholder feel they can trust, and own knowledge shared through the Fund and can utilise this knowledge to drive change to improve women’s empowerment and gender equality in Fiji.
- » Secure funding from donors, private sector, and local philanthropy post 2022 to ensure its sustainability, independence and local ownership.

2 Background

The Fund is a significant and innovative investment by *Pacific Women* under its Fiji Country Plan, reflecting the Government of Fiji and Government of Australia’s shared commitment to advancing women’s empowerment and gender equality in the country.

In January 2015, Australia's Department of Foreign Affairs and Trade (DFAT) commissioned a civil society sector analysis that included a specific focus on women's civil society organisations (CSOs). The analysis recommended that DFAT investigate the feasibility of establishing a locally managed women's fund to support women focused CSOs in Fiji.

There is growing evidence that supporting women's organisations and the women's movement is the most effective way to bring about gender equality. Among recommendations from the global women's movement is for donors to channel funding to women's organisations. Women's funds are seen as flexible, responsive, and accessible mechanisms for supporting women's groups, networks, and organisations to advance gender equality.

In November 2015, DFAT commissioned a three-member design team to develop the Fund. The design team consulted with a range of stakeholders including key women's CSOs and rural women's groups, government, private sector and development partners. The consultation highlighted the positive interest and support from women's CSOs for the Fund to be locally owned and managed. However, there was strong consensus among women's organisations that the process for localising the Fund required time and planning, and that this would be the key focus of the Fund while it is supported by DFAT over the seven years.

One of the key objectives of the Fund is to reach women living in rural and remote locations and those who are marginalised. This includes women with disabilities and those facing discrimination due to their sexual orientation and / or gender identity. This focus aligns well with DFAT's Aid Investment Plan for Fiji, which recognises rising inequality among rural women, people with disabilities and other marginalised groups.

The Fund contributes to the Fiji Government's key gender equality strategies that promote empowerment of women and girls and gender equality in Fiji. The National Women's Plan of Action and National Gender Policy frame this empowerment process and is driven by the Ministry of Women, Children and Poverty Alleviation.

The aim of the Fund is to become an independently funded and locally managed women's fund by the end of 2022. It seeks the following outcomes:

- » Women's groups, organisations, or networks supported by the Fund are empowered and have the capacity (knowledge, skills, resources and relationships) to contribute to transformative change that improves women's lives.
- » Women's groups, organisations, or networks supported by the Fund are having influence at different levels (individual / systemic and formal / informal) and are contributing to transformative change in women's lives.
- » The Fund has transitioned to an independent local entity and has secured funding from donors, private sector, and local philanthropy.

The Fund is initially co-located with the existing *Pacific Women* Support Unit office in Suva, Fiji and operates as an independent entity to support grant and capacity development activities of Fiji-based implementing partners. An initial Fund implementation team comprises of the Fund Manager, the Finance and Administration Officer, two Program Officers, the Capacity Building Specialist and the Monitoring, Evaluation and Learning Officer. Cardno in Melbourne supports the implementation team.

The Fund has established a Steering Committee to provide overall strategic guidance and support to the Fund including the allocation of funds. It is comprised of representatives from DFAT; the Fiji Ministry of Women, Children and Poverty Alleviation’s Department of Women; the *Pacific Women* Support Unit; women’s CSOs; and the Fijian private sector. The Fund has also established a Grants Committee to assess and select proposals for funding and/or technical assistance allocation. It is comprised of representatives from DFAT, the *Pacific Women* Support Unit, and the Steering Committee.

The Fund has an annual grant cycle with a specific selection criterion that includes supporting initiatives seeking to:

- » Eliminate violence against women.
- » Empower women through increased economic opportunities.
- » Improve women’s participation in leadership and decision-making.
- » Strengthen women’s groups and coalitions for change.

The above is in line with the program-level intended outcomes of the broader *Pacific Women* program.

The Fund’s Communications Strategy was reviewed in March 2020 to prepare and reflect the transition that the Fund will be making toward localisation and the support that the Fund would provide to the establishment of the Pacific Feminist Fund. We reviewed this again in June 2020, taking into account the impact that a crisis (e.g. COVID-19 and tropical cyclone Harold) can have on communications and realigned some of our approaches and budgets.

3 Why the Fund needs a communications strategy

The Fund's design document acknowledges that strategic and effective communications, learning, and information sharing are key to the success of the Fund. Clear communication on the work and success of the Fund is also important to securing funding from donors, private sector, and local philanthropy and transitioning into an independent local entity by 2022. The Communications Strategy, therefore, serves a range of purposes, which includes:

- » Ensuring relevant information, learning and research is shared with all partners and stakeholders, with a particular focus on women’s organisations and women from rural, remote and marginalised communities to promote accountability, transparency and local ownership of the Fund.
- » Emphasising reflective practice for itself and among grantees, where the Fund invests time in site visits meetings and informal discussions with grantees as a core part of the Monitoring, Evaluation and Learning (MEL) system. Staff will then be able to support the external communication of results and learning as well as identify opportunities for collective action and to link grantee initiatives or link them with other relevant stakeholders. *Pacific Women* in Fiji will co-convene Annual Reflection Workshops with the Fund as part of their program learning process, which Fiji Fund grantees will benefit from.
- » Collaborating with partners and stakeholders including grantees, other *Pacific Women’s* implementing partners and DFAT programs, CSOs, national government ministries and departments, regional and international development programs and organisations, United

Nations organisations, global women’s movement and women’s funds, donors, private sector and local philanthropy.

- » Promoting greater coordination and cooperation between existing and new networks and partnerships.
- » Continually improving ways to communicate and strengthen engagement using technology and media (especially social media).

4 Key communication principles

- » Ensure information and communication materials are of high quality, simple, easy to understand, accessible and communicated in a respectful manner.
- » Information is evidence-based, informed by women’s lived experiences and reflect intersectionalities.
- » Amplify the voices of women and raise consciousness and awareness about women’s stories and struggles, especially of those often marginalised. These include women living in rural and remote locations, women with disabilities, and those facing discrimination due to their sexual orientation and / or gender identity.
- » Represent women as actors, change agents and survivors.
- » Avoid perpetuating gender stereotypes. The Fund must challenge and change gender stereotypes that are harmful and disempower women by addressing regressive (cultural and traditional) beliefs.
- » Connect and communicate the main problems the Fund aims to address with broader social issues.
- » Produce content in democratic and collaborative ways, giving space to all voices and supporting women to tell their own stories.
- » The Fund must avoid being extractive in nature when procuring content and implement relevant feedback loops to women, communities and stakeholders it obtains information from.
- » Procure informed and continuous consent of any testimonials (quotations and interviews) and audio / visual material.
- » Promote systematic learning and sharing between the Fund, partners and stakeholders.
- » Abide by the ‘do no harm’ principle by regularly identifying backlash or negative consequences for women and children involved in the Fund’s work. This also includes providing information to women that might affect their lives, in an open and transparent manner.

5 Goals and objectives

The goal of the Communications Strategy is to provide guidance to the Fund’s management team to effectively and strategically engage with partners and stakeholders to promote and contribute towards women’s empowerment and gender equality in Fiji.

The Strategy, a living document, seeks to achieve seven objectives.

- » **Identify** any key barriers to communication with partners and stakeholders and use appropriate mediums to successfully overcome them.
- » **Inform** existing and potential partners and stakeholders of the intent, progress, successes, and opportunities available with the Fund.

- » **Advocate** for women’s empowerment and gender equality through improved political, economic and social opportunities for women in Fiji.
- » **Contribute** information and data that can be used to monitor and evaluate the impact and effectiveness of the Fund.
- » **Provide** a platform for its partners to share news, events, resources and information about initiatives relevant to the program’s key result areas.
- » **Strengthen the capacity** of partners to effectively use communications to promote women’s empowerment and gender equality.
- » **Amplify** the work of the feminist movement by promoting the work of partners and encouraging action from our leaders.
- » **Raise the profile and credibility** of the Fund with existing and potential donors, private sector and local philanthropy to secure future funding, enabling the Fund to become independently funded and managed by 2022.

6 Key messages

The key messages were identified as relevant for the inception stage of the Fund. As the Fund evolves in implementation, messages may evolve to reflect the changes. The following messages should be repeated clearly and consistently in all Fund communications:

Table 1 Key messages

Key Message	Rationale
Achieving women’s empowerment and gender equality is crucial to the political, economic and social development of Fiji.	This message provides a viable link between women’s empowerment and gender equality, and the economic and social development of Fiji. This message will support the Fund in engaging a wider audience.
The causes and consequences of gender inequality are complex and interrelated. Effective responses must be flexible to Fiji’s political, cultural and social contexts.	This message provides a simple definition of gender equality and may help to address fears that women’s empowerment and gender equality is not compatible with Fiji’s culture and traditions.
Women’s groups, networks, and organisations are crucial to achieving women’s empowerment and gender equality in Fiji.	This message emphasises the importance of investing in women’s groups, networks, and organisations to strengthen the women’s movement as they continue working towards women’s empowerment and gender equality in Fiji.
The Fund is a grant mechanism that provides funding and capacity development support to women’s groups, networks, and organisations in Fiji to expand and enhance their work on women’s empowerment and gender equality.	This message clearly states the core function of the Fund and its main implementing partner(s).
The Fund can play a role in supporting women’s empowerment and gender equality in Fiji through funding efforts of the women’s movement and supporting capacity development.	This message acknowledges the key role of the women’s movement in contributing to women’s empowerment and gender equality; the importance of investing and strengthening their efforts; and the supportive role the Fund can play to facilitate this.
The Fund is flexible, responsive and an accessible mechanism for supporting the women’s movement to advance gender equality in Fiji.	This message provides a reason for women’s groups, networks, and organisations to consider applying for funding from the Fund, and for donors to consider supporting the Fund. It sets it apart from other grant mechanisms.

Key Message	Rationale
<p>The Fund is an Australian Government funded initiative, supporting local efforts and will transition into an independently funded and locally managed women’s fund by the end of 2022.</p>	<p>This message articulates the role of the Australian Government as one that supports and compliments (and not replaces or competes) with local initiatives. It also articulates the Fund’s transition plans. When the Fund becomes independently funded, the Australian Government’s initial support will be acknowledged.</p>

7 Roles, responsibilities and resources

The Fund’s implementation team, in particular, the Fund’s Communications Officer, based in Suva will be responsible for the implementation and coordination of the Communications Strategy, with technical support from Cardno, and input from DFAT. The implementation team will maintain a database of communication professionals (such as writers, editors, designers, and photographers) who can be engaged, as necessary, to support the delivery of communication activities.

All members of the implementation team, and relevant Cardno and DFAT management staff involved will have a role to play in communications and must adhere to the Fund’s key communication principles (in Section 3).

The implementation team will ensure all communication activities materials follow the Fund’s branding and style guide, which is in line with DFAT’s branding guidelines.

The Fund Manager is the spokesperson for the Fund. All media queries, related to the day-to-day operations of the Fund will be directed to the Fund’s Communications Officer in the first instance, who, in consultation with the Fund Manager will address queries as directed. Any media query seeking commentary on Australia’s support for the Fund will need DFAT input and endorsement. The Fund Manager will work closely with DFAT to obtain this or direct the media to DFAT’s Public Affairs Division. Any media query seeking commentary on the Fiji Government’s support will need input and endorsement from the Director of the Department of Women who is a member of the Fund’s Steering Committee.

The Strategy will be reviewed biennially with the implementation plan updated during the annual planning process. The team will also incorporate capacity development support for grantees during this process.

For the implementation of the Communication Strategy, resources will be utilised to: build and maintain a website; produce bi-annual newsletters (print version), progress reports, learning papers, brochures, videos and other promotional materials; building and maintain a multimedia repository; support capacity development; and engage short-term technical expertise.

The Fund’s Communications Strategy is in line with *Pacific Women’s* Communication Strategy. In this vein, the Fund’s website will have links to the *Pacific Women’s* website and vice versa.

8 Relationships

The Fund will seek to develop effective and strategic, two-way engagement with its **partners** and **stakeholders**, in order to achieve the objectives of the Communication Strategy.

Figure 1 Partners and stakeholders



Partners are agencies that have formal relationships with the Fund and contribute directly to its implementation.

Stakeholders are part of a broader group of agencies with whom the Fund may have no formal relationship but who are also important to the Fund's success.

8.1 Methodology

To ascertain the information and communication needs of each partner and stakeholder group and the channels of engagement most appropriate and accessible for them, the Fund sought feedback from representatives of the above agencies. Online platform Survey Monkey was used to gather feedback and due care was taken to seek feedback from representatives of women in rural and remote locations, women with disabilities, and those with diverse sexual orientation and / or gender identity. Phone calls were made prior to sending the survey link to ensure accessibility for respondents who may face challenges, with an offer to seek feedback over the phone or face-to-face. In this instance, all 28 respondents had access to the Internet to complete the survey. This does indicate that access to the Internet may not be an issue for all members of the partner and stakeholder groups, however, it should not be taken as a given that all have *regular* access and that *everyone* in their membership has access. For example, the focal point for grantee organisation, the Delailasakau Women's Group from Naitasiri, does have regular access to the Internet, but the rest of the membership does not.

The table below summarises the information and communications needs and the preferred channels of engagement of partners and stakeholders with the Fund. Section 7.3 highlights accessibility challenges.

Table 2 Partners

Target Audience and Roles Related to the Fund	Key Communication and Information Need as Indicated	Key Channels of Engagement
<p>Grantees The Fund’s grantees are one of its most important implementing partners. They should be aware of the supportive nature of the Fund’s work and that it provides both financial and technical capacity development support.</p> <ul style="list-style-type: none"> » They should be aware of the core mission of the Fund and its intended outcomes. » They should be aware that the Fund was created to support <i>their</i> efforts towards women’s empowerment and gender equality. This reaffirms local ownership. » They should be aware that the Fund is flexible, responsive, and accessible (especially important for women’s organisations who are often marginalised and unable to apply or hesitate to seek support). » They should be aware of the grant cycles, how to apply for funding and reporting requirements. » They should be aware of the importance of using a human rights-based approach in their work. » They should be aware that they can trust, and own knowledge shared through the Fund and can utilise this knowledge to drive change to improve women’s empowerment and gender equality in Fiji. 	<p>Information relevant to and needed by Grantees include:</p> <ul style="list-style-type: none"> » Gender equality in Fiji » The scope of the Fund’s work » Funding opportunities and eligibility criteria » Latest activities and events, especially networking opportunities for rural and remote grantees » Progress reports and case studies » Partners the Fund works with » Learnings from the Fund » Capacity development opportunities and disability-specific support » Clear contact details 	<ul style="list-style-type: none"> » Emails » Phone calls (following up important emails with phone calls to avoid miscommunication) » Meetings and site visits » Website » Social media » E-Updates » Newsletters » Newspapers, radio, television » Press releases and progress reports » Networking events for grantees
<p>Steering Committee The Steering Committee provides overall strategic guidance and support to the Fund including the allocation of funds.</p> <ul style="list-style-type: none"> » They should be aware if the Fund is operating according to its key principles. 	<p>Information relevant to and needed by the Steering Committee includes:</p> <ul style="list-style-type: none"> » Progress of the Fund against the annual work plan » Latest activities and events » Grantee portfolios and partners and stakeholders the Fund works with (to assist the Fund to develop 	<ul style="list-style-type: none"> » Emails » Meetings » Phone calls » Progress reports -sixth monthly progress report (internal audience) and annual progress report (public) » E-Updates

Target Audience and Roles Related to the Fund	Key Communication and Information Need as Indicated	Key Channels of Engagement
<ul style="list-style-type: none"> » They should be aware of how the Fund is tracking against its annual work plan. » They should be aware if the Fund is accessible to women living in rural and remote locations and those who are marginalised. » They should be aware of grantee portfolios. » They should be able to communicate the work of the Fund to leverage future resources 	<p>relationships important to the proposed Fund localisation)</p> <ul style="list-style-type: none"> » Learnings from the Fund 	<ul style="list-style-type: none"> » Newsletters » Website » Social media » Press releases » Blogs » Impact Stories
<p>Grants Committee The Grants Committee is responsible for assessing and selecting proposals for funding and / or technical assistance allocation.</p> <ul style="list-style-type: none"> » They should be familiar with the Fund’s Grant Manual. » They should be aware of the expressions of interest (EOIs), support the assessment and select EOIs applications to be developed into full proposals. » They should be aware of the proposals, support the assessment and select proposals for funding and/or technical assistance. » They should be aware of grantee portfolios. » They should be aware of the accessibility of the EOI forms. » They should be aware of the current funding environment to enable them to assess EOIs and proposals effectively. 	<p>Information relevant to and needed by The Grants Committee includes:</p> <ul style="list-style-type: none"> » EOIs and proposals from potential grantees » Grantee portfolios and partners and stakeholders » Grantee portfolios » Accessibility of EOI forms » Learnings from the Fund 	<ul style="list-style-type: none"> » Emails » Meetings » Phone calls » Progress reports -sixth monthly progress report (internal audience) and annual progress report (public) » Website » Social media » E-Updates » Newsletters » Blogs » Impact Stories
<p>DFAT Program Management Donor representative</p> <ul style="list-style-type: none"> » They should be aware of how the Fund is tracking against its annual work plan and progress towards Fund outcomes. » They should be aware of and support the day to day program management of the Fund 	<p>Information relevant to and needed by DFAT program management team includes:</p> <ul style="list-style-type: none"> » Progress of the Fund against the annual work plan » Latest activities and events » Grantee portfolios and partners the Fund works with » Learnings from the Fund 	<ul style="list-style-type: none"> » Emails » Meetings » Phone calls » Progress reports -sixth monthly progress report (internal audience) and annual progress report (public) » E-Updates » Newsletters

Target Audience and Roles Related to the Fund	Key Communication and Information Need as Indicated	Key Channels of Engagement
		<ul style="list-style-type: none"> » Website » Social media » Press releases » Blogs » Impact Stories » Infographics and fact sheets
<p>Cardno Supports the implementation team</p> <ul style="list-style-type: none"> » They should be aware of how the Fund is tracking against its annual work plan. » They should be aware of and support the day-to-day program and technical management of the Fund. 	<p>Information relevant to and needed by Cardno includes:</p> <ul style="list-style-type: none"> » Progress of the Fund against the annual work plan including budget » Resourcing support needed by the Fund » Latest activities and events » Grantee portfolios and partners the Fund works with » Learnings from the Fund 	<ul style="list-style-type: none"> » Emails » Meetings » Phone calls » Progress reports -sixth monthly progress report (internal audience) and annual progress report (public) » E-Updates » Newsletters » Website » Social media » Press releases » Blogs » Impact Stories

Table 3 Stakeholders

Target Audience and Roles Related to the Fund	Key Communication and Information Need as Indicated	Key Channels of Engagement
<p>Fiji Women’s Movement</p> <ul style="list-style-type: none"> » They should be aware of the core mission of the Fund and its intended outcomes. » They should be aware that the Fund was created to support <i>their</i> efforts towards women’s empowerment and gender equality. This reaffirms local ownership. » They should be aware that the Fund is flexible, responsive, and accessible (especially important for 	<p>Information relevant to and needed by the Fiji Women’s Movement includes:</p> <ul style="list-style-type: none"> » Gender equality in Fiji » The scope of the Fund’s work » Funding opportunities and eligibility criteria » Partnership opportunities » Latest activities and events » Progress reports and case studies 	<ul style="list-style-type: none"> » Website » Social media » Emails » E-Updates » Newsletters » Press releases and annual progress reports » Events (including information sessions held during new grant cycles)

Target Audience and Roles Related to the Fund	Key Communication and Information Need as Indicated	Key Channels of Engagement
<p>women’s organisations who are often marginalised and unable to apply or hesitate to seek support).</p> <ul style="list-style-type: none"> » They should be aware of the grant cycles, and eligibility criteria, how to apply for funding, should they wish too. » They should be aware of the Fund’s transition plans into an independent entity by 2022. 	<ul style="list-style-type: none"> » Partners the Fund works with » Learnings from the Fund » Capacity development opportunities and disability specific support » Clear contact details 	<ul style="list-style-type: none"> » Meetings » Newspapers, radio, television » Blogs » Impact Stories » Infographics and fact sheets
<p>Government Ministries and Departments</p> <p>While the Fiji Ministry of Women, Children and Poverty Alleviation’s Department of Women is represented in the Steering Committee, other government agencies are also considered important stakeholders. The Fund may work with them directly in the future or indirectly through its partners.</p> <ul style="list-style-type: none"> » They should be aware of the core mission of the Fund and its intended outcomes. » They should be aware that the Fund was created to support the efforts of the Fijian women’s movement towards women’s empowerment and gender equality. This reaffirms local ownership. » They should be aware that the Fund contributes to the Fiji Government’s key gender equality strategies that promote the empowerment of women and girls and gender equality in Fiji. » - They should be aware of the partnership between the Fund and the Department of Women and their representation on the Steering Committee. 	<p>Information relevant to and needed by Government Ministries and Departments includes:</p> <ul style="list-style-type: none"> » Gender equality in Fiji » The scope of the Fund’s work » Partnership opportunities » Latest activities and events » Progress reports and case studies » Partners the Fund works with » Learnings from the Fund » Clear contact details 	<ul style="list-style-type: none"> » Emails and/or formal letters » Meetings » Updates from Department of women (internal government communication) » Website » E-Updates » Newsletters » Press releases and annual progress reports » Events » Social media » Blogs » Impact Stories » Infographics and fact sheets » Media coverage
<p>Development Agencies</p> <ul style="list-style-type: none"> » They should be aware of the core mission of the Fund and its intended outcomes. » They should be aware of the scope of the Fund’s work and partnership opportunities. » They should be aware of the Fund’s transition plans into independent entity by 2022 	<p>Information relevant to and needed by Development Agencies and Private Sector includes:</p> <ul style="list-style-type: none"> » Gender equality in Fiji » The scope of the Fund’s work » Funding opportunities and eligibility criteria » Partnership opportunities » Latest activities and events » Progress reports and case studies 	<ul style="list-style-type: none"> » Emails » Website » Meetings » Phone calls » Social media » E-Updates » Newsletters » Press releases and annual progress reports

Target Audience and Roles Related to the Fund	Key Communication and Information Need as Indicated	Key Channels of Engagement
	<ul style="list-style-type: none"> » Partners the Fund works with » Learnings from the Fund » Clear contact details 	<ul style="list-style-type: none"> » Events » Blogs » Impact Stories » Infographics and fact sheets
<p>Local, Regional and Global Women’s Funds</p> <ul style="list-style-type: none"> » They should be aware of the core mission of the Fund and its intended outcomes. » They should be aware of the scope of the Fund’s work and partnerships opportunities. » They should be aware of the Fund’s transition plans into an independent entity by 2022. 	<p>Information relevant to and needed by Women’s Funds includes:</p> <ul style="list-style-type: none"> » Gender equality in Fiji » The scope of the Fund’s work » Funding opportunities and eligibility criteria » Latest activities and events » Partnership opportunities » Progress reports and case studies » Learnings from the Fund » Clear contact details 	<ul style="list-style-type: none"> » Emails » Website » Social media » Meetings (face to face and via Skype) » E-Updates » Newsletters » Annual progress reports » Networking opportunities, such as women’s conferences » Blogs » Impact Stories » Infographics and fact sheets
<p>Donors, Private sector, and Local Philanthropy</p> <ul style="list-style-type: none"> » They should be aware that the Fund was created to support the efforts of the Fijian women’s movement towards women’s empowerment and gender equality. This reaffirms local ownership. » They should be aware of the core mission of the Fund, its intended outcomes. » They should be aware of the scope of the Fund’s work and partnerships opportunities. » They should be aware of the progress of the Fund’s work, especially its successes. » They should be aware of the Fund’s transition plans into an independent entity by 2022. 	<p>Information relevant to and needed by Donors, Private sector, and Local Philanthropy includes:</p> <ul style="list-style-type: none"> » Gender equality in Fiji » The scope of the Fund’s work » Funding opportunities and eligibility criteria » Latest activities and events » Partnership opportunities » Progress reports and case studies » Learnings from the Fund » Clear contact details 	<ul style="list-style-type: none"> » Website » Social media » E-Updates » Newsletters » Emails » Meetings (face to face and via Skype) » Press releases and annual progress reports » Phone calls » Events and other networking opportunities » Blogs » Impact Stories » Infographics and fact sheets
<p>Media</p> <ul style="list-style-type: none"> » They should be aware of the core mission of the Fund and its intended outcomes. 	<p>Information relevant to and needed by the Media includes:</p> <ul style="list-style-type: none"> » Gender equality in Fiji 	<ul style="list-style-type: none"> » Press releases and annual progress reports » Emails

Target Audience and Roles Related to the Fund	Key Communication and Information Need as Indicated	Key Channels of Engagement
<ul style="list-style-type: none"> » They should be aware that the Fund was created to support the efforts of the Fijian women’s movement towards women’s empowerment and gender equality. This reaffirms local ownership. » They should be aware that the Fund contributes to the Fiji Government’s key gender equality strategies that promote the empowerment of women and girls and gender equality in Fiji. » They should be aware of the progress of the Fund’s work, especially its successes. » They should be aware of the Fund’s transition plans into an independent entity by 2022. 	<ul style="list-style-type: none"> » The scope of the Fund’s work and name of the spokesperson » Latest activities and events » Partners the Fund works with » Progress reports and case studies » Learnings from the Fund » Partnership opportunities » Clear contact details 	<ul style="list-style-type: none"> » Phone calls » Website » Social media » E-Updates » Newsletters » Emails » Events » Interview opportunities » Blogs » Impact Stories » Infographics and fact sheets » Videos
<p>Public</p> <ul style="list-style-type: none"> » They should be aware that the Fund was created to support the efforts of the Fijian women’s movement towards women’s empowerment and gender equality. This reaffirms local ownership. » They should be aware of the core mission of the Fund, its intended outcomes. » They should be aware of the scope of the Fund’s work. » They should be aware of the progress of the Fund’s work, especially its successes. » They should be aware of the Fund’s transition plans into an independent entity by 2022. 	<p>Information relevant to and needed by the Public include:</p> <ul style="list-style-type: none"> » Gender equality in Fiji » The scope of the Fund’s work » Funding opportunities and eligibility criteria » Employment opportunities » Latest activities and events » Progress reports and case studies » Learnings from the Fund » Clear contact details 	<ul style="list-style-type: none"> » Website » Social media » E-Updates » Newsletters » Phone calls » Emails » Press releases and annual progress reports » Radio and newspaper » Events » Blogs » Impact Stories » Infographics and fact sheets » Videos

8.2 Accessibility

In order for the Fund to effectively engage with all its partners and stakeholders, accessibility must be ensured. The Fund will continually identify and address, to the best of its ability and availability of resources, accessibility challenges. Partners and stakeholders have highlighted the following in the survey:

Literacy: fluency in English is not a guarantee for all, especially those in rural and remote communities. Any communication that concerns groups with literacy concerns must be written simply, in an easy to understand manner, without any technical jargons, and if possible, in the vernacular. The use of visuals is encouraged. Important emails must also be followed up with phone calls to ensure there is no ambiguity. Vernacular radio stations are also important channels for awareness and advocacy.

Internet connectivity: around fifty percent¹ of Fiji’s population does not have access to the Internet. In the Fund’s case, for example, in some circumstances, only the focal point of the Fund’s grantee organisation may have access to the Internet, with no guarantee if the access is regular and extends to the rest of the community. In this case, important information must be communicated by phone and sent through other accessible means, such as hard copies of the Fund’s newsletters and newspaper supplements. Radio should be utilised for awareness and advocacy campaigns for their wide reach.

Disability:

- » Hearing:
 - » Use of sign language interpreters; and
 - » Ensuring videos including televised materials have subtitles in English.
- » Visual:
 - » Materials to be available in an electronic format that is compatible with a screen reader;²
 - » Documents are preferred to be in Microsoft Word format, including (application) forms, newsletters, reports, and so on;
 - » Any images in documents and posted on websites and social media platforms must include a descriptive text.

Websites must be compliant with World Wide Accessibility Standards, which seek accessibility for people with a diverse range of hearing, movement, sight, and cognitive ability.

9 Communication activities

As the Fund operates in a complex environment with the aim of fostering local ownership with the Fiji women’s movement and transitioning to an independent local entity – an ambitious and untested goal – the Communications Strategy does not seek to provide an exhaustive list of the Fund’s communication activities. As such, the Strategy will be reviewed annually with the implementation

¹ Source: Digital in Asia-Pacific in 2017: <https://keprios.com/blog/apac2017>. Accessed on 22 January 2018.

² Stakeholders have identified Job Access with Speech or JAWS as the most commonly used. Another one is NonVisual Desktop Access or NV Access.

plan updated during the annual planning process (see Annex 1: The Fund’s Communications Implementation Plan March 2020 – June 2022).

A combination of digital platforms and traditional channels (such as phone calls, meetings, site visits, networking events, newspapers, radio, and television) is suggested to reach the Fund’s partners and stakeholders. There is evidence to suggest that a growing number of Fijians own mobile phones, which they use to access the Internet – subsequently, the use of social media has increased in Fiji (and the Pacific).³ However, not all Fijians have Internet access, and the quality of Internet service varies from urban to rural and remote areas. The survey undertaken by the Fund in the development of this Strategy also confirms the need for multiple channels of communications as requested by partners and stakeholders. The Fund’s partners and stakeholders will more likely be influenced when there are multiple and coordinated modes of communication that reinforce key messages and adapt to their context.

This section of the Strategy provides details on the range of current and planned communications activities of the Fund, and outlines which objectives the activity aims to meet, as well as target partner and stakeholder groups. The activities can be divided into five categories:

- » Building and supporting digital platforms for sharing information
- » Content curation and brand identity
- » Research and knowledge building
- » Advocacy and networking
- » Developing capacity for strategic communications

9.1 Building and supporting digital platforms for sharing information

Platforms for engaging and sharing information include the Fund’s website, e-updates, bi-annual newsletters (electronic and printed), and social media pages.

9.1.1 Website

Meeting objective: All

Relevance to target audience: All

The Fund’s website will be the central hub for all Fund communications, including information on gender equality in Fiji, the scope of the Fund’s work, funding opportunities and eligibility criteria, partnership opportunities, latest news on activities and events, progress reports, E-Updates and newsletters, case studies, partners the Fund works with, learnings, employment opportunities, and so on. New content will be proactively sourced during site visits, events, from partners and stakeholders, particularly from grantees and stakeholders working in areas relevant to the Fund. The website will ensure wide user appeal and accessibility, particularly for women in rural and remote areas and those with disabilities. It will have accessibility of language, be mobile responsive and integrated with social media.

The Fund will develop a detailed proposal for the website, with an intention to launch it by June 2018.

³ Source: Digital in Asia-Pacific in 2017: <https://kepios.com/blog/apac2017>. Accessed on 22 January 2018.

9.1.2 E-updates

Meeting objective: 1-5, 7

Relevance to target audience: All

E-Updates will be a collation of latest updates (news, opportunities, publications, and so on) from the Fund sent to partners and stakeholder groups who have access to the Internet, in a list format. Online platform MailChimp will be used to send these updates, which will only contain the title and either the first paragraph of the news item or a 50-word summary linking it back to the website for further reading. These E-Updates or E-newsletter will be produced four times a year and will be compiled into two printed newsletters twice a year.

The main objectives for E-Updates are:

- » Regular contact with our audience especially for those that do not use social media or those who do not visit our website regularly – the updates are direct to their email inbox
- » To send a diverse range and number of updates in one instance or as they happen. In this way, the Fund does not have to wait for the two newsletters (with a fixed release date) to prompt readers to read the latest news. Updates with only one news item can also be sent via this channel.
- » To drive and increase inbound traffic to the Fund’s website.
- » Allows the Fund to monitor and track our key audience and the kinds of content that they like the most

Users can either subscribe to this service via the website or decide how frequently they want to receive the updates. The collation of these updates is not expected to be time consuming and will only contain pre-approved information, like all other Fund communication.

9.1.3 Social media

Meeting objective: 1-5, 7

Relevance to target audience: All

To use social media as a tool of persuasion – rather than as a one-way public relations exercise – it will be essential to interact regularly with online users. Partners and stakeholders have indicated Facebook and Twitter as the most preferred social media platform, followed by LinkedIn and Instagram. YouTube and Flickr have also been identified as important public repository platforms for videos and photographs.

Recent statistics also show that 34 percent of active Facebook users in Fiji are women and that 94 percent of Facebook users access the platform via their mobile phones.⁴

This strategy suggests setting up Facebook, Twitter, YouTube and Flickr in 2018. A LinkedIn, account was set up in late 2019.

A guideline for the Fund’s use of social media, including moderation and approval processes, aligned with DFAT’s Digital Media Strategy 2016-2018 is included as Annex 3.

⁴ Source: Digital in Asia-Pacific in 2017: <https://kepios.com/blog/apac2017>. Accessed on 22 January 2018.

9.2 Content Curation and Brand Identity

The Fund will produce and commission the production of content in a variety of forms. The content will be based on data and information from the Fund’s work. It will be presented in a manner to highlight the Fund’s contribution to achieve change and advance women’s empowerment and gender equality in Fiji. Content produced will include progress reports (six-monthly reports for internal use only and annual reports, available externally), newsletters, a multimedia repository, infographics, case studies, videos, brand guidelines and branding materials (such as brochures and banners).

9.2.1 Six-monthly progress reports

Meeting objective: 1-5, 7

Relevance to target audience: Steering Committee, DFAT and *Pacific Women*

The Six-Monthly Progress is an internal narrative and financial report, which provides an assessment of the progress towards the Fund’s outcomes and an update on outputs, major achievements, challenges and gaps. Reporting period is between January-June and is finalised by August. It is compiled by the Fund’s implementation team and is an imperative document for good management and learning.

9.2.2 Annual progress report

Meeting objective: 1-5, 7

Relevance to target audience: All

The Annual Progress Report will provide a snapshot of the Fund’s achievements and challenges, as well as an outline of activities planned for the year ahead. It will demonstrate the Fund’s underpinning principles, collaborate and consultative approach, and commitment to reflection and learning. It is finalised by February-March every year. The Annual Progress Report is a valuable document that showcases the impact of the Fund’s work and a useful communications product for sourcing future funds.

9.2.3 Newsletter

Meeting objective: 1-5, 7

Relevance to target audience: All

The Fund’s printed newsletter, produced twice a year, will be an effective and efficient tool for disseminating in-depth stories and latest information. It will be used to promote stories of success from the Fund. The newsletter content will be based on the Fund’s MEL findings and engagement with partners and stakeholders. It can be adapted for other communications, such as E-Updates, progress reports, press releases and social media posts.

The newsletter will be available in electronic format (as a PDF) on the website and disseminated to partners and shareholders via E-updates and email. An electronic copy in Microsoft Word format will be also be available for partners and stakeholders who have a visual disability and use a screen reader.

Printed copies will be posted to those partners who do not have Internet access.

9.2.4 Blogs

Meeting objective: 1-5, 7

Relevance to target audience: All

The Fund will produce regular blogs sourcing learnings from within the team, collaborating with grantee partners, development partners and women’s funds. Blogs are personal perspectives that will allow the Fund to connect directly with our readers. In addition, blogs will allow us to connect and correspond with our audience through the “comments” section. This connection will allow us to interact and share ideas with other like-minded people. It also allows you to build trust with our audience. Our aim is to produce one blog a month.

Blogs will be published on the Fund’s website but some blogs may be written specifically for external websites when we are trying to reach a varied or wider audience. Each blog will be discussed and planned a month or two before its release, however, we will be flexible to change topics based on the time of year or if pressing national situations may require it.

9.2.5 Impact Stories

Meeting Objective: 1-5, 7

Relevance to target audience:

Impact stories will be written each month. This will allow the Fund to document, monitor and to capture to successes and failures of projects implemented by our grantee partners. These stories bring a human face to development as it included quotes, photos and video depicting the lives of the very women that our grants impacts.

Impact stories will be featured on the Fund’s website and used in the Fund’s E-updates. These stories will also be supplied to the Fiji media for their reprint also. Some pieces may be written for Annual reports or supplied to DFAT upon their request e.g. Australia Day supplements in the Fiji Times.

9.2.6 Photographs and videos

Meeting objective: 1-4, 7

Relevance to target audience: All

High quality photographs of partners and stakeholders of the Fund will be used, with written consent, to convey key messages on women’s empowerment and gender equality. Primarily, these photographs will be used to accompany stories about the partners and stakeholders work. The photographs may be published on all the Fund’s platforms and communication materials and may be shared with partners and stakeholders.

Photographers will include the Fund, as well as freelance photographers, when appropriate. All photographers must follow DFAT’s Guidelines on Ethical Photography and Videography (copy available with the Fund), the Fund’s key communication principles (see Section 3) and procure informed consent (see Annex 5 for template)

The Fund may record videos during its MEL exercises with the grantees and produce professional promotional and program related videos on the Fund. As with photography, all videographers must follow DFAT’s Guidelines on Ethical Photography and Videography (copy available with the Fund), the Fund’s key communication principles (see Section 3) and procure informed consent (see Annex 5 for template).

9.2.7 Multimedia repository

Meeting objective: 1-4, 7

Relevance to target audience: Partners

The Fund will procure audio/visual content such as photographs, videos and audio for MEL purposes as well as for its various communications needs. To ensure all content is kept in an organised manner, ensuring safety, confidentiality and ease of access by staff, the development of an internal knowledge management system is proposed. Aside from its own communication use, the Fund is in a unique position to provide its partners and stakeholders audio/visual material upon request. An up-to-date multimedia repository with all essential information, including consent forms, will enable the Fund to do this promptly and appropriately.

9.2.8 Infographics

Meeting objective: 1-4, 7

Relevance to target audience: All

The Fund may use infographics, where appropriate to make complex information eye-catching, shareable and easily digestible.

9.2.9 Branding and promotional materials

Meeting objective: 1-4, 7

Relevance to target audience: All

Initially, a simple version style guide was included as an annex in this Communications Strategy, however, the Fund has developed a comprehensive and high-quality brand guideline that explains the Fund’s identity and presents its brand standards. Aside from the design aspect, the Fund’s Branding and Style guidelines will also include program overview and communication guidelines. The guidelines will be shared with communication professionals and other relevant individuals and agencies it contracts to undertake design and writing.

Overtime the Fund will determine if it needs to produce branded merchandise, based on need and availability of resources.

1.1. Knowledge Management and Research

Meeting objective: 1-5, 7

Relevance to target audience: All

The Fund is developing an integrated approach to the functions of MEL, research, and communications.

Depending on the nature of the research, the Fund will work with research consultants in producing 1-4-page briefs of the research for dissemination which would be linked to the full-copy of the report on the website. Knowledge Management is the process of capturing, developing, sharing, and effectively using organisational knowledge.

The Fund will also produce learning papers on thematic areas in relation to the Fund’s work. These papers will capture best practices and lessons learned from the implementation of the Fund’s objectives and may inform the Fund’s future work and that of other stakeholders. The Communications Officer will assist in repackaging these research and papers for various audiences and will ensure that it is widely disseminated through comprehensive marketing plans.

Currently, the Fund does not have a separate role for Knowledge Management so these tasks will be shared between the MEL Coordinator and the Communications Officer in coordination with the Senior Program Manager and the Fund manager to capture lessons learned.

9.3 Advocacy and networking

Meeting objective: All

Relevance to target audience: All

An important element of this Strategy will be the ongoing identification (by the Fund’s implementation and management team responsible for communications) of suitable opportunities to advocate for women’s empowerment and gender equality in relevant public and private forums. Fijian and Australian Government leaders who will perform this advocacy role will include the Fiji’s Minister for Women, Children and Poverty Alleviation; Fiji’s Director for Women; Australia’s Minister for Foreign Affairs; Australia’s Minister for International Development and the Pacific; and Australia’s Global Ambassador for Women and Girls. Fijian representatives on the *Pacific Women Advisory Board*; members of the Fund’s Steering Committee and the Fund Manager are also important advocates of the Fund.

The Fund will assist the advocates in their public and private engagement. Advocates will require timely access to information that is up-to-date, accurate and adapted to the needs for engagements.

The Fund will compile a calendar of events (and update it throughout the year) during its annual planning process to support the strategic advocacy approach outlined above.

9.4 Developing capacity for strategic communications

The Fund will assist partners, specifically its grantees, to use communications to effectively promote women’s empowerment and gender equality. This will be achieved through a range of tailored capacity development activities, which will be designed and resourced, based on the specific needs identified by the grantees. These needs will be identified through various mechanisms, including direct feedback from consultations, as well as grantee needs assessments.⁵ Methodologies may

⁵ The yet to be finalised Capacity Development Strategy is proposing a process where assessment will be done in a series of ways: 1) grantees self-identifying their capacity development needs; 2) the Fund identifying the need through assessment of key organisational documents; 3) the Fund undertaking follow-up meetings / workshops

include technical advice, support, communications workshops and mentoring. To ensure the efficient use of resources and avoid unnecessary duplication, the Fund will partner with other organisations, including grantees with strong communication skills as appropriate to deliver capacity development activities.

The Fund’s Communications Officer may also procure Short-Term Advisors (STAs) to respond to capacity development requests if required.

9.5 Tracking Media Coverage

Media monitoring is listening to who’s saying what about the Fund’s brand, the women’s movement in Fiji, and other articles covering topics that are important to the Fund e.g. gender equality, EAW, women’s leadership etc. In today’s world, media monitoring must include more than just print, extending to online, broadcast and social media. These stories may be generated via Media Releases or activities such as workshops and events, or they may be prompted by secondary sources, such as government or other partners being interviewed about their projects and then also mentioning the Fund.

Example

- Overview for Jan – June 2020, Highlights include:
 - Within the first six months of 2020, media coverage for Fund has been achieved in four countries. (A total of 14 stories in national media, averaging 2 articles a month).
 - Where is the money report was covered by 6 news agencies
 - Fiji Times published 3 news pieces on COVID-19

10 Monitoring, evaluation and learning

The Communications Strategy implementation plan is aligned with the Fund’s Capacity Development Strategy to ensure relevant capacity development activities are included in the plan for 2018-June 2019.

The internal annual planning and review process of the Communications Strategy will consider how well the knowledge and learnings generated from monitoring, evaluation and research processes and activities were collected, aggregated, analysed and refined into user-friendly formats and disseminated to intended users.

The Communications Strategy will use the following criteria to monitor and evaluate its performance. This is in line with the Fund’s MEL Plan, which focuses specifically on program level inquiry questions.

- » **Relevance:** Has the Fund’s Communications Strategy met the needs of its beneficiaries? Is the communication mode, language, and content suitable, given the context?
- » **Effectiveness:** Has the Fund’s Communication’s Strategy met its objectives?
- » **Efficiency:** Has the Fund’s Communication Strategy been implemented using value for money?
- » **Impact:** Has the Fund’s Communication Strategy contributed to long-term change for women in Fiji, particularly those who are marginalised?
- » **Sustainability:** Has the Fund’s Communications Strategy contributed to the Fund’s ability to garner support and mobilise resources.

Several measures will be taken to ensure successful monitoring and evaluation:

- » Communications Officer develop a Communications Tracking Tool and will be responsible for quarterly quantitative tracking of national and international media coverage, number of items produced for visibility
- » Communications Officer will take stock of progress made against the goals of the annual work plan. The work plan will be updated and revised accordingly.
- » An internal review of the communications strategy will be done on a regular basis (minimum every six months) to ensure that the communications activities remain on track and are meeting the goals of the strategy.
- » Communications Officer will submit a quarterly update to the team and where needed to the Steering Committee and donor.

The table below shows how the Fund intends to monitor and evaluate its communications activities against its objectives that work towards meeting the Fund’s long-term outcomes.

Priority Activity	MEL Inquiry Questions	Indicators	Objectives
Building and Supporting Digital Platforms for Sharing Information	<ul style="list-style-type: none"> » How many people are using digital platforms? How are they accessing the platforms? » Has the intended information been communicated and was it useful? What information was the most useful? Was there any difficulty accessing the platforms? » Was it worth using digital platforms? » Has the digital communication helped bring change for women? » Has the information contributed to on-going results? » What is the impact of advertising on social media? 	<ul style="list-style-type: none"> » Annual survey » Number of digital platforms established » Increase in number of users to the website compared to previous years » Mediums used to access the platforms » The most accessed pages on the website » Number of downloads » User feedback » Number of followers, likes, views and shares on social media channels » 	<ol style="list-style-type: none"> 1. Identify any key barriers to communication with partners and stakeholders 2. Inform existing and potential partners, stakeholders, and the public of the intent, progress, successes, and opportunities 3. Advocate for women’s empowerment and gender equality 4. Contribute information and data that can be used to monitor and evaluate 5. Provide a platform for its partners to share 6. Strengthen the capacity of partners to effectively use communications 7. Raise the profile and credibility of the Fund
Content Curation and Brand Identity	<ul style="list-style-type: none"> » Who is the information for? Is the information easy to understand? » Has the intended information been communicated? Did they have difficulty accessing the information and did the Fund provide an alternative and accessible option? » Was it worth creating and sharing content using multiple formats? » Has the content helped bring change for women? Was the information useful to them? Is the Fund known to the media and the public? » Has the content contributed to on-going results? 	<ul style="list-style-type: none"> » Number of publications and multimedia produced » User feedback » Number of requests for multimedia from partners » Number of times the Fund is featured in partners website and or social media platforms. » Number of times the Fund is featured in the media » Request from disadvantaged groups for publications and multimedia in an accessible format 	<ol style="list-style-type: none"> 1. Identify any key barriers to communication with partners and stakeholders 2. Inform existing and potential partners, stakeholders, and the public of the intent, progress, successes, and opportunities 3. Advocate for women’s empowerment and gender equality 4. Contribute information and data that can be used to monitor and evaluate 5. Provide a platform for its partners to share 7. Raise the profile and credibility of the Fund

Priority Activity	MEL Inquiry Questions	Indicators	Objectives
Research and Knowledge Management	<ul style="list-style-type: none"> » Who is the research and learning brief for? How are they accessing it? Is the information useful for them? Is the information easy to understand? » Has the intended information been communicated? Did they have difficulty accessing the information and did the Fund provide an alternative and accessible option? » Was it worth developing the briefs? » Has the content helped bring change for women? Was the information useful to them? Did they use it in their work? » Has digital platform contributed to on-going results? 	<ul style="list-style-type: none"> » Number of downloads » User feedback » Number of times the research or publication is mentioned on partners websites or in the media 	<ol style="list-style-type: none"> 1. Identify any key barriers to communication with partners and stakeholders 2. Inform existing and potential partners, stakeholders, and the public of the intent, progress, successes, and opportunities 3. Advocate for women’s empowerment and gender equality 4. Contribute information and data that can be used to monitor and evaluate 5. Provide a platform for its partners to share 6. Strengthen the capacity of partners to effectively use communications 7. Raise the profile and credibility of the Fund
Advocacy and Networking	<ul style="list-style-type: none"> » Who attended or were part of the Fund’s advocacy and networking? » Has the intended information been communicated? Did they have difficulty accessing the information and did the Fund provide an alternative and accessible option? » Was it worth organising and/or attending the event? Was it worth undertaking the advocacy campaign? » Has advocacy bring about any transformative change for women? Did they become interested in the Fund’s work? Did they want to form partnerships? Did they want to apply for funding? » Has the information contributed to on-going results? 	<ul style="list-style-type: none"> » Number of advocacy and networking opportunities » Fund representation in the women’s movement » Production of tailor-made advocacy materials » Increase in the number of partnerships and donors 	<ol style="list-style-type: none"> 1. Identify any key barriers to communication with partners and stakeholders 2. Inform existing and potential partners, stakeholders, and the public of the intent, progress, successes, and opportunities 3. Advocate for women’s empowerment and gender equality 4. Contribute information and data that can be used to monitor and evaluate 5. Provide a platform for its partners to share 6. Strengthen the capacity of partners to effectively use communications 7. Raise the profile and credibility of the Fund
Developing Capacity for Strategic Communications	<ul style="list-style-type: none"> » Who was the capacity development for? How was it administered? How was the exercise determined? Was the exercise useful for 	<ul style="list-style-type: none"> » Relevant and quality communication capacity building support provided 	<ol style="list-style-type: none"> 1. Identify any key barriers to communication with partners and stakeholders

Priority Activity	MEL Inquiry Questions	Indicators	Objectives
	<p>them? Was the information easy to understand?</p> <ul style="list-style-type: none"> » Was their capacity strengthened after the exercise? Did they have any difficulty in accessing anything and did the Fund provide an alternative and accessible option? » What is the non-monetary value of the capacity building activity for the recipients? » Has the capacity development helped bring change for women? » Has the capacity development contributed to on-going results? 	<ul style="list-style-type: none"> » Increase in grantees use of social media and communications tools » Number of times grantees mention the fund or use the fund logo on promotional material 	<ul style="list-style-type: none"> 2. Inform existing and potential partners, stakeholders, and the public of the intent, progress, successes, and opportunities 3. Advocate for women’s empowerment and gender equality 4. Contribute information and data that can be used to monitor and evaluate 5. Provide a platform for its partners to share 7. Raise the profile and credibility of the Fund

Annex 1 Communications Implementation Plan January 2020 – June 2022

CO - Communications Officer (Full Time)

STA - Short-Term Advisor for Communications

Activity Plan	Responsibility		Due	Indicative Budget AUD
	Lead	Support		
Develop and Implement a Communications Strategy to Guide Engagement, Program Learning and Reporting				
Review Communications Strategy and update Implementation Plan	CO	Fund Manager	End of February 2020, 2022	NIL
2020 – Communications training for grantees	CO	Senior Program Manager & Fund Manager	March 2020	8,000 AUD
Building and Supporting Digital Platforms for Sharing Information				
<i>Website</i>				
Maintain and update website regularly	CO	Fund Manager	Ongoing	1,000 AUD
<i>E-Newsletter</i>				
4 editions a year	CO	Fund Manager	Feb, May, Aug, Nov	NIL
Social Media				
Maintain social media accounts	CO	Fund Manager	Ongoing	NIL
Paid advertising (boost posts to reach wider audience)	CO	Fund Manager	Ongoing	1,000 AUD
Promotional Campaign for New Grant Cycle				
Reproduce Fund brochures	CO	Fund Manager	April 2020, April 2021	3,000 AUD
Design and disseminate Expressions of Interest (including advertising)	CO	Senior Program Manager	August 2020 and August 2021	3,000 AUD
Hold information sessions	Program Officers	Senior Program Manager/CO	August, September, October 2020, 2021	Partner engagement trips which include flights, venue, catering, accommodation,

Activity Plan	Responsibility		Due	Indicative Budget AUD
	Lead	Support		
				social media advert, transportation will be factored under the Operations costs.
<i>Content Curation and Brand Identity</i>				
Story development costs – field visits	CO	Senior Program Manager MEL Coordinator	June 2020 and June 2021	500 AUD
Photography	CO	Senior Program Manager MEL Coordinator	August 2020 and August 2021	7,500 AUD
<i>Annual Progress Report</i>				
Finalise Table of Contents	CO, MEL	Fund Manager	December 2020 and December 2021	NIL
Compilation of the Annual Progress Report – write articles, MEL analysis and copy editing	Fund Manager	CO / STA / MEL Coordinator	December 2020 and December 2021	1,000 AUD (copy editor)
Layout and Design	CO	Fund Manager CO / STA / MEL Coordinator	March 2020 and March 2021	4,000 AUD
Printing	CO		Mid March 2020, 2021, 2022	2,000 AUD
Launch	CO	Fund Manager	March 2020 and March 2021	8,000 AUD
<i>Newsletter</i>				
Produce and disseminate the bi-annual newsletter	CO	Fund Manager	Release by: June 2020, December 2020, June 2021, December 2021	NIL
Layout and Design newsletter	CO			

Activity Plan	Responsibility		Due	Indicative Budget AUD
	Lead	Support		
Printing	CO			
<i>Blogs</i>				
Produce monthly blogs in partnership with the staff, grantee partners and stakeholders	CO	Fund Manager, Senior Program Manager, MEL Coordinator		NIL
Branding				
<i>Brand and style guideline</i>	CO	Fund Manager	February 2020	
Banners	CO	Fund Manager	When required	1,000 AUD
Fund branding merchandise: desk calendar, stickers, pins,	CO	Fund Manager	When required	5,000 AUD
Research and Knowledge Management - Packaging				
Promising practices: Case studies on EVAW, COVID-19,	CO	SPM / Fund Manager STA	August – November 2020, 2021	2,000 AUD
FDPF – Access to health services for women and girls living with disabilities – design, layout and printing	CO	SPM / Fund Manager	August – December 2020	5,000 AUD
Advocacy and networking				
3 rd call grantee announcement event	CO	All staff, DFAT	July 2020	2,500 AUD

Annex 2 Risk Management

Risks associated with the Fiji Women’s Fund (the Fund) Communications Strategy.

Risk	Likelihood of Risk Occurring	Perceived Severity of Risk and Likelihood	Management Strategy
The Communications Strategy is not appropriately resourced	Low	High	<ul style="list-style-type: none"> » The Fund will seek approval from the Steering Committee on the Communications Strategy and the need for a dedicated budget from 2020-2022. » Upon the approval of the Communications Strategy, the Fund will initiate the Implementation Plan and review the implementation plan annually.
The Fund does not have credibility and is not seen as a local initiative (ownership concerns)	Low	High	<ul style="list-style-type: none"> » The Fund will work closely the Steering Committee to engage with the women’s movement and build relationships and partnerships. » The Fund will use its digital platforms, publications and multimedia content to promote the work of its partners and stakeholders. » The Fund will seek feedback from partners and stakeholders at the annual review of the Communications Strategy.
The communications channels and platforms used by the Fund are not accessible for women from rural and remote locations and those who are marginalised	Medium	High	<ul style="list-style-type: none"> » The Fund will use a multi-platform approach to ensure accessibility for everyone. » The Fund will allocate adequate resourcing to enable the above. » The Fund will carry out face-to-face information and awareness sessions in rural areas and will seek the support of the Ministry of Women to engage with more women around Fiji » The Fund will also use its existing network to disseminate information to various and wide audiences
The Fund’s communication materials are not relevant to its partners and stakeholders	Low	High	<ul style="list-style-type: none"> » The Fund will seek feedback from it partners and stakeholders on their communication and information needs during its annual review process.

Annex 3 Social Media Guidelines

Fiji Women’s Fund

February 2020

Executive summary

These guidelines are designed to provide helpful, practical and strategic communications advice, and protect the Fiji Women’s Fund (the Fund) brand. It is divided into two parts:

- Part 1 provides all staff of the Fund with general guidelines for their own engagement with social media.
- Part 2 provides more detailed objectives, goals and administration protocols for staff responsible for managing the Fund’s digital communications platforms.

The Fund embraces the fact that its partners and stakeholders are increasingly online, and these platforms provide dynamic and interactive spaces to promote and discuss issues supporting the Fund’s commitment to advancing women’s empowerment and gender equality in Fiji. While communication on behalf of the Fund is the primary responsibility of the Communications Officer, the Fund recognises that staff members can also further the aim of the program by using social media platforms. The Fund recognises the wide reach that communication in online communities can have - both positive and negative. This guideline encourages the Fund’s staff to use social media responsibly to communicate about topics within their areas of expertise, as long as this does not interfere with their primary duties or the security of the IT systems.

Digital communication platforms (website, E-newsletter, and social media platforms) are an important part of the Fund’s Communications Strategy (2018-2022) to share information and collaborate with audiences to advocate for women’s empowerment and gender equality in Fiji. The Fund set-up all the majority of these platforms in early 2018.

The Fund recognises that social media will also be critical to driving users to its website. The immediacy and reach of social media, together with its blurring of traditional lines of personal/private and public communications requires a strategy to both protect the Fund’s reputation and provide guidelines for both the management and staff use of social media platforms.

While developing the strategy, the Fund consulted with the (now completed) Pacific Leadership Program, a similar DFAT-funded program with like audiences successfully operating Facebook and Twitter accounts, and engaged with DFAT’s Digital Communication Hub in Canberra to understand best practice policies and procedures for managing risk. Best practice social media policy and guidelines for International Red Cross, Hootsuite, Cambridge University and the Canadian Government were also reviewed.

Introduction

With this guideline, the Fund aims to raise its profile, protect its reputation and set out a clear set of rules for staff to follow. It sets out the aims and objectives, and administration and risk management practices for the Fund’s digital communication platforms. It also sets standards for staff use to create consistency across channels.

The guideline covers the range of social media and content sharing platforms which will gradually be integrated into the Fund, principally through the new website. These include:

- » The Fund’s website
- » The Fund’s Facebook, Twitter, YouTube and Flickr pages (established prior to the website launch)
- » The Fund will review the setup of LinkedIn, Instagram and others during its annual review in January 2019

Key objectives

All digital communications platforms have the following interlinked aims:

1. Enable the Fund to participate in key digital platforms for discussion and information sharing

Facebook and to a lesser extent Twitter have a growing presence and influence in Fiji, particularly among young people and leaders. These platforms will enable the Fund to project a positive image of the initiative, engage with people on women’s empowerment and gender equality issues, publicise activities, outcomes and research and, foster a greater understanding of Fiji’s and Australia’s gender equality policies in the Pacific.

Goal 1: Two social media posts per week

2. Drive traffic to the Fund’s website

Social media content can drive Fijian audiences to the new website which aside from informing users of the latest news from the Fund, will also provide funding, partnership, and employment related opportunities for Fijian women and organisations.

Goal 2: 20 per cent increase in web traffic in 12 months, after doing a baseline (via Google analytics) at six months.

3. Increase visibility of the Fund by leveraging social media content sharing between the Fund and its partners and stakeholders

As the Fund is new, it’s imperative that it builds a credible profile among all its partners and stakeholders. Digital is a low-cost way to increase engagement and profile. The Fund can also benefit from staff, partners and stakeholders engaging in its social media presence.

Goal 3: Two shares of the Fund’s social media posts per month by its partners and stakeholders.

Goal 4: All Fund staff to receive basic training in social media.

Goal 5: 80 per cent of staff have at least a Facebook account and actively engage in the Fund’s digital communication platforms.

Audiences

- » Young people and more specifically, young women.
- » The politically inclined, urban elites and activists: access to office-based computers, or money for 3/4G mobile phone sets and data, and strong signal means politicians, government officials and public servants, and urban elites have access to Facebook and may be opinion leaders, and/or partners to of the Fund.
- » The Fund’s partners: those with formal relationships with the Fund and contribute directly to its implementation. They include grantees; members of the Steering Committee comprised of representatives from DFAT, the Fiji Ministry of Women, Children and Poverty Alleviation’s Department of Women, the *Pacific Women* Support Unit, women’s civil society organisations and the Fijian private sector); members of the Grants Committee; DFAT program management team for the Fund; and Cardno.
- » The Fund’s stakeholders: part of a broader group of agencies with whom the Fund may not have a formal relationship but who are also important to the Fund’s success. They include the Fiji women’s movement (who may become potential partners) especially those living in rural and remote locations, with disabilities, and those facing discrimination; CSOs; government ministries and departments; development agencies; other local, regional and global women’s funds; potential donors, private sector organisations, and local philanthropy; media; and the public.

They can ‘share’ posts and reach a broader audience than the Fund’s own partner audience.

Who are these guidelines for?

If you are a Fund staff, Cardno staff and/or DFAT staff involved in the Fund’s implementation and use social media tools such as Facebook, Twitter, YouTube or Flickr, then these guidelines are for you. In the online world, ‘personal’ and ‘private’ are no longer the same. Social media conversations can be found through search engines like Google. Even in cases where only your contacts can see what you write, there is a possibility that one of them will forward what you say and make it visible to a wider audience. **As a result, personal conversation within social media networks should be considered ‘public’ rather than ‘private’.**

The guidelines also define the Fund’s protocols for creating, editing, approving and managing digital communications. While principally the role of the Communications Officer, all staff should be engaged in the Fund’s digital communications, to create and amplify interesting and relevant content.

Part 1 – Staff Social Media Guidelines*

Four guidelines to protect and promote the Fund and your own digital identity:

1. Engage with the Fund’s website, E-Updates, and social media platforms

Social media operates on like, follow and share algorithms. Make sure you are subscribed to E-Updates, like/follow the Fund’s platforms and share through your own digital networks to amplify engagement and discussion of the Fund’s digital content.

2. Add a disclaimer to your social media pages

If you have a blog, a Facebook, Twitter, Instagram, YouTube, GooglePlus or LinkedIn account, and talk about work-related issues, add a disclaimer to each of your personal pages making clear that the views you express are yours alone. Be aware that this disclaimer does not free you from the obligations you may have under the Cardno Social Media Policy and DFAT’s Digital Media Strategy 2016–18. Example text you can use: ‘The postings on this site are my own and do not necessarily represent positions, strategies or opinions of The Fiji Women’s Fund’ - added to the ‘About Me’ section of your page.

3. Keep your manager in the loop

Obtain permission before publishing anything related to your function or assignment. This also applies to blogs and similar online publications. To avoid problems, discuss your work-related social media activities with the Communications Officer and the Fund Manager.

4. Discretionary use of social media by staff

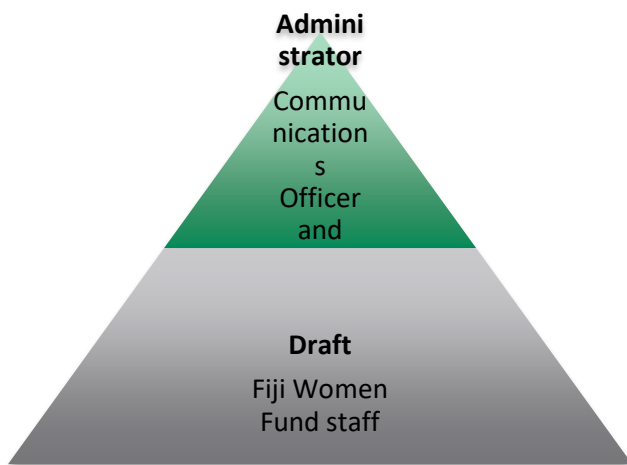
Staff should be aware that the Fund its partners and stakeholders may observe content and information made available by staff through social media. Therefore, use your best judgment in posting material that is neither inappropriate nor harmful to the Fund its partners and stakeholders.

*Also refer to the Cardno Social Media Policy and DFAT’s Digital Media Strategy 2016–18.

Part 2 – Administration Guidelines

Facebook

The Fund will submit a Business Case to DFAT for the establishment of a Facebook page. The suggested username for page: Fiji Women’s Fund / @fijiwomensfund. Upon approval by DFAT, the Fund will establish a page.



Administrator: Has complete control of the account and is able to assign social media page roles. The Communications Officer will manage and monitor all aspects of the Fund’s presence, listen for related conversations, be responsible for social media security. The Fund Manager will have control of the account and approve all content before it is posted.

Draft: No direct social media page roles, but encouraged to draft content for editing and publishing to social media page. The Communications Officer will mostly be drafting posts with support from staff.

The following are ‘page roles’ assigned on Facebook for the Fund’s page:

Twitter, YouTube and Flickr

The Fund will submit a Business Case to DFAT for the establishment of for the following social media accounts- Flickr, Twitter and YouTube. The suggested username for page: Fiji Women’s Fund / @fijiwomensfund. Upon approval by DFAT, the Fund will establish a page.

Suggested username for accounts is: Fiji Women’s Fund / @fijiwomensfund

There is no scope for multiple roles in the managing of these pages. The Communications Officer and Fund Manager will have complete access to the accounts. It is the Communications Officer’s role to manage, monitor all aspects of the Fund’s presence on these platforms, listen for related conversations and be responsible for its security. She/he will follow the same process for drafting and approval as in the case for Facebook. This is outlined below.

Password access

Only the Fund’s Communications Officer and the Fund Manager will have access to the account. Staff must close the account once edits are complete (i.e. staff must monitor from their own personal account and not leave the page open). The accounts must be set up using a new email and not be created under an individual’s profile. In Facebook’s case this safeguards the Fund’s account from being blocked if Facebook blocks the administrator for issues related to their personal account. As email service Gmail must be used to create platforms such as YouTube and Flickr, it is suggested that the Fund’s Gmail account be used to create all the accounts (the Fund already has a Gmail account). Passwords will change when staff leave or change roles and will be routinely changed every three months to reduce risk.

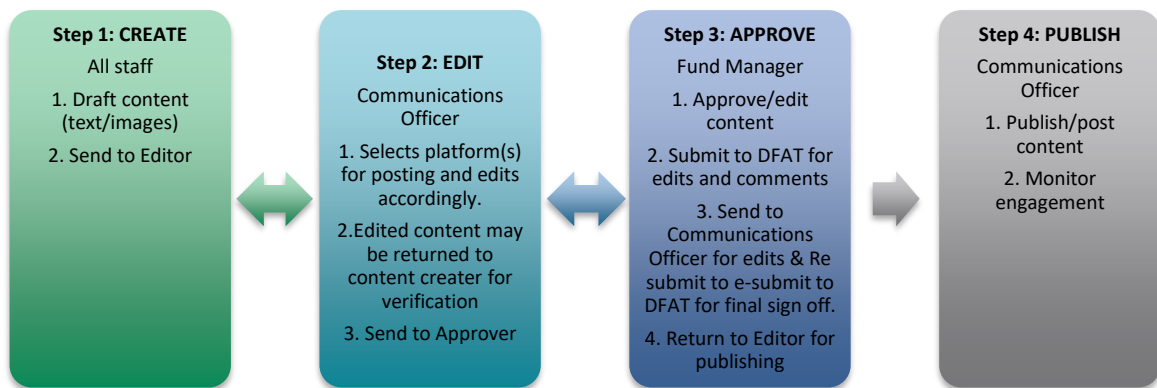
Type of content to be posted

- » Wherever possible, content will be cross-posted between the Fund’s website and social media pages. These include links to latest news; E-Updates; newsletter; funding

partnership and employment opportunities; resources; research and other information posted on the website.

- » Share information from the Fund’s partners.
- » Share other information of interest to gender equality in Fiji (and where relevant, in the Pacific and international).
- » Share outcomes from international, regional, national and community meetings and dialogues the Fund is engaged in.
- » Share good news/stories of impact of the Fund.
- » Include descriptive text when you post an image. This ensures accessibility to people with a visual disability who use a screen reader. Some social media platforms, such as Twitter, have an added feature, which allows you to provide alternative text to images in a tweet, but you must go to your settings to turn the feature on.

Roles: who will source, edit and approve the content?



All Fund staff will be responsible for sourcing content, including the Communications Officer. However, the Communications Officer will be responsible for editing and approving content. The Fund Manager will also have the same administration, editing and approval rights as a backup, and be responsible for approving content that is a response to a posted comment or question.

How often will original content be posted?

Website	Facebook	Twitter	YouTube	Flickr
2/week	2/week min	2/week min	As produced	As produced

How will public comments and questions be monitored and responded to?

Posts by external users on the Fund’s social media pages will initially be switched off, but comments on the Fund’s posts will be enabled. After three months, the Fund will review the nature of the comments received and may allow users to post on the Fund’s page but posts will only be made public after it is reviewed by the administrators.

Hootsuite will be reviewed as a backup to the Communications Officer. Hootsuite is a social media management tool, which allows the user to manage multiple networks and profiles and measure campaign results.

- » Notifications will be configured to show when comments are posted.
- » Hootsuite will also be configured to monitor for social media mentions of the Fund, including the name of the Fund Manager.
- » Facebook will be established and managed through the Facebook Business Manager interface.
- » Otherwise, Hootsuite will be checked three times a day – 9 am, midday, 4 pm.

The Fund Manager will also have the same administration, editing and approval rights as a backup for when the Communications Officer is absent, and be responsible for approving content where the Risk Management Protocol is required. If Level 2 of the Risk Management Strategy is reached (where a comment is extremely negative/insulting or trolling), escalation for managing and approving responses will go to the Fund Manager and copying the DFAT Program Manager, if needed.

Risk management protocol

1. Each social media page will have the following Terms of Use statement in the About section

This page has been established by the Fiji Women’s Fund (the Fund) to provide an interactive space to promote and discuss issues and ideas related to women’s empowerment and gender equality in Fiji, specifically in the areas of eliminating violence against women, economic empowerment, leadership and decision-making, and strengthening women’s groups and coalitions for change. Comments and questions relevant to the post/discussion are highly encouraged, however, language should be courteous, respectful and without harassment or discrimination. Comments that are offensive, abusive, discriminatory, and aggressive or breach confidentiality, will be deleted. A person repeatedly posting offensive comments will be blocked.

2. Assessment and review of questions and comments



Highly offensive comments/trolling (multiple comments in an hour)

- » Screen shot emailed to Fund Manager
- » After consultation, comment deleted, user notified and blocked
- » If needed, response content developed
- » Communications Officer to increase monitoring



Irrelevant comment

- » Users referred to the Terms of Use statement
- » Comments that fail to adhere to this, or deemed offensive
- » Screen shot emailed to Fund Manager. After consultation,

- » comment may be deleted

Negative comment on Fijian and Australian government/policies

- » Screen shot emailed to Fund Manager/DFAT Program Manager for review and Actioning as deemed appropriate
- » Response content developed
- » Communications Officer to increase monitoring

Positive comment

- » 'Like' and reply with a brief positive comment

Very positive captured for reporting

- » Question
 - » Immediately sent reply: 'Thanks for your question, we'll get back to you soon'.
 - » Forwarded to relevant area program manager for a reply, cc'ing Fund Manager
 - » User sent approved response

Monitoring and evaluation

The Communications Officer and or a delegated staff member will do screen grabs of each post receiving good engagement. Responses and relevant comments will be saved with screen shots. This will be done on an ongoing basis.

Create a log to track existing results: follower counts, engagement rates and average activity per week. Likes, page views and statistical updates will be monitored monthly to gauge the effectiveness of page. Popular posts will be noted, and lessons learned will be shared with staff and during staff meetings. Hootsuite analytics will be used into the Fund's reporting.

Monitoring the response from your community is also important. Often your followers will be vocal about what kind of activity and content they appreciate, and what they do not, so do take into account their feedback. This will inform the overall Monitoring, Evaluation, and Learning of the Communications Strategy and the initiative.

- Highly offensive comments / trolling (multiple comments in an hour)
 - Screen shot emailed to Fund Manager
 - After consultation, comment deleted, user notified and blocked
 - If needed, response content developed
 - Communications Officer to increase monitoring
- Irrelevant comment
 - Users referred to the Terms of Use statement
- Comments that fail to adhere to this, or deemed offensive
 - Screen shot emailed to Fund Manager
 - After consultation, comment may be deleted
- Negative comment on Fijian and Australian government / policies

- Screen shot emailed to Fund Manager/DFAT Program Manager for review and actioning as deemed appropriate
- Response content developed
- Communications Officer to increase monitoring
- Positive comment
 - ‘Like’ and reply with brief positive comment
- Very positive
 - Captured for reporting
- Question
 - Immediately send reply: ‘Thanks for your question, we’ll get back to you soon’
 - Forwarded to relevant area program manager for a reply, cc’ing Fund Manager
 - User sent approved response

Annex 4 Consent Form Template



Logo to be included in HEADER

Individual consent form

For: adults and parents / guardians

I _____ (state full name in ALL CAPS)

give permission to the Fiji Women's Fund to use my / my child's / my ward's

_____ : (state full name of child/ward in ALL CAPS):

- Name Yes No
- Testimonial Yes No
- Photograph / audio/ video Yes No

in communications materials, such as publications, knowledge and multimedia materials produced by or for the Fiji Women's Fund.

I understand these communication materials will also be placed on the website and social media platforms managed by the Fiji Women's Fund for public relations purposes. It may also appear in the news media in relation to the Fiji Women's Fund's work.

I also give permission the Fiji Women's Fund to use the above information relating to **me / my child / my ward** in any communications materials produced by or for the Fiji Women's Fund for public relations purposes for an indefinite period. The Fiji Women's Fund may also share your testimonial / photograph / audio / video with the Fijian and Australian Governments for their communication purposes, with other key partners and the media. The Fund will take due care to inform partners of any restrictions placed by you on sharing personal information and ensure the content is used respectfully.

Yes No

Contact details

Please state in in ALL CAPS:

Full name: _____

Organisation (if applicable): _____

Position (if applicable): _____

The following details will not be published:

Address: _____

Phone: _____

Email: _____

I understand that the Fiji Women’s Fund’s communications materials:

- May appear on the Internet/World Wide Web (WWW) and the news media;
- May appear in print and multimedia (audio / video) formats;
- May enable readers to identify me / my child / my ward.

Important note

I understand that if **my / my child’s / my ward’s** personal information (name, contact details or image) is published on the Internet/WWW then it will be accessible to users from all over the world. **My / My child’s / My ward’s** information can also be searched for using an identifier such as **my / my child’s / my ward’s** name, and may be copied and used by any other person using the Internet/WWW.

Most importantly, I understand that once **my / my child’s / my ward’s** personal information has been published on the Internet/WWW, the Fiji Women’s Fund has no control over its subsequent use and disclosure.

Signature: _____ Date: _____

Office Use Only

File # / number : _____ Content ID number /name : _____

Name of staff procuring consent (if applicable): _____

Contact details to be included in footer:

Fiji Women’s Fund

Level 3, Kaunikuila House, Laucala Bay, Flagstaff, Suva, Fiji

PO Box GC041, Garden City, Suva Fiji

Phone: +679 331 4410 or +679 331 4033

Email: information@womensfund.org.fj

Fiji Women’s Fund is supported by the Australian Government and implemented by Cardno

The Fiji Women’s Fund may also share your testimonial / photograph / audio / video with the Fijian and Australian Governments for their communication purposes, with other key partners and the media. The Fund will take due care to inform partners of any restrictions placed by you on sharing personal information and ensure the content is used respectfully.

We understand that the Fiji Women’s Fund’s communications materials:

- » May appear on the Internet/World Wide Web (WWW) and the mainstream media;
- » May appear in print and multimedia (audio / video) formats;
- » May enable readers to identify us / our children / our wards.

Important note

We understand that if our personal information (name, contact details or image) is published on the Internet/WWW then it will be accessible to users from all over the world. Our information can also be searched for using an identifier such as our name, and may be copied and used by any other person using the Internet/WWW.

Most importantly, we understand that once our personal information has been published on the Internet/WWW, the Fiji Women’s Fund has no control over its subsequent use and disclosure.

Office Use Only

File # / number: _____ Content ID number /name: _____

Name of staff procuring consent (if applicable): _____

Contact details to be included in footer:

Fiji Women’s Fund

Level 3, Kaunikuila House, Laucala Bay, Flagstaff, Suva, Fiji

PO Box GC041, Garden City, Suva Fiji

Phone: +679 331 4410 or +679 331 4033

Email: information@womensfund.org.fj

Fiji Women’s Fund is supported by the Australian Government and implemented by Cardno

Annex 5 Communication Checklist for Events / Meetings

The Fund will develop a communications plan for any event and/or meeting the Fund considers important to document and communicate to partners and stakeholders. The communications plan will outline relevant activities, timelines, responsibilities, and resources needed. Some things to consider and important questions to ask to develop the communications plan, include:

- » **Establishing process and chain of command** - identifying the event focal point (the person in charge of the event) and core members of organising team.
- » **Purpose of event** – have agreed standard text to describe the event – the who, what, where, why, and when. This will make drafting communication materials easier.
- » **Stakeholders** - is the event organised in collaboration with another organisation? What are their requirements? Ensure there is a clear decision-making process in place.
- » **Spokesperson** - will there be one? What will be her role and what sort of support will she need?
- » **Promotion and outreach** – do we need press releases, social media prompts, guest and media invites, interviews to be organised, and communication materials to be developed?
- » **Documenting** – will the event need to be recorded? Photographed? Ensure that all communication materials produced for the event, including audio/visual documentation is appropriately labelled and saved on the Fund’s knowledge management system.
- » **Roles on the day** – aside from the Fund Manager who will speak to the news media, will there be other people handling media queries prior and during event and setting up interviews for Fund Manager and other partner and or stakeholder spokesperson? It is important not to have one person do multiple roles. For example, if the Fund Manager is the spokesperson, should she also MC the event? If she can do both, then another person should handle media queries, such as the Communications Officer. It can become quite overwhelming if one person is handling multiple roles.
- » **Monitoring** - if the event was an external one involving media, check to see if there was any coverage. Share these with partners and stakeholders via the Fund’s various platforms, and especially if you plan on sending a thank you/update email.

Annex 6 Interview Documentation Checklist

Interviews are valuable because:

- » They can generate unique and refreshing content for your audience. Your organisation does not need to be an expert to deliver expert advice.
- » They can raise your organisation’s level of authority or credibility simply because of the public association that you have with the interviewee.
- » Your organisation’s builds a relationship with the person you are interviewing, which could possibly lead to other growth opportunities for your organisation’s brand in the future.

Interviews are especially important for organisation’s supporting women’s empowerment and gender equality like the Fiji Women’s Fund because:

- » They can play an important role in amplifying the voices of women and raise consciousness and awareness about women’s stories and struggles, especially of those often marginalised.
- » They support women to tell their own stories.

Checklist

Any interview (or multimedia content including photographs) procured by the Fund should have the following:

- » Completed Consent Form
- » Date of the interview/interaction
- » Details of interviewee/subject – this is also part of the Consent Form
- » Details of the interviewer/photographer
- » Purpose of the interview/interaction
- » Copies of the interview transcript, interview questions, final story, and any multimedia content must be appropriately labelled and saved on the Fund’s knowledge management system.

An example:

Interview date: 25 January 2018

Interviewee: Ms Mere Singh – Coordinator, Girls Are Us. Telephone: +679 345 6789 Email: mere.singh@girlsareus.com.fj

Interviewer: Michelle Reddy, Fund Manager, Fiji Women’s Fund (if the Fund has hired an external person to undertake this interview, such as a short-term communications person, include their contact details)

Purpose of the interview: Girls Are Us, a grantee of the Fund, will be having a weeklong event to acknowledge International Women’s Day. Ms Singh gave a background to the upcoming event, the publication that will be launched and how the public can be involved. The story will serve as a build-up to the event and will be shared on the Fund’s website and social media platforms. The Fund also intends to attend the event and take some photos, which Ms Singh is happy with.

Interview tips

When interviewing someone for the Fiji Women’s Fund’s work, the following checklist must be followed as closely as possible:

Identify the purpose of the interview - Why do you need to conduct it? What is the point? Keep your audience in mind when determining this. An example could be, you want to tell your audience how the Fund’s grantees acknowledged International Women’s Day. Three of the grantees did something special and you think this would make a good story.

Identify the platform the story will be featured on. Will this be internal or external? If its external, decide on the platforms – website, newsletters, social media, annual progress reports, and so on. This is important for two reasons:

- » It helps you gather information and frame the story accordingly, and
- » You need consent from the interviewee to feature the story on these platforms.

Do proper planning - Ensure your timelines and approval processes are clear. You should give yourself and the interviewee enough time to produce quality content, keeping in mind any approval requirements. It is unprofessional to call a person for an interview the day before a story needs to be published. Avoid making a late request due to poor planning.

Identify the interviewee – Discuss with colleagues at the Fund, who might be the best person from the grantee organisation (if that’s the partner / stakeholder) to interview. Some organisations have designated spokespersons; however, you may also get an opportunity to interview other staff or even some of the women the grantee organisation works with. Be open to opportunities.

Pre-Interview Homework - There are few things that you should do before the interview happens:

- » Understand a little bit about the organisations first and the person who has been identified as the interviewee. You are, of course, conducting an interview to learn more about a person and what they do, but as the interviewer you should know a little bit more than your audience so that you can properly introduce the person and ask the right questions. If you can find an existing interview with the person on another website, that will be helpful too so you can gauge their style and tone, and create questions for that person accordingly.
- » Confirm the details of the interview with the person you are interviewing. This is especially important if you’re interviewing someone in a different time zone. Some things to confirm are:
 - » Date and time;
 - » Method of communication (face-to-face, phone, Skype, email);
 - » Approximate length of interview;
 - » Ask if they have accessibility issues and how you can best prepare for it;
- » Test your recording equipment including camera if it’s a face-to-face interview.
- » Prepare a list of questions. See next point for this.

Prepare a list of flexible, open-ended questions and possible follow-up questions - You should prepare a list of questions that will act as sort of a template for the interview - a guide for the direction that you want to take from start to finish. You do not have to stick to the list of questions completely. If you have the time, you may want to workshop the questions with your colleagues. This could also help you ask questions, which may serve other reporting needs for the Fund – but if you

do this, make sure the questions are still relevant to the story you are doing. For each question you should come up with two or three possible follow-up questions that might be suitable to ask, depending on the answer. You probably would not get to them all, but because they are there it's a good reminder just in case the perfect opportunity comes up to dig deeper into a topic of interest. As far as the questions themselves, here are a few basic rules:

- » Do not ask YES or NO questions;
- » Do not ask more than one question at a time;
- » Keep them relevant but be creative.
- » Phrase the questions in a way that will allow the person being interviewed to expand; and
- » Offer to show the questions to the person you are interviewing to make sure they are comfortable with them but let me know these are just **guiding questions**.

Provide a welcoming environment - In order to get the best answers from the people you interview, it's important to create a welcoming environment for them. If a person is comfortable, they will be able to share better. Some ways to create a comfortable environment for the person you are interviewing:

- » Make sure they know all the details about the interview beforehand – what is it for; where will the story appear; will they be recorded; will they be photographed; how this will benefit them, explain to them about the consent form they will need to complete, and so on;
- » Ask them if they'd like to see the questions first;
- » Discuss with them any risks they may encounter if they share sensitive information. The Fund's 'do no harm' principle is key here. If there is any risk, you need to discuss this with the Fund Manager before proceeding.
- » Thank them for the interview before you even start;
- » Be enthusiastic and make sure your tone is friendly and welcoming.

Allow the person you're interviewing to talk - One of the worse things you can do as an interviewer is take over the interview yourself. You should give the person you are interviewing a chance to communicate as much as possible without interruption. The more they talk - the better.

Listen and be engaged - This may sound obvious, but you must listen. Be engaged in the interview - not be just a person who reads the questions aloud. This is much tougher than it sounds. It can often be easy to drift off while the other person is talking, especially if you are recording the interview. It is not that you become bored and uninterested, but you might 'tune out' while you wait for her to finish so you can move on to your next question. You can also miss out on important follow-up questions if you are not engaged.

Actually, want to understand - You must want to understand, and this can be done on different levels. On the surface, it is just about understanding the situation or what is happening, for instance, what happened during the International Women's Day celebrations and why is it important to share that? On a deeper level, however, it becomes much more interesting, both for you as the interviewer and those who will eventually read it or listen to it. On the deeper level, it becomes about why does this person or organisation do what they do, and how.

Consent – Once you have finished with the interview ensure you have gotten written consent from the interviewee. See Annex 5 for the Fund's Consent Form, which can be used for any audio, visual

material as well as interviews/testimonials. Ensure the interviewee has your contact details and ask them if they want to see the story before it is published. File the Consent Form, and any audio/video recording and photos appropriately on the Fund’s knowledge management system.

Note: Rescinding consent – there have been times when an interviewee rescinds consent after giving the interview and / or after publication of the interview. When this happens, you must discuss with the interviewee as to the reason for this. Perhaps there are some errors in the story, which can be easily fixed. Perhaps, the story does not represent who she is anymore or has caused her harm that she did not anticipate when she first did the interview. Whatever the reason, the Fund must collaborate with the interviewee to decide on the best course of action, keeping in mind the Fund’s ‘do no harm’ principle.

Writing the story – When writing the story, use the Fund’s key Communication Principles as a guide.

Approval – Once your story is written or content is produced, ensure all the relevant people approve it before publication. You may need to get multiple approvals depending on the type of the story – ensure you have factored the time and process during the planning stage. If the interviewee has requested to see a copy, ensure this is done and her/his edits are incorporated. An important point to remember is that the Fund is not a news media organisation. Interviewees must be given the opportunity to amend what they said during a live interview. It could be that they may have said something ‘in the moment’ and decide later that it did not represent their views best or was inappropriate. Therefore, getting approval from interviewees is important, especially if interviewees are representatives of governments. This is not only in the best interests of the interviewee but also of the Fund’s.

Publication – once the story/content is published, make sure you send a link/copy to the interviewee. If the interviewee has accessibility issues, ensure they can access the story in a manner that is easiest for them. It is important to avoid being extractive in nature when gathering content – interviewees must have access to their own stories.

TEMPLATE: PROPOSING A STORY

This template will help guide impact stories and capturing MEL Data

HOW IS THE FUND MAKING A DIFFERENCE? WHO IS DOING, OR PLANNING TO DO, WHAT DIFFERENTLY?

How has this activity/project made a difference to a local community, or local family, or local person – what is their story? How are they thinking or behaving differently as a result of the activity/project or, alternatively, how have they used their experience to make a difference to the lives of others?

STORY TITLE:

STORY SUBJECT: WHO is doing WHAT differently? (ie Who is doing/ thinking / planning differently?)

Who (person and/or community):	
What (behaviour change):	
Where (village, province, ward) Where (country)	
When (date or timeline):	
Why:	
How:	
Any person who could be quoted or interviewed (ie from local community)? -name, contact details, quote	
CONTACT PERSON (who is submitting this story idea?)	
Name, Title:	
Phone:	
Email:	

ADDITIONAL INFORMATION (OPTIONAL)

1. Are there any facts or statistics that can be investigated?

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2. Any interesting considerations for Gender and Social Inclusion (GSI), ie access for people with a disability or elderly people, special considerations for women or children, etc?

Impact Focus	Description
Gender	
Accessibility (wheelchair, elderly, etc)	
Children / Family	
People with a disability (not limited to wheelchair access, but other considerations)	

