



## SOCIAL MEDIA REPORT

*Pacific Community Agritourism week*

*27 June - 3 July 2015*



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## 1.0 Introduction

The European Union funded Pacific Agriculture Policy Project, implemented by the Land Resources Division of the Secretariat of the Pacific Community (SPC) aims to increase the capability of Pacific regional organisations to address the development needs of smallholder agriculture, by improving the linkages between small and medium farmers and markets. The Pacific Agriculture Policy Project (PAPP) is part of the EDF 10 Intra ACP Agriculture Policy Programme across the Pacific, Caribbean and the Indian Ocean. The Technical Centre for Agricultural and Rural Cooperation (CTA) coordinates the inter-regional exchanges between the Pacific and Caribbean.

SPC PAPP in collaboration with key partners organised the first ever Pacific Community Agritourism Week (PacAgriTo) from 29<sup>th</sup> June - 3<sup>rd</sup> July, 2015 to promote the links between agriculture and tourism and how they can contribute to improved economic opportunities and livelihoods.

## 2.0 Selection Process

To raise awareness and visibility for the event, a call for social media reporters was launched 4 weeks prior to the PacAgriTo week via various information and communication channels such as the SPC and LRD information network, the Pacific Agriculture and Forestry Policy Network (PAFPNet), the CTA and SPC social media network, PAFPNet web portal [www.spc.int/pafpnet](http://www.spc.int/pafpnet) and CTA and ARDYIS website etc. The call for social media reporters was funded by the CTA Agricultural Rural Development and youth in the Information Society (ARDYIS) and the European Union supported Pacific Agriculture Policy Project.

A total of 198 applications from the Pacific region (including a few from the African and Caribbean regions) were received through the online application platform. A team of on-site social reporters were selected from these 198 applicants based on their prior experiences with social media reporting. The concept was that these on-site reporters were to be present at the event to cover the sessions using the hashtag - #PacAgriTo on Facebook, Twitter, Flickr, Youtube, and other social media. The on-line reporters who were selected from the remaining pool of applicants then shared these posts to create a communicative ripple effect. Supported by SPC and CTA (through its Agriculture, Rural Development and Youth in the Information society Project – ARDYIS), the social media reporters worked simultaneously to create the much needed awareness and visibility on the event, constantly engaging the interaction among themselves and those engaged online to reach a wider remote audience as far as Europe and Africa.

The eight young on-site reporters (between the ages of 18 and 35) were Tom-Vaitolo Vaha of Niue, Kuata Taumaheke of Tuvalu, Carole Cholai of Papua New Guinea, Deffnie Thompson and Lopez Adams of Vanuatu, Avneel Chand, Solomoni Matthewsella and Elenoa Salele of Fiji. The reporters were led and trained by CTA's Nawsheen Hosenally with the support and guidance of Julie Marks, PAPP staff and the Pacific Way team.

“PacAgriTo on-site social media reporting really expanded my know-how of engaging and mainstreaming social media on event visibility and information sharing.

### 3.0 Pacific MainStream Media

A team of media experts were also invited from the region to provide media coverage during the one week event. These media experts were from Fiji, Tonga, Samoa and Vanuatu. A media briefing took place on the 26<sup>th</sup> of June with the notion to allow media experts to convey more information on SPC and partners in a single press release.

The involvement of youth in agriculture and forestry supported activities is driven by the Land Resources Division of SPC. The LRD Youth in Agriculture strategy encourages the active engagement of youth in agriculture across the region. As part of the youth in agriculture strategy, one of the key activities is to engage youths through the use of ICT and social media. PAPP in collaboration with CTA (particularly the ARDYIS project) will continue to support calls for social media reporters to cover big regional events in the Pacific region as a way to engage young people in learning about and improving their knowledge on agriculture and forestry, as well as assisting LRD to share and disseminate highlights on agriculture/forestry activities in the region. LRD Knowledge management and communications team continues to promote the use of social media tools during workshops, meetings, conferences, field visits, seminars etc.

### 4.0 What was Delivered - Statistics

The keyhole (real-time tracker) statistics are as follows:

**Tweets:** Over 1500 sent with hashtag #PacAgriTo (according to hashttracking.com)

**Blogs:** 20 articles published, 4 drafts

**Photos:** 80 on the Flickr Group

**Presentations:** 10 uploaded, 10 queued (mostly agribusiness forum ppts)

Keyhole tracking from 29<sup>th</sup> June to 3<sup>rd</sup> July:

3,172 Posts

254 Users

446,513 Reach

5,751,958 Impressions

More here: [http://keyhole.co/realtime/Nsz9lk/?utm\\_campaign=sharetr](http://keyhole.co/realtime/Nsz9lk/?utm_campaign=sharetr)

Each blog article has had between 40 (minimum) and 400 (maximum) views.

Top 10 countries visiting the blogs:

- Fiji
- Netherlands

- New Zealand
- Australia
- Mauritius
- Vanuatu
- PNG
- Kenya
- USA
- Nigeria

#### **Facebook/LinkedIn/Google+**

- The use of "drones" to collect data and present information along the agriculture value chain <http://bit.ly/1D4Z6DN> #PacAgriTo
- Adopting the right production methods and good marketing strategies can enable farmers to meet the tourists' demand for seafood in the Pacific <http://bit.ly/1D4Ws0B> #PacAgriTo
- A change in mindset is needed for sustainable #Agritourism and #Agribusiness in the #Pacific <http://bit.ly/1Cooj0W> #PacAgriTo
- A glimpse at the livestock value-chain: from paddocks to plates <http://bit.ly/1HMxpXy> #PacAgriTo
- Food is not just a business. It's about the people, the country and its culture <http://bit.ly/1LYlu6H> #PacAgriTo
- #Agritourism: a lot to learn from the #Caribbean experience <http://bit.ly/1JyCdxI> #PacAgriTo
- Farmers and chefs interacting the "speed-dating" style <http://bit.ly/1KtjRPB> #PacAgriTo
- Farmers and chefs walking the aisle the "Pacific Way" <http://bit.ly/1KtmdxP> #PacAgriTo

#### **Twitter:**

Information: most important input in the value chain process for #AgriTourism/  
#AgriBusiness <http://bit.ly/1D4Z6DN> @carolepng13 #PacAgriTo

Work local but think global: New attitude needed by farmers <http://bit.ly/1Cooj0W>  
@Matthewsella #PacAgriTo

From paddocks to plates: the livestock value-chain <http://bit.ly/1HMxpXy>  
@salele\_island @elinoa\_salele #PacAgriTo #Fiji

Farmers + Chefs relationships, quality come first <http://bit.ly/1LYlu6H> @avneel3007  
#PacAgriTo

#Agritourism: a lot to learn from the #Caribbean experience <http://bit.ly/1JyCdxl>  
@avneel3007 #PacAgriTo

Farmer & Chef: Conversation for a long-lasting relationship <http://bit.ly/1KtjRPB>  
@caitservicespng / @carolepng13 #PacAgriTo

Leveraging on the power of #ICT4Ag for a better Farmer + Chef  
relationship <http://bit.ly/1KtmdxP> @lopezantz #PacAgriTo

Brighter future for fish farmers in #Agritourism <http://bit.ly/1D4Ws0B> @t\_vaha92  
#PacAgriTo

## 5.0 Feedback from selected participants:

### Solomoni Matthewsella – on-site social media reporter

The cross pollination of ideas and best practices that were shared at the social media training just before the kick start of the Agritourism week really cemented the need for a collaborative effort among the social media reporters to make the reporting successful. Like other facets of development work, the Pacific's communication architecture too varies quite differently from other places around the globe. Thus, having 190 other on-line reporters spread across the ACP regions that re-tweeted, shared and re-shared our messages really helped the on-site team's messages reach the audiences that it did. CTA Staff, Nawsheen Hosenally had informed us of the substantial reach that the PacAgriTo had achieved despite not having prior build up on social media as most of their organized events would (ranging up to 3 months before). The most exciting aspect of PacAgriTo for a social media reporter was the fact that we were selling the idea that farmers and chefs could be an answer to some of the issues of our economy and an opportunity for more regional and inter-regional trade.

### Elenoa Salele – on-site social media reporter

Being part of the first Pacific social media reporting team was an exciting opportunity for our team of 8 enthusiastic, energetic and keen youths. Prior to the #PacAgriTo week event we had a two days training and familiarised ourselves with the social media guidelines and outlines of SPC and CTA. The team were taught on how to effectively use social media tools, identify our target audience, raise awareness, actively update and engage our target audiences to participate in certain topics of discussions from each sessions, provide feedback, familiarise themselves on blog posts guidelines, video blips, photos, presentations, facebook and twitter etc. Team members were assigned roles and tasks for the weeks' event from producing blog posts and live tweets from conference sessions, engaging conversations on twitter around #PacAgriTo, conducting

video interviews and uploading photos and presentations from the days event into the website etc. The reporters were paired placed into groups to document case studies and stories on the various sessions during Pacific Community Agritourism event and also captured highlights from the field visits.

The team would meet every afternoon to discuss key aspects of the social reporting event by updating update on their work status from each day's sessions, updating roles for the next day in line with the #PacAgriTo weeks daily programs and discuss some of the challenges/gaps faced and iron out any burning issues with key recommendations to move forward.

## 6.0 Summary

The live reports proved successful as our target audiences not only from the Pacific but from around the world actively participated in live tweets and blog posts, posting questions and providing feedbacks and re-tweets. This boosted the team to provide more interesting and catchy reports from the Pacific on the relationship between Agriculture and Tourism in the Pacific.

Not only did young journalists learn about how social media reporting works but it was also a reminder to the team and other young people on the importance of the relationship between Agriculture and Tourism. Understanding and seeing the value chain, from farm/paddocks to plates was an exciting experience.

Key observations going forward are:

- I. The media play a crucial role in Agriculture's appeal to youths and agriculture itself is a broad sector that covers many professional and field opportunities.;
- II. Events like these ensure that the sector is abreast of technology. Mobile technology and web based tools allows for quick and interactive reporting and discussions;
- III. Social media plays an important role in bridging the digital divide and constraints relating to a small and relatively isolated (Pacific) region;
- IV. Training such as this empowers young journalists. There is a realisation that they too have a role in communicating and transforming the image of agriculture

SPC, SPTO, CTA and partners commend the hard work from Pacific's on-line social media reporters and their support in communicating the important Week events to the region and internationally.