



Facebook Challenges in Vanuatu

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Presentation Outline

1. Background
2. Connecting People
3. Challenges
4. Plans for the Future



Source: Lew Toulmin, OGCIO, Vanuatu

Telecom Sector Background - Vanuatu

	2006	2016
Market	Liberalization (1 ISP)	Competition (8 ISP)
Policies	None	Yes (2013)
Regulations	None	Yes (2009)
Access	16%	92%
Connectivity	2MB (satellite)	20GB (cable)
Internet	1% (dial up)	21% (4g, LTE)
Mobile Subscription	21,000	180,000
GDP	< 1%	5.3% (2015)
Cost	High	74% drop (still expensive)
e-Government	Infrastructure	e-Services

Connecting People....

- **Universal Access Policy**
 - **98% coverage by 1 January 2018**
 - Bandwidth 21 MB downlink, 12 MB uplink
 - Priority is schools, health centers and public offices
 - “Pay of Play” Approach
 - Tablet for Students (Phase 2 in progress)
 - Broadband for Schools (Phase 2 in progress)
 - Telemedicine Pilot launched
 - National Digital TV rollout
 - e-Government Applications
- Free Facebook
- VulX online (Google cache, Akamai)
- ICT Days Celebration (since 2012)



Source: Nguna Mama's, Vanuatu

The role of social media in Government

- The Government is aware that more people are using Facebook and becoming actively involved, reading, engaging, and voicing opinions over user policy changes daily. The level of participation has exponentially grown and often Facebook has taken into account the thoughts of its users, like a true democracy, and adjusted settings as necessary. In a time where people tweet more than text, email more than mail, it's only a matter of time before government use social software to engage people in meaningful ways and to understand public sentiment.
- Imagine if these practices were to be adopted by the national government and local authorities. With a tweet or text – potholes, broken streetlights and other issues being reported and fixed.
- Unfortunately there are very few examples of this happening so far, but certainly this trend will catch on. Social media has greatly changed the way the public communicates and expectations of the responsibility of government have also shifted.

The role of Government in Social Media

1. Ensure users are safe online throughout Vanuatu at all times;
2. Strengthen legal framework that fosters social media as a tool for social enrichment, economic growth, and sustainable development
3. Maintain a multistakeholder approach with private sector, consumers and other actors;
4. Capacity building programs for local development in proper use of social media;
5. Maintain Vanuatu's ability to participate in international cooperation;



Twitter



Instagram



LinkedIn



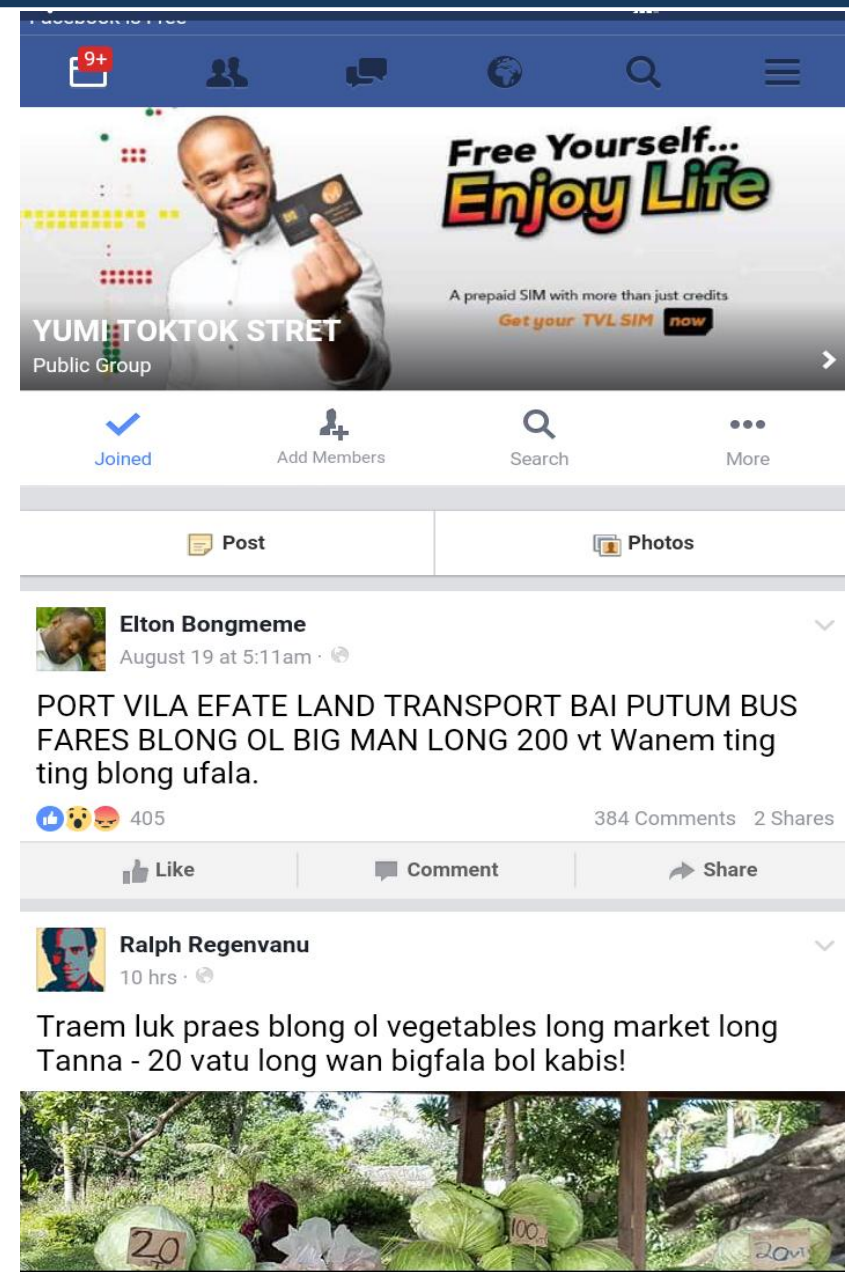
YouTube



Facebook

Reported Cases

- ✓ Fake accounts (e.g. PM and others)
- ✓ Online Defamation (Facebook)
- ✓ Harassment (e.g. taxi driver incident)
- ✓ Money laundering
- ✓ Cyber Stalking
- ✓ Cyberbullying
- ✓ Pornography
- ✓ Solicitation of Children



Plans for the future

- ✓ Implementation of Cybercrime Bill;
- ✓ Establishment of a CERT (overdue since 2014);
- ✓ Law enforcement;
- ✓ Establish continued working relationship with social media regional offices (Facebook, Twitter, LinkedIn, Google, etc.);
- ✓ Consumer awareness with partners (local, regional and international);
- ✓ Engage users at schools (school connectivity programs, ICT curriculum in schools, etc.)
- ✓ Open, transparent and accountable Government;



Twitter



Instagram



LinkedIn



YouTube



Facebook

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