



SOLOMON ISLANDS CHAMBER
OF COMMERCE AND INDUSTRY

Temporary Facebook Ban Survey

FOREWORD

The Solomon Islands Chamber of Commerce & Industry (SICCI) conducted the Facebook Ban/Suspension Survey following the Government's decision to temporarily suspend Facebook.

The one-minute survey aims to find out business view on the ban/suspension and its impact on businesses as a marketing tool. The survey was distributed on email through the SICCI network and also on Facebook. A total of 141 responses were received from members of SICCI, members of the Young Entrepreneurs Council of Solomon Islands (YECSI), and non-member businesses.

Eighty percent (80%) of respondents have a business Facebook page. In total, these respondents have 394001 followers. Eight-two percent of respondents use Facebook as a marketing tool for news updates and communication and seventy-two percent (72%) rely on Facebook for sales and marketing. Businesses also use Facebook to track data & information on customers (47%), reach out to overseas market (49%) and direct traffic to website or main platform (41%). Other respondents use Facebook for recruitment, keeping updated on government news, as well disaster and weather updates.

As such ninety-three percent (93%) of businesses do not support the ban. Reasons for not supporting the ban/suspension include the ban/suspension will have a significant impact on customer base (32%), affect sales & profit (24%), added cost to business (19%), and threat to close business (14%).

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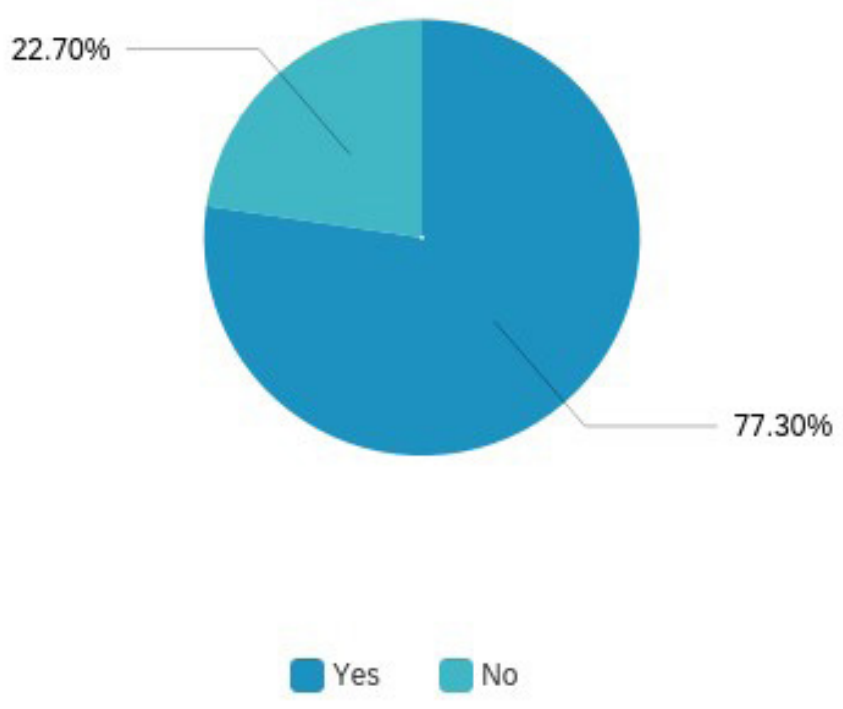
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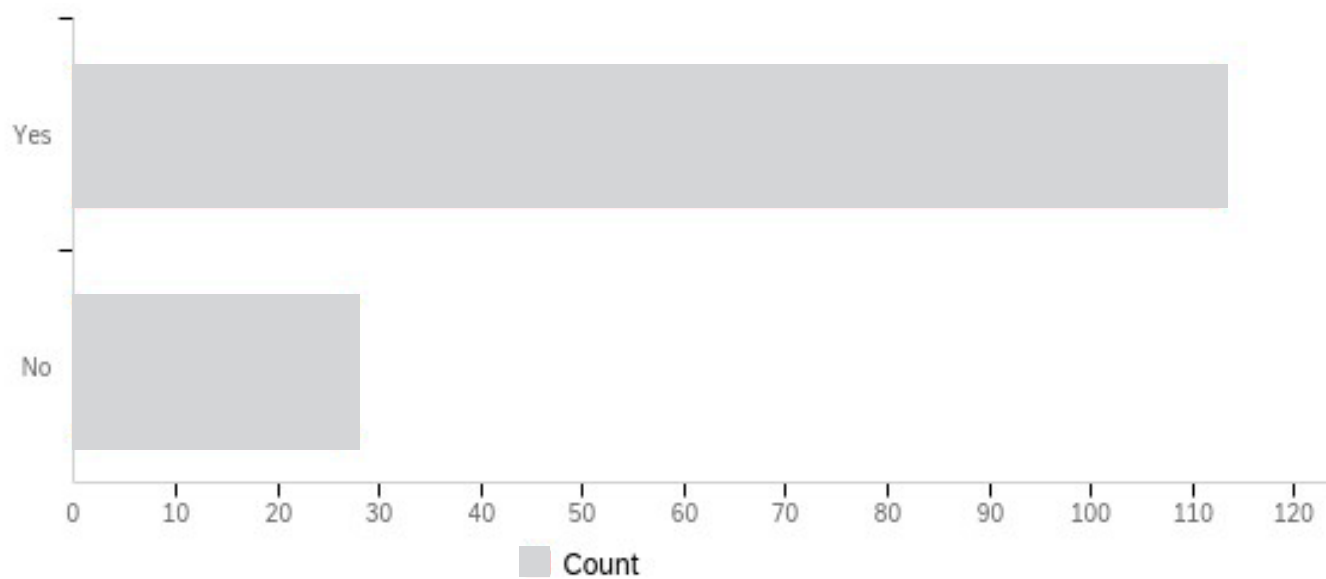


Survey Results

Q1. Is your business a member of the Solomon Islands Chamber of Commerce & Industry?



Q2. Does your business have a Facebook page?



#	Answer	%	Count
1	Yes	80.14%	113
2	No	19.86%	28
	Total	100%	141

Q3. How many followers does your business Facebook page has?

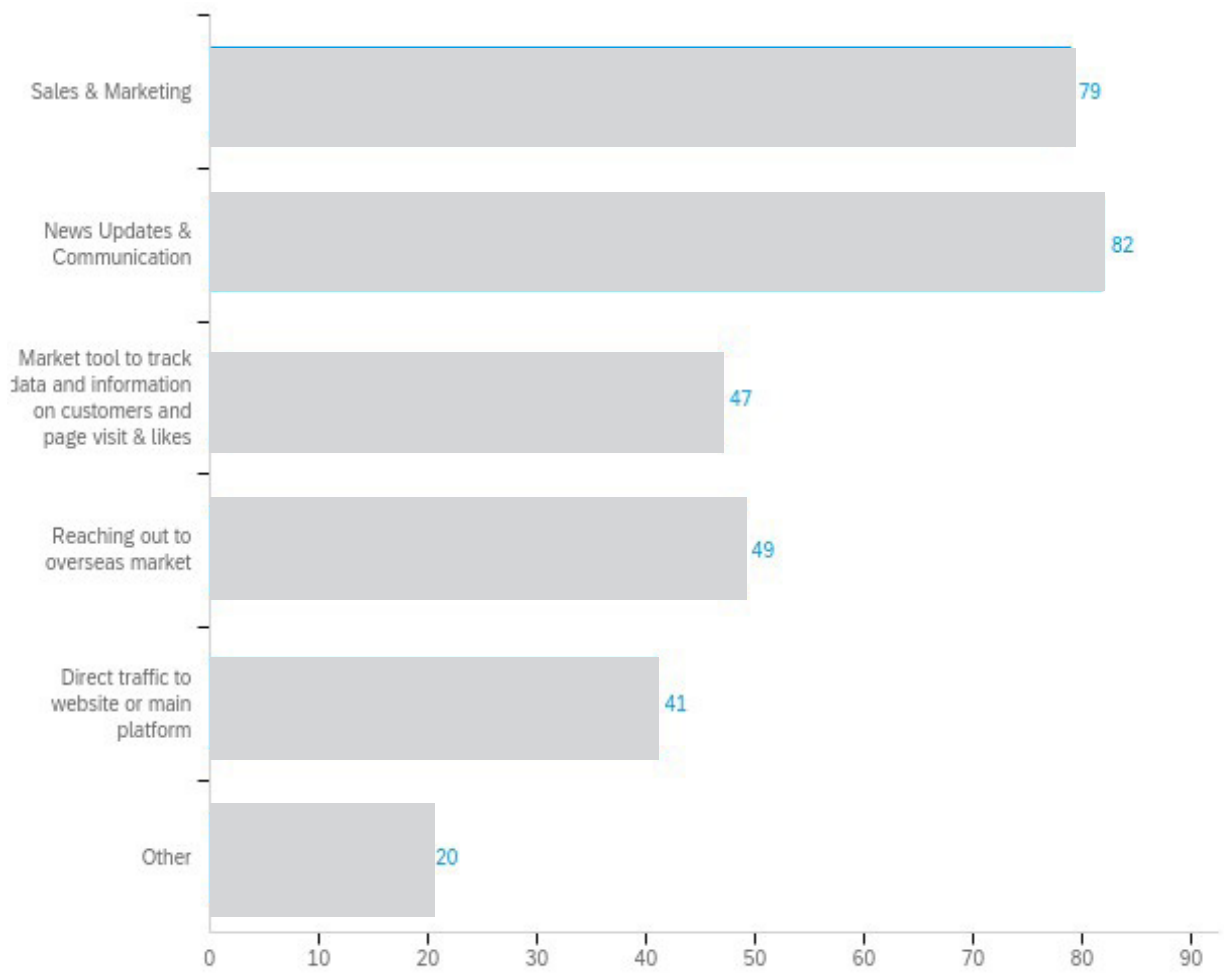
#	Field	Minimum	Maximum	Mean	Variance	Count
1	How many followers does your business Facebook page has?	1.00	56000.00	4282.62	69653048.74	92

Q4. What is your view on the temporary Facebook ban/suspension?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Your view on the temporary Facebook ban/suspension?	1.00	3.00	1.11	0.44	0.19	107

**Q5.What do you mainly use Facebook as a marketing tool for?
Please tick all the options that are applicable to you.**

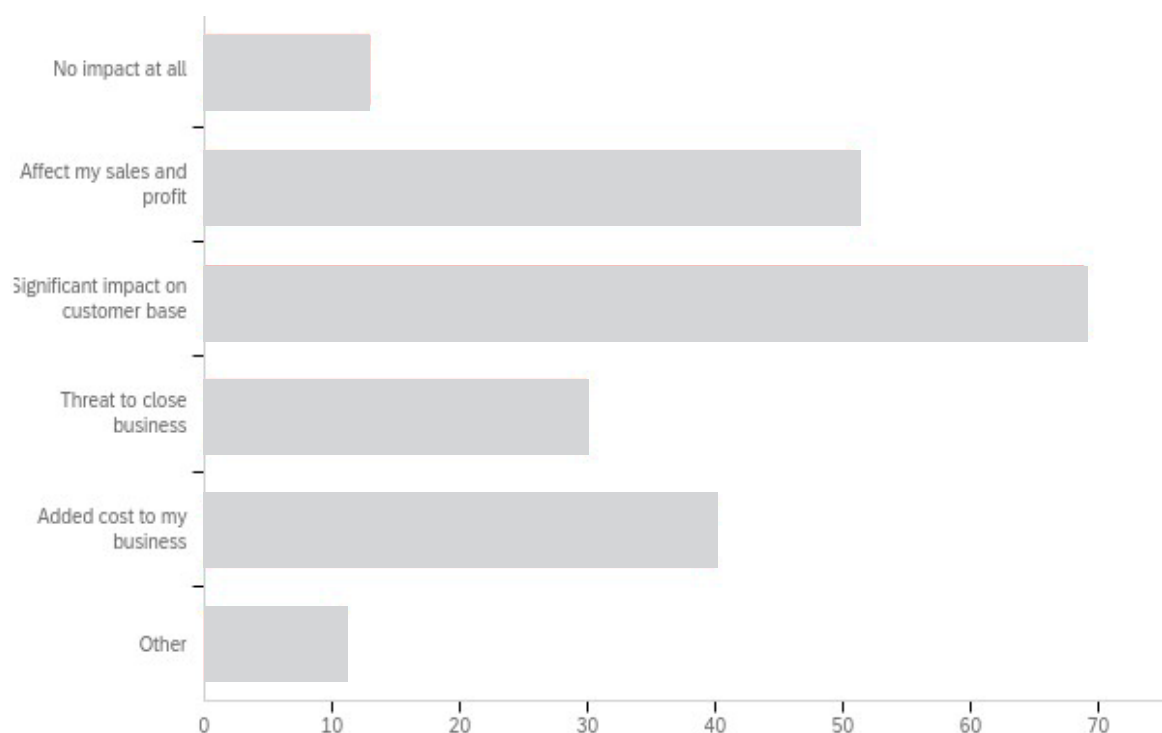


#	Answer	%	Count
1	Sales & Marketing	24.84%	79
2	News Updates & Communications	25.79%	82
3	Market tool to track data & information on customers & page visit & likes	14.78%	47
4	Reaching out to overseas market	15.41%	49
5	Direct traffic to website or main platform	12.89%	41
6	Other	6.29%	20
	Total	100%	318

Other - Text

- Online learning
- Update clients and potential clients on current businesses which might be relevant for their future plans etc
- support local and community art and craft efforts
- Recruitment
- I ONLY USE FB TO CHECK SICCI POSTS FOR INFORMATION THAT COULD BE SENT BY MESSENGER OR SKYPE IF FB IS SUSPENDED
- Recruitment
- Solomon Islands government new update, disaster and weather updatea
- Family contacts aswell
- Information
- Manage staff during COVID-19 Remotely

Q6. If the government introduce a law to ban Facebook temporarily - how will this affect your daily operation? Please tick all the options that are applicable to you.

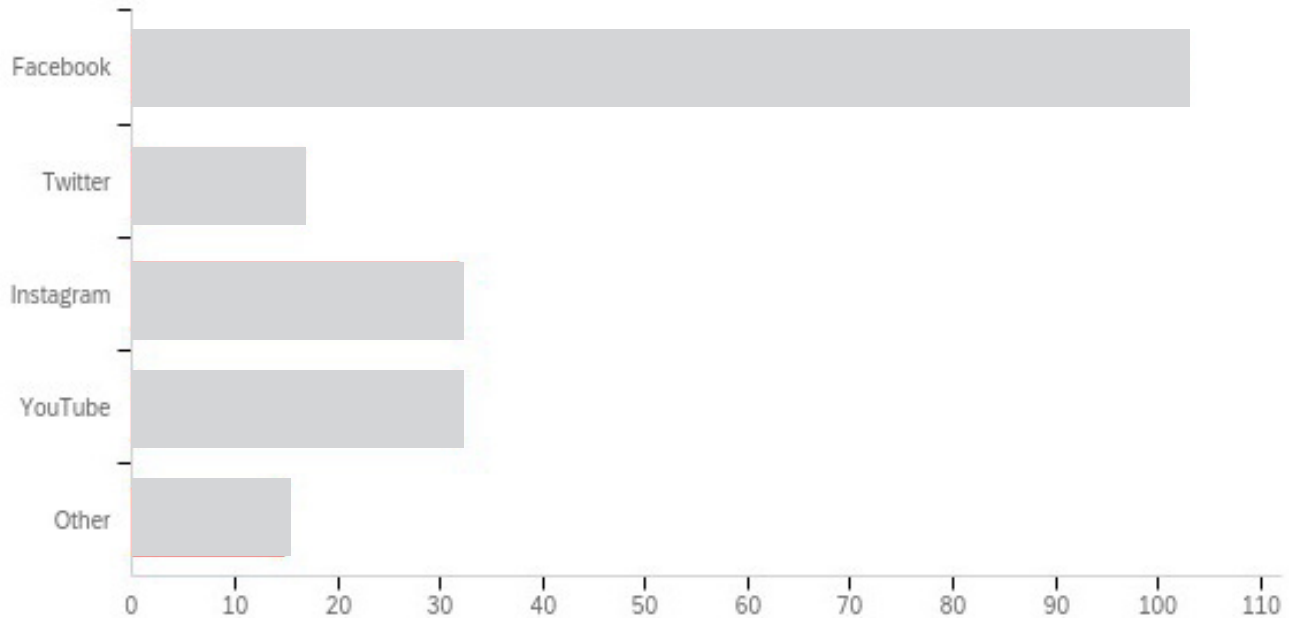


#	Answer	%	Count
1	No impact at all	6.07%	13
2	Affect my sales and profit	23.83%	51
3	Significant impact on customer base	32.24%	69
4	Threat to close business	14.02%	30
5	Added cost to my business	18.69%	40
6	Other	5.14%	11
	Total	100%	214

Other - Text

- No platform to raise profile of the local carvers and crafters as well as their products
- No platform for mass communication and outreach
- Members not aware of what we are doing
- Promotes a poor image of the country

Q7. What Social Media Platforms do you use? Please tick all the options that are applicable to you.



#	Answer	%	Count
1	Facebook	51.52%	102
2	Twitter	8.59%	17
3	Instagram	16.16%	32
4	YouTube	16.16%	32
5	Other	7.58%	15
	Total	100%	198

Other - Text

- LinkedIn
- Google business, Go4World business
- WhatsApp
- ONLY TO CHECK SICCI POSTS FOR INFORMATION
- LinkedIn
- Email
- none
- Tiktok, Pinterest, Google My Business

Q8. Any additional comments on the temporary Facebook ban/suspension.

- It will have impact on business who mostly based on Facebook as means of advertising and sales their products/services.
- This is undemocratic.
- Note; only one department in our organization has a facebook page. in event of temporary ban or suspension, we use other communication means to reach out to customers
- It will affect SMEs!
- A very ill informed decision by the Government
- Does the government have plans in place to support businesses who uses Facebook to promote their business during the suspension
- Face book ban surely will destroy my chain of connection interms of customers and others
- There are good and bad side of Facebook. But we should see and make the use of all the positive side of Facebook
- A highly unpopular move.
- The Temporary Facebook ban will greatly affect my business, in terms of my business operations in overall. I do not support this ban.
- We do not support a temporary Ban. It is a social platform which is always going to raise sensitive issue pertaining to local issues, however, it is integral for information sharing, a platform for businesses and a way of communicating for free with friends and family. An awful idea to ban such a platform.
- Government should look into different ways, or implement law to guide fb, rather than total ban.
- This will affect genuine businesses
- Absolutely crazy idea and needs to be opposed. Especially in the COVID crisis social media is essential, it is not a threat.
- There are other critical issues to address by govt rather than banning facebook
- Bring a proper legislation / law than suspending or banning facebook.
- Fb shouldn't be ban because it's a platform of sales and marketing for my business
- Disagree on the temporary ban on fb. Only platform we use to put out our products to the market and advertise our vacancy. very reliable resource for our business too.
- The Government should respect the rights of people.
- The should not impose banning the Facebook.
- please ban corruption in the Parliament
- Is impacting a current project we are working on that requires registration via FB
- if it does harm anybody, do awareness program and leave these services for poeple to choose.
- it will affect freedom of expression
- With the improved connectivity due Coral Sea Cable all businesses have better access to the internet and various media platforms. Given the geographic spread of our population it is essential that all can reach out to each other. Facebook is being used more and more for social and business interaction. Customers, communities, individuals, reaching global markets - all important. Facebook is a tool to help build the economy.
- Not sure how will the Govt communicate with the public, what platforms will they use, I'm sure it will affect their "business" FB is being used internationally by Governments to update their citizens, its going to leave the SI in the dark.

- the ban would be against all social rules on freedom of speech.
- Its a means of communication to friends and family here in SI and the world
- Facebook should be monitored, certain aspects banned but not the whole facebook concept...
- Facebook is key to our communication on all school matters enabling us to update families on important matters and also to attract new families.
- Facebook provides an affordable means to reaching so many potential clients. It also provides opportunity for businesses to give feedback to customer queries and businesses been given feedback on service/goods provided. Fb has made the marketplace accessible to the whole country as opposed to being limited to Honiara. We have expanded sales into the Provinces and we know that traffic onto our main website comes from fb. More importantly, it is not good for democracy to shut out other voices. Legislating it is not a problem but it should not be temporarily banned
- I think the government should reconsider the ban , tourism operators like us will be affected especially when we only hope for the domestic tourism is our source for now. We advertise through Facebook our products and banning it will put a huge negative impact on the tourism industry.
- There should be no temporary ban or suspension on Face book.
- Wrong move
- I will lose all those customers, and networks, and immediate shutdown of exposure for the local carvers and crafters
- It is free and its reach is practically global. This is a media platform we cannot afford to loose.
- I really dont like the idea of banning facebook.
- The cost of such a ban will be huge to tourism operators like us who are maimly targeting the domestic now. Just another thing we do not need ontop of these panademic
- The ban will affect marketing, communication
- Not accepted Wholly
- I do not support the proposed ban solely for the sake of my small business and other small businesses like mine. If there has to be a law to curb the unwanted stuff on Facebook then let that happen without having to ban Facebook for our country.
- Just ban it
- SIG does not have the technical capability to enforce such a ban. Users will find a way to circumvent such a ban. Alternatively, people will start using other social media or even turn to encrypted messaging tools. Will the Government then ban the Internet? Harmful communications can be dealt with a separately law or existing legislation governing harassment, defamation, etc. This ban will only inconvenience ordinary citizens and businesses.
- I think that government should prioritise passing of the cybersecurity act that will be first step for responsible use of online media. then refine it to address the concerns they are flagging. temporary susension does not serve anyone's interest - they end up looking petty, and people actually lose out on opportunities to market themselves, and to find new markets. now is not the time to be introducing unncessary restrictions that will impede business who desperately need all the lifejackets they need to stay afloat.
- A ban will contravene freedom expression
- It is bad for businesses
- I ONLY USE FB TO CHECK SICCI POSTS FOR INFORMATION. ALMOST ALL THE OTHER CONTENT IS BANAL AND OFTEN OBSCENE. I SUPPORT SUSPENSION.
- No Ban or Suspension
- Banning of facebook will affect almost all businesses in the country. Businesses provide income renew

in our country and most of the business are successful through social media especially, marketing through facebook.

- Government to regulate cyber safety law, but not ban facebook while creating the laws
- No need for ban
- The ban is unnecessary and unethical
- More serious issues to band like corruption
- Please do not suspend, our international staff will not be able to keep in contact with their families and friends.
- Will have an impact on alerts and notices issued by SIWA, NDC and other government agencies as well as important information from business operators.
- Ban impacts everybody which unfortunately includes those who uses the platform for the right reasons.
- Apart from its effect on businesses and individuals regarding sales/marketing, there are so many critical issues affecting the country that the government need to be focused on rather than worrying about what people are posting about them. Another thing is the work and cost involve just temporarily ban Facebook!! This is not a simple switch to block Facebook. Is it worth the time and cost to do this??
- Illegal
- Our followers in other countries will be cut off from the News, music and activities back home here in the Solomon Islands.
- With this covid period with no funds to promote our tourism products we will close down our tourism business for good
- No additional comments
- This facebook ban is non sense and a threat to all SME and large businesses. SICCI needs to push for the it's affiliated businesses. I strongly disagree with the Government Facebook/ Suspension move.
- No ban
- The churches have not come out in favour of the ban and they would if it was detrimental to the nation.
- Stupid idea.
- If you use it in a good way Facebook will bring good results for business and building relationships. Is all about how you handle it
- Definitely any ban/suspension it will affect those of us use Facebook as tool to market our products and services.
- we are against the banning of facebook because this is the way that we can express our sentiments via social media
- it is a diversion by the Government of the real issue facing the country -
- Should not be banned
- This seems like depressing basic human rights of free speech. Does not sound like a democratic way to proceed. Good work and policy would promote positive comments and not require such a stance
- It would be really helpful to set up regulatory laws to safeguard the use of Facebook in Solomon Islands, especially for our youths who are younger than 18 years of age. It is not really necessary to ban a media platform based on criticism and defamation of character. However, there should be laws to protect our citizens against such unfortunate circumstances. I believe there are legal actions people could take to protect themselves when it comes to defamation of character. There is no need to ban Facebook if common sense prevails.
- none
- The temporary ban does more damage than good. It's baseless.
- We shouldn't ban face book as it will have a detrimental effect on economy of this country as alot of small business rely on FB to promote their business and we as a programme do not support this BAN at all.
- It would have a significant affect on my business
- Facebook is a cheaper and interactive platform easy to use by small businesses
- Not do ban it have some

control if SIG likes

- Talk to FB to close those accounts not complying with ethical standards and not close the platform
- There are many good reasons why Facebook should ban some material but not for a Government to do it.
- it will affect quality of business decision
- DO NOT DO IT. It will be devastating for all SME's in the Solomons. This is the worse time ever to try a ban when we only have social media mediums (biggest by far Facebook) to engage customers, staff and markets during a COVID-19 crisis when we cannot connect with people directly. From a Tourism perspective, we will lose much faith in us as a destination and people will choose other destinations that do not have and will never place these types of restrictions on citizens, business owners and tourists alike. We are already not sure if we will survive this COVID crisis and the border closure and travel restrictions, with a ban on Facebook it is just another big blow to a tourism ship that may be sinking now permanently. At a time that we all need to use social media to promote the destination and get people to come visit us

after this crisis, we are going to be blocked and lose all the wonderful progress and marketing gains made over the past 5 years to get SME's to actually develop a social media presence. I can go on but I think the point is clear. Use measure to manage the problem instead of banning it. This is not the answer. PLEASE DO NOT DO IT!

- If the government is concerned about negative things on Facebook, they should immediately pass legislation that makes people accountable for the comments they post on Facebook. Make the people pay for damages, imprisonment etc. The government should not make the rest of the country pay for what a few people are doing.
- It seems grossly unfair to penalise businesses and the whole country for the behaviour of a very small number of people who can probably quite easily be traced and spoken with.
- Whilst we don't use it for our business, it should not be banned as it's such an important tool for so many businesses and people in the Solomon Islands. It's also a platform for freedom of speech.



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