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SOCIAL MEDIA PROPOSAL

Prepared for: NSVRC

July 22, 2011

OBJECTIVE

To create a branded online presence through the use of social media that will allow NSVRC to:

- Connect to a wider audience
- Spread its message and agenda
- Monitor online reputation and trends
- Increase the availability and usage of online research materials

OVERVIEW

NSVRC already has an award-winning website with several RSS feeds. Together they receive over a million hits each year. These elements will provide a strong foundation for a social media campaign.

Despite its past success, the NSVRC website lacks approachability and interactivity. Users who visit the site in search of information lack an easy way to share their findings and dialog with others. They are encouraged to contact NSVRC for more information, but do not know whom they are contacting or when to expect a response. This anonymity is outdated and breeds mistrust, especially in younger generations of internet users.

Because the issue of sexual violence is so sensitive, approachability and trust are crucial to the NSVRC brand. A social media campaign with a strong human presence will make NSVRC more approachable to the public by not only removing anonymity, but also encouraging users to dialog and share their

findings with others. It will make resources more accessible by distributing them in a wider variety of venues and formats. Finally, it will provide an easy way to forge alliances with other organizations.

METHOD

PLATFORM

Social media encompasses countless websites and platforms. NSVRC will be best served by participating in the top three platforms: Facebook, YouTube and Twitter.

- Facebook: Users tend to be middle- and upper-class young adults ages 18 to 34, though older generations are creating Facebook accounts in growing numbers. Facebook is the number-one photo sharing site in the world, and also offers users the option to upload video, blog posts and links to other content. NSVRC can create a group page with recent news, a discussion board, a calendar of events and links to officers' and administrators' personal Facebook accounts.
- YouTube: YouTube is the internet's number-one video sharing site, with 35 percent of users between 18 and 34 years old. NSVRC can create its own channel with organized playlists of videos that can be embedded anywhere on the net, increasing the potential for viral spread.
- Twitter: This microblogging platform allows users to make short, 140-character posts, which are then displayed in a feed along with the posts of other users to whom they've subscribed. Here NSVRC can post factual information, announce events and recent blog posts and interact with the Twitter community. By monitoring relevant keywords and phrases, NSVRC can also join conversations and suggest resources when appropriate.

CONTENT

NSVRC already has a wealth of resources that can easily be repurposed for use on social media sites. Employees and volunteers will also be encouraged to take candid photos and video of related events for online use.

If possible, NSVRC can designate two or three people to serve as online "spokespeople." These spokespeople will then create short videos and blog posts reporting on recent news and research. Once edited for content and style, this content will be distributed through the NSVRC blog and various social media sites in a timely manner.

By repurposing existing documents and interlinking content between its various social media accounts, NSVRC will be able to greatly broaden the impact of its resources and generate the best possible exposure for minimal effort.

By constantly releasing new content that is relevant, timely and well-branded through social media channels, NSVRC will build its identity as the top-of-mind authority for news on sexual violence prevention.

MARKETING

To promote this social media initiative, NSVRC will place prominent links to its social media accounts on its web page and all future marketing materials. The web site's home page will receive a facelift to reflect these additions, with clearer navigation and several strong calls to action.

Once NSVRC's social media presence has been established, it can consider hosting giveaways, contests and other social media events that will spread news of its existence virally across the net.

A Note on NSVRC Spokespeople

The following sample marketing plan requires two to three people to serve as online “voices” for NSVRC. These spokespeople can be NSVRC staff, volunteers, or Triple Strength staff.

Each spokesperson should ultimately have:

- A written, step-by-step guide to tasks and responsibilities
- A daily and/or weekly schedule of when each task must be completed
- A clear expectation of the time and commitment necessary to complete each task

Content such as blog and Twitter posts can be approved ahead of time. Spokespeople should, however, have the freedom to post short online comments, answer e-mails and make referrals as they deem appropriate. (This may require creation of an ethics book or some other document to guide individual responses.)

Ideally, each spokesperson's voice will evolve over time so that readers become familiar with his or her personality. One spokesperson may be outgoing and passionate about prevention, for example, while another is more formal and academically focused.

This will improve accessibility to NSVRC resources by helping visitors relate to the spokespeople and feel comfortable contacting them for more information. More importantly, it will brand NSVRC as the leading source of resources on sexual violence and its prevention.

Blog

1. Group all NSVRC blogs into one, with current topics organized into separate categories:
 - NSVRC News
 - Opportunities
 - Events
 - Resources
2. Create headshots and small profile pages for each spokesperson that describe the nature of his or her involvement with NSVRC and several personal details, so readers can identify with NSVRC and feel comfortable initiating dialog.

3. Make each spokesperson responsible for one to two blog posts a week (200 to 500 words each) that fall under one of the categories above (News, Opportunities, Events and Resources), or:
 - Repurpose older content
 - Respond to issues in the news
 - Cover and comment on events
4. Each spokesperson will then approve and monitor the comments on his or her blog posts, answering questions and initiating dialog among blog readers.

Twitter

1. Designate one online spokesperson to write and schedule approximately three posts ("tweets") throughout each business day:
 - One tweet announcing an upcoming event
 - One tweet announcing new online content (blog posts, other resources)
 - One tweet announcing a statistic or fact about sexual violence

These tweets can be written and approved up to a month ahead of time if necessary.

2. This person will also monitor appropriate organizations and keywords, retweet relevant content and respond to other Twitter users when appropriate.

Facebook

1. Create a NSVRC Group page. List chosen spokespeople under "Officers" or "Admin" section. (Personal pages can be set to "private" if desired.)
2. Designate one spokesperson to monitor wall comments and discussion board, responding to or deleting comments when appropriate.
3. Link the blog RSS feed to Facebook so that blog posts appear on the NSVRC Facebook page.
4. Update the calendar of events within Facebook. Consider using this as the universal NSVRC online calendar to avoid confusion and multiple information listing.
5. Upload photos, video clips and other media to the NSVRC group page as they become available.

YouTube

1. Whenever possible, have one person from NSVRC or Triple Strength film portions of events relating to NSVRC and its mission using a Flip HD camcorder. (This will

require a short lesson on how to use the Flip and what footage to capture.) These clips can then be edited together with appropriate captions and/or voice narration to provide a video overview.

2. Post edited videos on the NSVRC blog, YouTube channel and Facebook Group page. Designate one spokesperson to approve and respond to comments left by viewers.
3. Create videos to complement and reinforce the messages of NSVRC's text-based resources. These videos can exist in a series or on their own. NSVRC also has the option to create interactive, Flash-based quizzes within the videos to help viewers test their knowledge of subject matter.
4. Encourage others to embed the videos on their own web pages. Because each video will be branded with NSVRC's logo, web address and contact information, this will help brand NSVRC as an information leader. It will also help spread its message to a broader audience.

Jaycee Dugard's Story Provides A Chilling Reminder To Teach Children About Sexual Predators

Posted 7/22/2011 3:53 PM by author Kelly Watson | Category: News



News of Jaycee Dugard's rescue stunned people across the nation this week: the 28-year-old woman was found living in a makeshift tent in the backyard of Phillip Garrido after being kidnapped and held captive for 18 years ago. The story, though disturbing, provides a good reminder to educate children about the dangers of sexual predators.

In a 2006 study that examined 403 failed kidnappings, six of every 10 victims escaped by fighting back. Ten percent of these victims were saved when another adult intervened. ([Source](#))

Adults can help keep children safe by teaching them to trust their instincts, and do everything they can to escape a dangerous situation. Playing role-playing games can help children prepare for these situations by presenting them with a broad range of scenarios. It's helpful to emphasize that not all kidnappers seem scary—they may look and act perfectly normal.

Another good idea is to set rules with children about whose house they can visit, whose car they can ride in, and where they can go in the neighborhood. Children should never approach a car, no matter what the person inside says.

It may take some thought to teach children these messages without instilling unnecessary fear, but the importance of this education can't be underrated. For more information, check out the [National Center for Missing and Exploited Children](#) or view NSVRC's collection of resources on [child sexual assault](#).

SAMPLE TWITTER ACCOUNT

twitter Home Profile Find People Settings Help Sign out

 **NSVRC**

Name National Sexual Violence Resource Center
Location Enola, PA
Web <http://www.nsvrc.org>
Bio National information and resource hub relating to all aspects of sexual violence.

290 following 3,564 followers

Tweets 1,319

Favorites

Following

View All...

 **RSS feed of NSVRC's tweets**

New on NSVRC: Culturally Competent Service Provision to Lesbian, Gay, Bisexual and Transgender Survivors of Sexual Violence <http://shar.es/1fBA2>
2 minutes ago from web

Tomorrow is the 14th International Conference on Violence, Abuse & Trauma in San Diego, CA. Get the details at www.nsvrc.org/calendar/434
about 5 hours ago from web

Did you know that only 42 percent of rapes or sexual assaults were reported to police in 2007?
7:29 PM Sep 19th from web

Free webinar on victim privacy, confidentiality and consent on October 10th from 2 - 3:30 ET. Register here: <http://bit.ly/qx2d>
6:31 PM Sep 19th from web

RT @RAINN01: Christina Ricci is in D.C. today to meet with members of Congress to discuss the importance of fighting sexual violence <http://bit.ly/ibP>
9:48 AM Sep 19th from web

Want to work or volunteer for NSVRC? New opportunities are posted daily! Visit www.nsvrc.org/opportunities
10:11 AM Sep 18th from ShareThis.com

@nonprofitorgs: Thanks for the shoutout! We are working hard to provide you with resources on sexual violence prevention!
12:42 PM Sep 15th from TweetDeck

[more](#)

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SAMPLE YOUTUBE ACCOUNT

Search

Home Videos Channels Shows
Create Account or Sign In

Subscriptions History Upload





National Sexual Violence Resource Center
NSVRC's Channel

Subscribe
All
Uploads
Playlists



Talking About Sexual Violence On Campus 114 ratings ★★★★★

From: NSVRC | 3,192 views

Volunteers from NSVRC visit a local college campus to speak with students and faculty about sexual violence on campus. There are three factors critical to understanding sexual violence prevention at universities and ... (more info)

[View comments, related videos, and more](#)

Uploads (26)

-  **Talk With Your Kids About Tough Issues**
3,192 views - 2 days ago
-  **Engaging Bystanders in Sexual Violence Prev...**
3,224 views - 3 days ago
-  **Electronic Media and Youth Violence**
4,846 views - 5 days ago

[see all](#)

All 2010 NSAC Coverage (9)

-  **Q&A Segment of Keynote Speech**
NSVRC - 1,450 views
-  **Dr. Lucille Hansen Discusses Sexual V...**
NSVRC - 759 views
-  **Interview With Ron Hartman of ACSV...**
NSVRC - 1,905 views

[see all](#)

Teaching Resources For ... (12)

-  **Part One: Hurricane Katrina's Aftermath**
NSVRC - 33,723 views



NSVRC

Subscribe

Add as Friend | Block User | Send Message

Profile

Name: NSVRC

Channel Views: 294,952

Age: 24

Joined: January 02, 2008

Subscribers: 7,605

Website: <http://www.nsvrc.org>

Twitter: twitter.com/NSVRC

Facebook: facebook.com/NSVRC

Channel Comments (796)



fidigum (11 hours ago)

ok, i just watched your i dont care anymore video, i swear i will love you forever. i officially have a girl crush on you... lol.



UltimateAnonymity (1 day ago)

Thank you for being such an inspiration :)



mrsglamorez (4 days ago)

Hi,



neveraquitta86 (1 day ago)

Your videos are very inspiring...congrats on all your success!

Add Comment

1 2 3 4 5 Next

Recent Activity

 **NSVRC** rated a video: ★★★★★ (1 day ago)

 **Tue 09/22 WLL ... Return We...**
My weekend starts on Tuesday (with Natalie, of course!)

Hi! I am the resi... more

 **NSVRC** rated a video: ★★★★★ (1 day ago)

 **Late night randomness, Etc.**
To donate to Jason's surgery fund, please visit: <http://bit.ly/16Q47y>

I am... more

Subscriptions (132)

      

see all

Subscribers (7605)

      

see all