

## **Part 1.**

### **Situation Analysis**

One of the **strengths** that are included in this campaign is support. When making posts and bringing awareness, the audience will feel nothing but support. Other strengths include WomenSafe being a safe space for just women. The strengths can be portrayed through social media posts to make people feel comfortable reaching out to ask questions or for more merging needs.

**Weaknesses** this year are unique in the fact we are in the midst of a pandemic. Most people are staying home and that includes dangerous homes, making this topic even more prevalent. There also has been less education outreach this last year, WomenSafe has not been able to go into schools or community centers to talk about these topics. Lastly, with all nonprofits, the budget is not expendable and fairly tight.

With budget being a weakness one of the main **threats** include funding. The current climate of a global pandemic is also a threat, many counties across Ohio have issued new stay at home orders keeping people in their dangerous situations, unable to reach out.

**Opportunities** for WomenSafe are vast because of how many people do need the help of organizations like this one. A campaign about teen dating violence has the ability to reach young people and educate them on what is unhealthy and what to do to put yourself in better situations. There could also be an educational campaign on how to handle being in an abusive environment. For example, growing up with parents that act abusively to each other. WomenSafe could also start a fundraising campaign to be able to offer more resources at the facility, and one day hopefully grow into another facility. With a larger budget, there could be more campaigns, outreach programs, general resources, and more facilities

## **Goal Statement**

The campaign's goal is to raise awareness about teen dating violence.

The campaign's goal is to educate young people on unhealthy behaviors in teen dating.

The campaign's goal is to be able to help people affected by teen dating violence.

## **Target audience**

The main target audience is going to be young women between the ages of 13-20, in these years women will start dating from short relationships to more serious ones. From middle school to college they should be informed how frequently teen dating violence occurs and if it has happened they are not alone and that they can get help. The campaign will be targeting this demographic through Instagram. WomenSafe will be posting graphics, photos, and information that grab their attention and they will reflect on their own relationships.

The secondary target audience is adult women that have relationships with girls between these ages. Whether these women are mothers, teachers, aunts, or even a friend they need to learn the signs and what to do if they come across teen dating violence. By adding Facebook to the campaign plan we will reach this older demographic. These women could realize they went through violence as a teen or realize a young woman in their lives is going through it currently and should be educated on how to help.

## **Objectives**

Help at least 200 new young women educate themselves on teen dating violence and reach out for support if needed throughout the month of February 2021.

Educate and inform at least 200 women on dating violence and on how to help anyone they recognize being affected through the month of February 2021.

## Strategies

Our social media strategy will include a calendar mapping out when these posts will go up and on to which platform. This calendar will be made for February 2021 and use different graphics, photos, and general information that will get the target audience's attention. There will be either an Instagram post or a Facebook post planned for nearly every day in that month, as well as Instagram stories. By posting so much about the same topic we hope to reach at least our objectives.

## Tactics and timeline



SUN	MON	TUE	WED	THU	FRI	SAT
	1 "What is Teen Dating Violence Video"	2	3 "Valid Questions about TDV" graphic	4 "Consent" graphic	5 "What is TDV" graphic	6
7	8 "Warning signs" video	9	10 "Types of abuse" graphic	11	12 "Boundaries to set" graphic	13
14 Valentine's Day	15 Presidents' Day "Healthy relationships" video	16	17 "Grow healthy relationships" graphic	18	19 "10 reasons to end your relationship" graphic	20
21	22 "Check on your girls" graphic	23	24 "How to support your friends" graphic	25	26 "Self-love is important" graphic	27
28						

Week One: "What is Teen Dating Violence" Theme

Week Two: "Warning Signs, Abuse and Boundaries" Theme

Week Three: "Healthy Relationships and Ending Unhealthy Ones" Theme

Week Four: "Support" Theme

Hashtags: #TeenDatingViolence, #CheckOnYourGirls, #TDVAwareness, #YourBoundaries, #SupportforAll, #KnowYourWorth

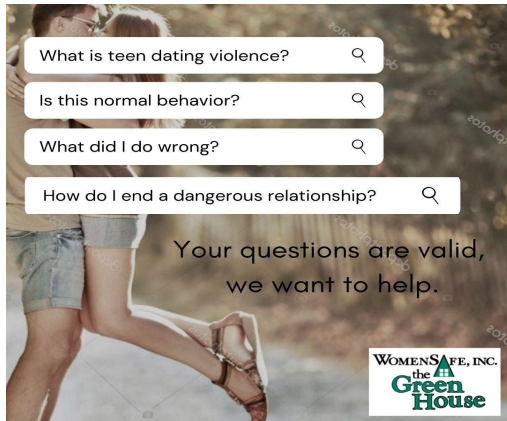
## **Evaluation**

The evaluation of the campaign is one of the more important parts, starting at the beginning of the month to the end it lets the client know how it is progressing and what should be tweaked in order to maximize the success of the campaign. The two platforms being used are Instagram and Facebook and when using a business page you can track the impressions and shares that have been made on each post. By using hashtags and clickable links we can also see what posts are getting more interactions and how to make the next post more susceptible to it. By using a tool like Google analytics we can map certain terms that have been searched in a specific geographic area, track the differences between the posts on Instagram versus Facebook, and overall website traffic. By making different graphs and adding to them after each post we can present the client with a specific blueprint on what the target demographics relate to the most. The objective of educating young women on this topic would be marauder through Instagram analytics to map how many unique link clicks and new followers the WomenSafe page is getting. The same goes for the objective of educating and reaching out to women, but with predominantly Facebook. Evaluating the progress and final results of the month-long campaign are important to both the client and the campaigners to see what direction to go in next.



# EMOTIONAL, PHYSICAL, AND DIGITAL.

**Boundaries.**  
**They are *yours* to set.**



## Grow Healthy Relationships

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**Healthy**  
Communication, Trust, Respect

**Unhealthy**  
Dishonest, controlling, pressured

**Abusive**  
Threatening, Isolating, making untrue accusations

### DEALING WITH ABUSE

## How To Support Your Friends

If your friend is experiencing abuse in their relationship:

- Build trust with them
- Empower them to make their own decisions
- Reach out to someone for help
- Create a safety plan

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Consent is a mutual agreement between both partners on what they want to experience in their relationship

If you have questions regarding consent or need help, please reach out to [loveisrespect.org](http://loveisrespect.org) or [womensafe.org](http://womensafe.org) for more information

*Self Love is Important*



*Don't compromise it for your relationship*

Learn more about Teen Dating Violence at [womensafe.org](http://womensafe.org) and [loveisrespect.org](http://loveisrespect.org)

### *What is Teen Dating Violence?*

A type of intimate partner violence, occurring between two people in a close relationship.

Four types of behavior are common in TDV:

- Physical Violence
- Sexual Violence
- Psychological Aggression
- Stalking



For more TDV information visit [cdc.gov/violenceprevention](http://cdc.gov/violenceprevention)