

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 This anonymity is outdated and breeds mistrust, especially in younger generations of internet users.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