

Red Flag Dating Violence Awareness Campaign Assessment Executive Summary

Women's Resource and Action Center (WRAC)

For a summary of Key Terms, please see full report, APPENDIX E

For a summary of campus partners, please see full report, APPENDIX F

ABBREVIATED TIMELINE

1. August 1 – 4: Red flags appear on the Old Capital's west facing lawn
2. August 5: Red Flag promotional materials, digital signage, website, and social media is unveiled and distributed
3. November 8: Dating Violence Prevention Panel held in Iowa Memorial Union
4. November 15: Red Flag Student Voices video screened
5. November 30: Active advertising for Red Flag Iowa Campaign is suspended
6. December 15 – February 15: Qualtrics survey conducted

CAMPAIGN SUMMARY: The Red Flag Dating Violence Awareness Campaign is a nationally recognized campaign by the Office of Violence Against Women (OVW). At the request of the University of Iowa's Anti-Violence Coalition Subcommittee on Education, the Women's Resource and Action Center designed and implemented a campus-wide campaign focused on the three goals stated above. WRAC received funding from the Office of the Vice President for Student Life's Strategic Initiative Pool (SIP). The campaign was primarily designed to reach graduate and undergraduate students. WRAC worked with a variety of campus partners (See APPENDIX F for full list) to provide physical promotional materials, send emails promoting digital content, and to request educational credit for students to participate in our two events: Red Flag Dating Violence Prevention Panel and Student Voices Against Dating Violence Video Screening. Promotional materials included the red utility flags planted on the Old Capital west lawn, posters in offices, digital signage in the CRWC and the Iowa Memorial Union, as well as table top flags in offices as well as University dining halls.

METHOD: WRAC conducted a survey that was open to the entire campus. The survey invitation was an email to all students (undergraduate and graduate). We sent a follow-up email that forwarded the all student email to a wider array of campus partners including student services providers, faculty, residence hall staff, athletics, and fraternities and sororities. The Qualtrics survey had nine questions (see appendix A for the survey questions) and was open for three weeks. WRAC also utilized Google analytics to track website hits, unique page views, average time spent on the website, and point of origin for the website. We also used Facebook's built in "Insight" software to track the number of times the red flag campaign's ads or page were viewed (**impressions**), the number of times a page was viewed by a unique user per day (**frequency**), number of clicks, likes, or other interactions based through the campaign, and our total number of people exposed to an ad or page at least once (**reach**).

GOALS AND MAJOR FINDINGS:

1. *Increase awareness of the warning signs of dating violence in all of its forms (physical, emotional, and sexual).*
 - a. **Survey findings (n=653) reported that 40% of the respondents heard about the Red Flag Campaign. Of this 40%, 86% of the respondents learned about the campaign during the fall semester.**
 - i. 41% reported they saw the Red Flags on the Old Capitol Lawn
 - ii. The top four sources for hearing about the campaign were: Residence Hall Table Flags (57%), Friend/Other Student (28%), Facebook (28%), and news media such as the Daily Iowan (20%).
 - b. **Students in the residence halls were far more likely to have heard about the campaign (73%, n=143) than those who lived off campus or in University owned apartments (26%, n = 432)**
 - i. Volunteer crafted “Red Flag” Table Top flags, placed in dining halls, offices, and residence halls played a significant role in raising awareness of our website and Facebook page (57%, n = 259)
 - ii. The website saw two major spikes in unique page views, November 4 (Approx. 80 unique page views) and November 13-15 (Approx. 60 unique page views).
 - iii. 91% of residence hall students who responded that they heard about the Red Flag Campaign, learned about the campaign through the table top flags.
2. *Encourage students to speak up when they see warning signs of dating violence.*
 - a. **Anecdotal evidence showed campaign’s promise**
 - i. *Health Iowa “Mirage” Drag Show – December 1, 2012:* 15 of the 25 students who came to the Women’s Resource and Action Center table at the Drag Show responded that they heard about the Red Flag Campaign. Two students identified Jacob Oppenheimer as the coordinator of the campaign and asked for further resources about whom to contact if they had a friend who was in an abusive relationship. One of these students was male, asking on behalf a male friend who was the victim of dating violence.
 - ii. *“I never felt like I could tell my story before...”* was a common statement by students who participated in the making of the Student Voices video campaign.
 - iii. Four students walking in the IMU saw blank red flags being carried to the Student Voices video screening room and asked how they could get involved on their own accord.
 - iv. In one first-year rhetoric course and three class outreaches for WRAC volunteers in the spring, approximately a quarter to half of students raised their hands when asked if they had heard about the Red Flag Campaign the previous semester. These classes were specifically targeted for outreach because of their course content, but it was positive for us none the less. Asking about Red Flag was not the purpose of the outreach efforts.
3. *Engage students to seek out resources to help spread awareness of, prevent and respond to dating violence through the Red Flag Iowa web page, YouTube channel, Facebook, and Twitter.*

- a. **Facebook and friends were the second two most common ways people said they heard about the Red Flag Campaign (28%, n=63).**
 - i. 232 likes
 - ii. 4,100,554 impressions of the fan page and ads (number of times the page or ad was seen by a unique visitor)
 - iii. The four ad campaigns had an ad view frequency range between 20 – 108 (number of times the page or ad was seen per day by a unique visitor)
 - iv. Our fan page had a reach range between 10,904 and 18,242 people (number of people who saw the page or ad). A majority of the people saw the page on their news feed or on an ad over 21 times per day.
- b. **The YouTube page, Twitter Hashtag, and campaign website had significantly less interactions and audience than the Facebook page.**
 - i. The campaign website (<http://studentlife.uiowa.edu/initiatives/red-flag-campaign/>) had a total of 340 unique page views.
 - ii. Only 18 people reported finding the Red Flag Campaign through the website, YouTube channel, and Twitter

CHALLENGES

1. We don't have any assessment data specifically from our panel event and the video screening.
 - a. The reason we did not collect data here was a failure to pre-plan for assessment at these particular events.
 - b. Future awareness campaigns should look to crafting specific and measureable learning outcomes as a result of these events and build in assessment measures beforehand.
2. In the survey most students were able to provide a response that the Red Flag Campaign was about dating violence but few answers gave any more specific details.
3. We can't make inferences about whether actual student behaviors changed based upon our data. Anecdotal evidence from students who participated in the Red Flag Dating Violence film said that they hadn't told their stories before. We do not have the data to demonstrate an increased reporting on campus as a result but research suggests that acknowledging problematic behavior is a crucial first step towards engaging in help seeking behavior.
4. Facebook data indicates exposure but does not prove individual action or comprehension.

LESSONS

1. University processes take time: While we were impressed with the number of responses, any data must be looked at in the context of a survey that went out two weeks after the formal end of the campaign, shortly before finals. We also did not get a significant number of responses from faculty or staff because of the email's target (n<50). Our original assessment plan called for an initial release right after the close of the campaign.
2. Set up a web address before development of marketing materials: Our initial red flag table tops, in the absence of an established URL, had a link to the Women's Resource and Action Center webpage. That web page had a link to the Red Flag Iowa initiatives web page. Though we don't have data on where people found the Website, we can track where Facebook traffic came from, and the number of referrals to the Facebook page from the WRAC website was very small. Though the website might have a higher number of referrals due to the correct Facebook address and the

QR code presence, most studies indicate that the higher the number of links a user has to go through, the more likely they are to abandon their web search.

3. Capitalize on all assessment opportunities: The co-sponsorship with Fraternity and Sorority Life and the Center for Diversity and Enrichment brought a significant number of students (approximately 130) to the Red Flag Dating Violence discussion panel. A lack of surveys means that we have no meaningful data on the impact of the panel.
4. Pilot survey questions: One of the goals of the campaign was to raise awareness of dating violence in all of its forms. Most students were able to correctly identify that dating violence was the focus of the campaign, few responses talked about the types of violence (physical, verbal, emotional, and sexual violence). This could have been the result of a number of factors. It could have been because the format of the open ended question was a single line text box, it could have been because the question itself was broad ("What did you think the Red Flag Campaign is about?"), or it could have been because students had little expectation of what to write. Having students review the survey prior to dissemination would have been helpful.
5. Improve Campus Outreach: We were really proud of the campus partnerships we had in this campaign; however, more communication of needs earlier and soliciting feedback from campus professionals throughout the campaign will provide more timely feedback as to how best to maximize the exposure of the campaign. More specifically, we will need to know how many posters can go to each office and what offices can take red flag table top flags. Our current outreach included University Housing and Dining, Center for Student Involvement and Leadership, the Dean of Students Office, the Vice President for Student Life, Student Health, and the Center for Diversity and Enrichment. Next time, we can do a better job of reaching out to faculty, University Police, and University Counseling Service.
6. Advertising Strategy Is Crucial: Our partnerships with Fraternity and Sorority Life and the Center for Diversity and Enrichment obtained a large number of participants for our first event, the panel about dating violence prevention. However, without similar credit for attendance being offered for our video screening, we saw significantly fewer participants. We need to make sure that we are specific and concrete in our requests for different offices on campus before the campaign begins as to when, what, and where they advertise the open events. Where we were clear and had a strong collaboration, our participation benefited. When we changed dates and times, we struggled to get participation.

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Red Flag Dating Violence Awareness Campaign Assessment Full Report

Women's Resource and Action Center (WRAC)

GOALS:

1. Increase awareness of the warning signs of dating violence in all of its forms (physical, emotional, verbal, and sexual).
2. Encourage students to speak up when they see warning signs of dating violence.
3. Engage students to seek out resources to help spread awareness of, prevent and respond to dating violence through the Red Flag Iowa web page, YouTube channel, Facebook, and Twitter.

For a summary of Key Terms, please see APPENDIX E

For a summary of campus partners, please see APPENDIX F

CAMPAIGN SUMMARY: The Red Flag Dating Violence Awareness campaign is a nationally recognized campaign by the Office of Violence Against Women (OVW). At the request of the University of Iowa's Anti-Violence Coalition Subcommittee on Education, the Women's Resource and Action Center designed and implemented a campus-wide campaign focused on the three goals stated above. WRAC received funding from the Office of the Vice President for Student Life's Strategic Initiative Pool (SIP). The campaign was primarily designed to reach graduate and undergraduate students. Our primary partners for outreach included Health Iowa, the Center for Diversity and Enrichment (CDE), the Center for Student Involvement and Leadership (CSIL), and University Housing and Dining (UH&D). The campaign primarily used Facebook and the Web to advertise information (See Appendix B for links); however we also used "Red Flag" Table Flags, paid advertising in the Daily Iowan, and bus advertisements in the Coralville, Iowa City, and Campus bus lines. We hosted a panel event with speakers from the Threat Assessment Office, the Domestic Violence Intervention Program, Monsoon United Asian Women of Iowa, and the Men's Anti-Violence Council. The event included a video screening where students told their own personal stories involving dating violence. The campaign began with Red Flags being placed on the Old Capitol Lawn from November 1 – 4, and the campaign concluded at the end of November 2012.

METHOD: WRAC conducted a survey that was open to the entire campus. The survey invitation was an email to all students (undergraduate and graduate). We sent a follow-up email that forwarded the all student email to a wider array of campus partners including student services providers, faculty, residence hall staff, athletics, and fraternities and sororities. The Qualtrics survey had nine questions (see appendix A for the survey questions) and was open for three weeks. WRAC also utilized Google analytics to track website hits, unique page views, average time spent on the website, and point of origin for the website. We also used Facebook's built in "Insight" software to track the number of times the red flag campaign's ads or page were viewed (**impressions**), the number of times a page was viewed by a unique user per day (**frequency**), number of clicks, likes, or other interactions based through the campaign, and our total number of people exposed to an ad or page at least once (**reach**).

TIMELINE

- October 20: Red Flag Iowa Website is activated.
- October 30: Red Flag Iowa Facebook Page is activated
- November 1: Red Flags are placed on the Old Capital West Lawn

- November 2: Iowa Now Article (See Appendix D)
- November 4: Red flags come off the Old Capital Lawn
- November 4 - 6: Red Flag advertising materials go to campus partner offices
- November 5: Red Flag Digital Signage starts running on CRWC and IMU TVs
- November 5 – 8: Facebook Dating Violence Prevention Panel Ad Campaign
- November 5 – 30: Facebook Introduction Video Ad Campaign
- November 8: Dating Violence Prevention Panel
- November 9 – 15: Facebook Student Voices Dating Violence Video Ad Campaign
- November 13: Red Flag Table Tops go up in Residence Hall Dining Space
- November 13: Bus posters go up in Coralville, Iowa City, and Cambus bus lines
- November 15: Student Film on Dating Violence Screened
- November 30: Red Flag Iowa active advertising stops
- December 15: Red Flag Qualtrics survey sent to all students
- February 15: Qualtrics survey closed

MAJOR FINDINGS:

- **Survey findings (n=653) reported that 40% of the respondents heard about the Red Flag Campaign. Of this 40%, 86% of the respondents learned about the campaign during the fall semester.**
 - 41% reported they saw the Red Flags on the Old Capitol Lawn
 - The top four sources for hearing about the campaign were: Residence Hall Table Flags (57%), Friend/Other Student (28%), Facebook (28%), and news media such as the Daily Iowan (20%).
- **Our Facebook Ad Campaigns drove a significant portion of our Facebook Interactions.**
 - 232 likes
 - 4,100,554 impressions of the fan page and ads (number of times the page or ad was seen by a unique visitor)
 - The four ad campaigns had an ad view frequency range between 20 – 108 (number of times the page or ad was seen per day by a unique visitor)
 - Our fan page had a reach range between 10,904 and 18,242 people (number of people who saw the page or ad). A majority of the people saw the page on their news feed or on an ad over 21 times per day.
- **The Table Top Flags in the Residence Hall had a significant impact on the Red Flag Campaign's visibility.**
 - The website saw two major spikes in unique page views, November 4 (Approx. 80 unique page views) and November 13-15 (Approx. 60 unique page views).
 - The Facebook page saw a major spike in unique page views during the same November 13-15 time frame.
 - On campus students were significantly more likely to have heard of the Red Flag Campaign than those who lived off campus or in campus apartments (73% for on campus students v 24% for off-campus students).
 - 91% of residence hall students who responded that they heard about the Red Flag Campaign, learned about the campaign through the table top flags.

- **The YouTube page, Twitter Hashtag, and campaign website had significantly less interactions and audience than the Facebook page**
 - The campaign website (<http://studentlife.uiowa.edu/initiatives/red-flag-campaign/>) had a total of 340 unique page views.
 - Only 18 people reported finding the Red Flag Campaign through the website, YouTube channel, and Twitter
- **Anecdotal evidence showed campaign's promise**
 - *Health Iowa "Mirage" Drag Show – December 1, 2012:* 15 of the 25 students who came to the Women's Resource and Action Center table at the Drag Show responded that they heard about the Red Flag Campaign. Two students identified Jacob Oppenheimer as the coordinator of the campaign and asked for further resources about whom to contact if they had a friend who was in an abusive relationship. One of these students was male, asking on behalf a male friend who was the victim of dating violence.
 - *"I never felt like I could tell my story before..."* was a common statement by students who participated in the making of the Student Voices video campaign.
 - Four students walking in the IMU saw blank red flags being carried to the Student Voices video screening room and asked how they could get involved on their own accord.
 - In one first-year rhetoric course and three class outreaches for WRAC volunteers in the spring, approximately a quarter to half of students raised their hands when asked if they had heard about the Red Flag Campaign the previous semester. These classes were specifically targeted for outreach because of their course content, but it was positive for us none the less. Asking about Red Flag was not the purpose of the outreach efforts.

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4. Facebook data indicates exposure but not action or comprehension.

LESSONS LEARNED:

Based upon the assessment process, we recommend these changes for future campaigns:

1. University processes take time: While we were impressed with the number of responses, any data must be looked at in the context of a survey that went out two weeks after the formal end of the campaign, shortly before finals. We also did not get a significant number of responses from faculty

or staff because of the email's target ($n < 50$). Our original assessment plan called for an initial release right after the close of the campaign.

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QUALTRICS SURVEY - DEMOGRAPHICS

Of the students who were aware of the Red Flag Campaign, 78% declared themselves female, 22% male. We had 7 individuals identify as genderqueer, androgynous, or transgender.

541 out of 631 survey respondents identified as either an undergraduate or graduate student. The remainder was a mix of staff, faculty, and a few community members.

143 respondents to the survey said they lived on campus.

432 respondents to the survey said they lived off campus or in University owned apartments

QUALTRICS SURVEY - RESULTS

1) Are you familiar with the Red Flag Campaign?

Overall:

#	Answer		Response	%
1	Yes		259	40%
2	No		394	60%
	Total		653	100%

Students (Undergraduate, Graduate, Professional):

#	Answer		Response	%
1	Yes		217	40%
2	No		324	60%
	Total		541	100%

Students Living the Residence Halls:

#	Answer		Response	%
1	Yes		104	73%
2	No		39	27%
	Total		143	100%

Students Living Off Campus / University Apartments

#	Answer		Response	%
1	Yes		112	26%
2	No		320	74%
	Total		432	100%

2) When Did You Become Familiar With The Red Flag Campaign?

Overall:

#	Answer		Response	%
1	This semester		194	86%
2	Before this semester		31	14%
	Total		225	100%

Students (Undergraduate, Graduate, and Professional):

#	Answer		Response	%
1	This semester		189	87%
2	Before this semester		28	13%
	Total		217	100%

Students in the Residence Halls:

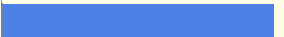









#	Answer		Response	%
1	This semester		95	91%
2	Before this semester		9	9%
	Total		104	100%

Students Living Off Campus / University Apartments:











#	Answer		Response	%
1	This semester		91	81%
2	Before this semester		21	19%
	Total		112	100%

3) How did you learn about the Red Flag Campaign?











Overall:

#	Answer		Response	%
5	Table Top Flag		128	57%
3	Friend/Other Student		63	28%
6	Facebook		62	28%
10	News Source (Daily Iowan, Press Citizen, Iowa Now etc.)		46	20%
4	TV Screens at the IMU and/or CRWC		37	16%
11	Staff		30	13%
9	Website		20	9%
1	Faculty		18	8%
7	Twitter		5	2%
8	YouTube		1	0%



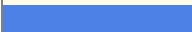






Students:

#	Answer		Response	%
1	Faculty		18	8%
11	Staff		27	12%
3	Friend/Other Student		63	29%
4	TV Screens at the IMU and/or CRWC		36	17%
5	Table Top Flag		128	59%
6	Facebook		59	27%
7	Twitter		4	2%
8	YouTube		1	0%
9	Website		17	8%
10	News Source (Daily Iowan, Press Citizen, Iowa Now etc.)		44	20%

Students Living In Residence Halls:

#	Answer		Response	%
1	Faculty		8	8%
11	Staff		6	6%
3	Friend/Other Student		16	15%
4	TV Screens at the IMU and/or CRWC		18	17%
5	Table Top Flag		95	91%
6	Facebook		17	16%
7	Twitter		3	3%
8	YouTube		1	1%
9	Website		7	7%
10	News Source (Daily Iowan, Press Citizen, Iowa Now etc.)		14	13%

Students Living Off Campus / University Apartments

#	Answer		Response	%
1	Faculty		9	8%
11	Staff		24	21%
3	Friend/Other Student		45	40%
4	TV Screens at the IMU and/or CRWC		15	13%
5	Table Top Flag		27	24%
6	Facebook		42	38%
7	Twitter		2	2%
8	YouTube		0	0%
9	Website		12	11%
10	News Source (Daily Iowan, Press Citizen, Iowa Now etc.)		29	26%

5) Did you see the red flags on the Old Capital Lawn?

Overall:

#	Answer		Response	%
2	No		350	59%
1	Yes		246	41%
	Total		596	100%

Students (Undergraduate, Graduate, and Professional):

#	Answer		Response	%
1	Yes		236	44%
2	No		305	56%
	Total		541	100%

Students Living In The Residence Halls:

#	Answer		Response	%
1	Yes		96	67%
2	No		47	33%
	Total		143	100%

Students Living Off Campus / University Apartments:

#	Answer		Response	%
1	Yes		140	32%
2	No		292	68%
	Total		432	100%

QUALITRICS - CONCLUSIONS

We need to work harder to outreach to students living off campus. This could include collaborating with Off Campus Housing offices, property management firms, student organizations, or finding alternative locations to set up red flag placement sites in addition to the Old Capitol Lawn. More students learned about the campaign from living in the Residence Halls where there was a higher concentration of printed material including table top flags in the dining halls, posters in professional staff's offices, and a mailing to all mailboxes in the residence halls.

Other avenues for communicating with off- campus students include:

- Faculty
- Utilizing campus newspapers – This was aided by coverage the Red Flag Campaign received in the Daily Iowan which featured a prominent, above the fold front page picture and headline. Though we didn't measure for that article specifically, that might have contributed to the higher percentage of off campus students reporting that they heard about the campaign through print media.
 - Media coverage was defined in our survey by a single category so we could only infer that they saw the Red Flag Campaign in either the Daily Iowan or the Press Citizen. We also did

not distinguish between the paid ad we took in the Daily Iowan versus the free advertising we received as a result of press coverage.

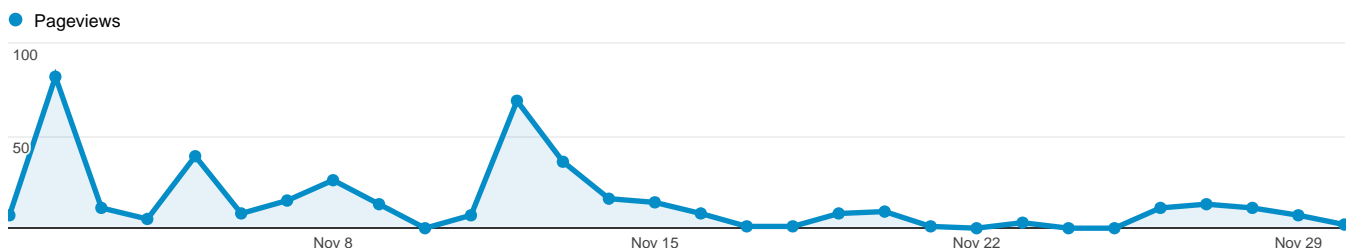
- For the purposes of what we were looking at, we thought that any broad print media strategy would require a presence in multiple sources. We thought that questions might confuse respondents because they likely saw the Red Flag Campaign in multiple print sources but could not remember which one in particular. If they became confused, they might not report any of the sources. In future iterations of this project, more specific questions might prove useful to challenge this assumption.

WEBSITE ANALYTICS

Google analytics offered a robust way of measuring the relative impact of our webpage. Since our primary goal was to increase the number of people who saw information regarding dating violence, we were primarily interested in how many unique page views there were, when these unique page views occurred, and average time spent on the website. Combined with a date overlay, we traced our most significant access points to the first week of the campaign and when the red flag tabletop flags were placed in dining facilities in the residence halls.

- We had 340 unique page views from August 1 – August 30, 2012.
- The average time spent on the website was two minutes and 56 seconds.

Without corresponding data from the University Counseling Service, Rape Victim Advocacy Program, Domestic Violence Intervention Program, the Threat Assessment Team, or the Office of Sexual Misconduct, it is difficult to draw any conclusions on the effect the website had on help seeking behavior. The page view numbers do show a correlation between the red flag tabletops and access at the site. For future campaigns, we would highly recommend unique tabletop designs in collaboration with Housing and Dining.



FACEBOOK INSIGHT DATA (November 5 – 30)

Summary:

The Facebook group Red Flag Iowa (<https://www.facebook.com/pages/Red-Flag-Iowa/465801870138340>) was created in mid-October. It was hidden from public view until November 5th, the Monday after the red flags were put up on the Old Capitol Lawn. The page had an “about” section, describing the goals of the campaign as well as providing a link to the website. We also utilized imagery including Red Flag provided digital posters, statistical representations, and photo evidence of dating violence as well as links to other

websites, and a Men's Anti-Violence Council Blog Post that went live on the night of the 4th. Our goal was to have enough content to drive traffic to the Red Flag Iowa website and keep students, faculty, staff, and community member engaged from day one of the campaign. We updated the page approximately once every other day throughout the month of November with quotes pictures, facts, links, and info about our two events. We also used the "Red Flag Iowa" page persona to interact with pages of Fraternity And Sorority Life, Dean of Students, University of Iowa Student Government, University of Iowa Public Safety, and the Graduate Student Senate among others.

We ran four advertising campaigns, with two subtargeted ads per campaign. The campaigns had a \$25/day or \$15/day budget optimized for either impressions, clicks, or a hybrid that Facebook establishes internally.

- **Campaign One: Page Likes**

- Targeted to all individuals who identified as going to college or graduated from college within 25 miles of Iowa City.
- Ages 16 and up.
- A sub ad specifically targeted people who specifically indicated that they were interested in "Politics," "Education," "Gender Studies," and/or "Activism."
- COST: \$615.34
- \$25/day budget – Optimized for Impressions and Likes
- Duration: November 5 – 30
- Impressions (Number of times Red Flag appeared on somebody's Facebook page): Over 2.7 million
- Social Impressions (Number of impressions that was linked by name within a user's network): Over 1.7 million
- Clicks (Interactions with an Ad): 846 (.73 cents per click)
- Social Clicks (Clicks Based On a Social Impression): 709

- **Campaign Two: Social Viewing / Red Flag Introduction Video**

- WRAC created an introduction video to introduce key facts and concepts related to Dating Violence. The video went live with the campaign.
(<http://animoto.com/play/eHiAmOTXsy21Jx1SDJ0C0w>)
- Targeted with same parameters as Campaign One.
- COST: \$361.28
- Duration: November 5 – 30
- Impressions: 995,582
- Social Impressions: 6,634
- Clicks 33 (\$10 per click)
- Total Likes of Video (on Facebook or straight through Animoto): 15

- **Campaign Three: Dating Violence Panel Discussion**

- The dating panel, taking place on November 8 in the Iowa Memorial Union, had representatives from Monsoon United Asian Women of Iowa, Domestic Violence Intervention Program, Threat Assessment Team, and the Men's Anti-Violence Council. Not relevant here
- COST: \$68.84
- \$25/day optimized for impressions
- Same targets as Campaign One

- Duration: November 5 – 8
- Impressions: 261,986
- Clicks 33 (\$2 per click)
- **Campaign Four: Student Voices Video**
 - This was a forty-minute video featuring students and staff talking about why dating violence prevention was an important issue. Students collected and assembled the videos into a feature length movie for preview. Previewed in the IMU on November 15
 - COST: \$15.76
 - \$15/day
 - Facebook hybrid optimization
 - Same targets as Campaign One
 - Duration: November 9 – 15
 - Impressions: 80,580
 - Social Impressions: 973
 - Clicks: 11 (\$1.43 per click)
 - Social Clicks: 3

FACEBOOK - DEMOGRAPHICS

The Facebook ads primarily reached people ages 18 – 24 and engaged women in far higher numbers than men. See APPENDIX C (II – IV) for a full break down of age, geographic locations, etc.

FACEBOOK - ADVERTISING

- Paid reach was significantly higher than viral or organic reach, but that reach rises and falls with the ad campaigns and again with the two campaign events.
 - See APPENDIX C, (I,V)
 - The average number of daily impressions to Red Flag ads across the four campaigns was over 21 times per day (7,000+ people) and between 6 – 20 (around 3,000)
- Our advertising impact was primarily passive. Though we received a number of clicks through page, most of the exposure was on users' side bar.
- In the first two weeks of the Red Flag Campaign, the Facebook page averaged 50 – 100 unique user page views per day. Our highest spikes were on August 4 and August 13 – 15
 - See APPENDIX C, (VI)
 - This coincides with the campaign's launch in Iowa Now and the display of the Red Flag table flags in the residence halls.
 - The timeline was the highest focus (1,057 views) followed by the About section (97 views) and Photos (67 views).
 - One individual sought information about campus services through a direct message to the Red Flag Facebook Page.

FACEBOOK - CONCLUSIONS

Facebook advertising, if properly tailored, can be an effective way to reach a broad audience. Research indicates that women more than men are active users of social media and this is reflected in our demographics data. Content may also play a significant role in the level of engagement of students, faculty, staff, and community members. A review of literature regarding gender violence indicates that

many men still consider dating violence to be either a private matter or a matter for victims. Men, in general, are less engaged in gender violence prevention nationwide. Though our data does indicate causal effect in this regard, the trends seem to be similar to what the literature would suggest. The data does yield decent returns on bringing students to Facebook pages. Based upon our experiences we were satisfied within limits that we brought exposure to the issue at a reasonable cost.

- Daily Interactions and Events Recommended – We saw spikes at the onset of the campaign when we had heavy interaction with other departments, and again when we put out the Red Flag Table Tents into the Dining Halls.
- Social advertising – having students ‘like’ content – is much more likely to provide a return on social media advertising than cold ads. Utilizing an existing social media structure and engaged students to help amplify your social media campaign will likely yield positive results in online engagement through a Facebook campaign.
- There is still a distinct need to address gender violence among men at the University of Iowa. Though this data alone is not enough to make this point, the preponderance of anecdotal responses from women in classes and at events, coupled with a review of the research suggests that abuse is still considered a “women’s issue.” As one student reported to the coordinator, “I didn’t realize men COULD be victims of dating violence. He’s really just embarrassed by it [not being able to stand up for himself, emphasis added.]”

STUDENT VOICES VIDEO

The student voices video was put together by volunteers and staff from around campus with the simple goal of allowing students to talk about why stopping dating violence was important to them. It evolved into an opportunity for students to tell their own stories or the stories of their friends. Many participants reported that the video was:

- A welcome opportunity to talk about issues they felt weren’t being discussed in their social circles;
- The first time many had told their own story;
- A time to reflect on acts of dating violence that many had never considered to be acts of dating violence before.

Though only eight people attended its viewing, the individual clips were some of the highest rated content on the Red Flag Facebook page as well as the YouTube channel. The videos were watched over 100 times. Based on this feedback, we drew the following conclusions:

- The video collection process should be an ongoing project.
- The video should be refined and distributed across campus.
- Students either didn’t recognize certain behaviors as acts of dating violence or felt unsure of who to talk to. This coincides with the research conducted by the Anti-Violence Coalition’s Subcommittee on Education and reinforces the need to continue to build upon educational efforts around healthy and unhealthy relationships in addition to education on sexual assault and stalking.

DATING VIOLENCE PREVENTION PANEL

The goal of this panel was to personalize the stories of dating violence and connect students, faculty, staff, and community members to professional organizations that could help victims and friends of victims of dating violence. This was part of our second overall campaign goal to encourage behavior change

- Held on August 8, 2012 in the Iowa Memorial Union's Illinois Room.
- Four Panelists presented
 - Jane Caton, Threat Assessment Team
 - Hieu Pham, Monsoon United Asian Women of Iowa
 - Shy Chisato Nishikawa, Domestic Violence Intervention Program
 - Andrew Winkelmann, Assistant Director of Educational and Support Programs, Athletic Student Services
 - One student was scheduled to speak, but had to back out at the last minute.
- Approximately 130 people attended
 - Fraternity and Sorority Life and Iowa EDGE credit was offered for attendance

Unfortunately, we did not pre-plan to do a survey for people who came to the event. For future iterations of campus wide programs, we would absolutely encourage surveys being conducted on sight to insure

APPENDIX A – SURVEY QUESTIONS

The survey was conducted between December 14 and January 20. The survey went out as a mass email on December 14. There were 653 responses recorded on Qualtrics.

- 1) Are you familiar with the Red Flag Campaign? *Yes or No*
- 2) When did you become familiar with the Red Flag Campaign? *This semester or earlier?*
- 3) How did you learn about the Red Flag Campaign?
 - a. Faculty
 - b. Staff
 - c. Friend/Other Student
 - d. TV Screens at the IMU and / or CRWC
 - e. Table Top Red Flag
 - f. Facebook
 - g. Twitter
 - h. YouTube
 - i. Website
 - j. News Source (Daily Iowan, Press Citizen, etc.)
 - k. Poster (Cambus, Coralville, or Iowa City Busses)
- 4) What did you think the Red Flag Campaign was about? *Open Response*
- 5) Did you see the red flags on the Old Capital Lawn? *Yes or No?*

APPENDIX B – LINKS

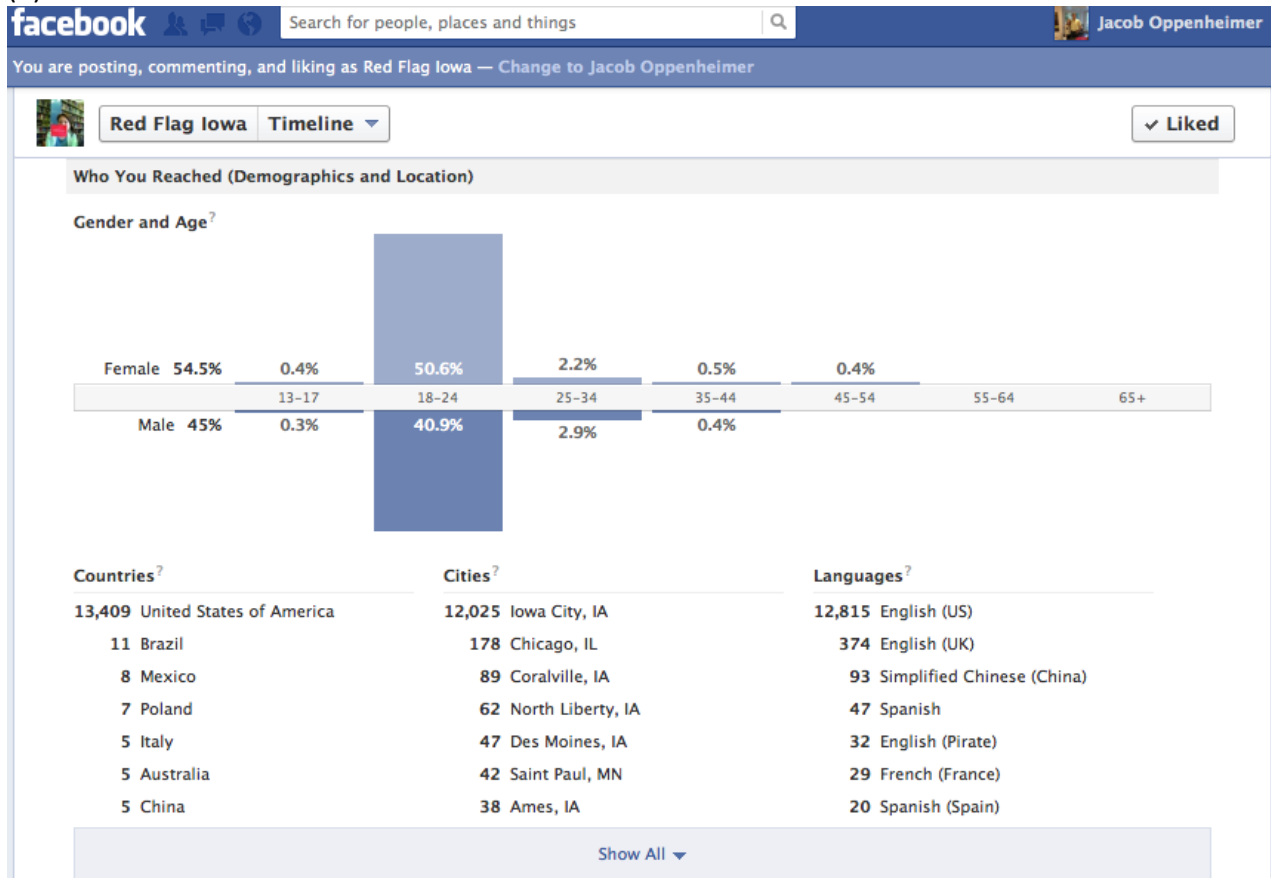
- <http://studentlife.uiowa.edu/initiatives/red-flag-campaign/> - Website
- <https://www.facebook.com/pages/Red-Flag-Iowa/465801870138340> - Red Flag Facebook Page
- http://www.youtube.com/watch?v=LSDFNjI9QmU&list=PLoRJzJbjSvzDsgPeJvTasgZF4nh3ACb8N&feature=player_embedded - YouTube Red Flag Iowa Playlist

APPENDIX C – Facebook Insight Graphs

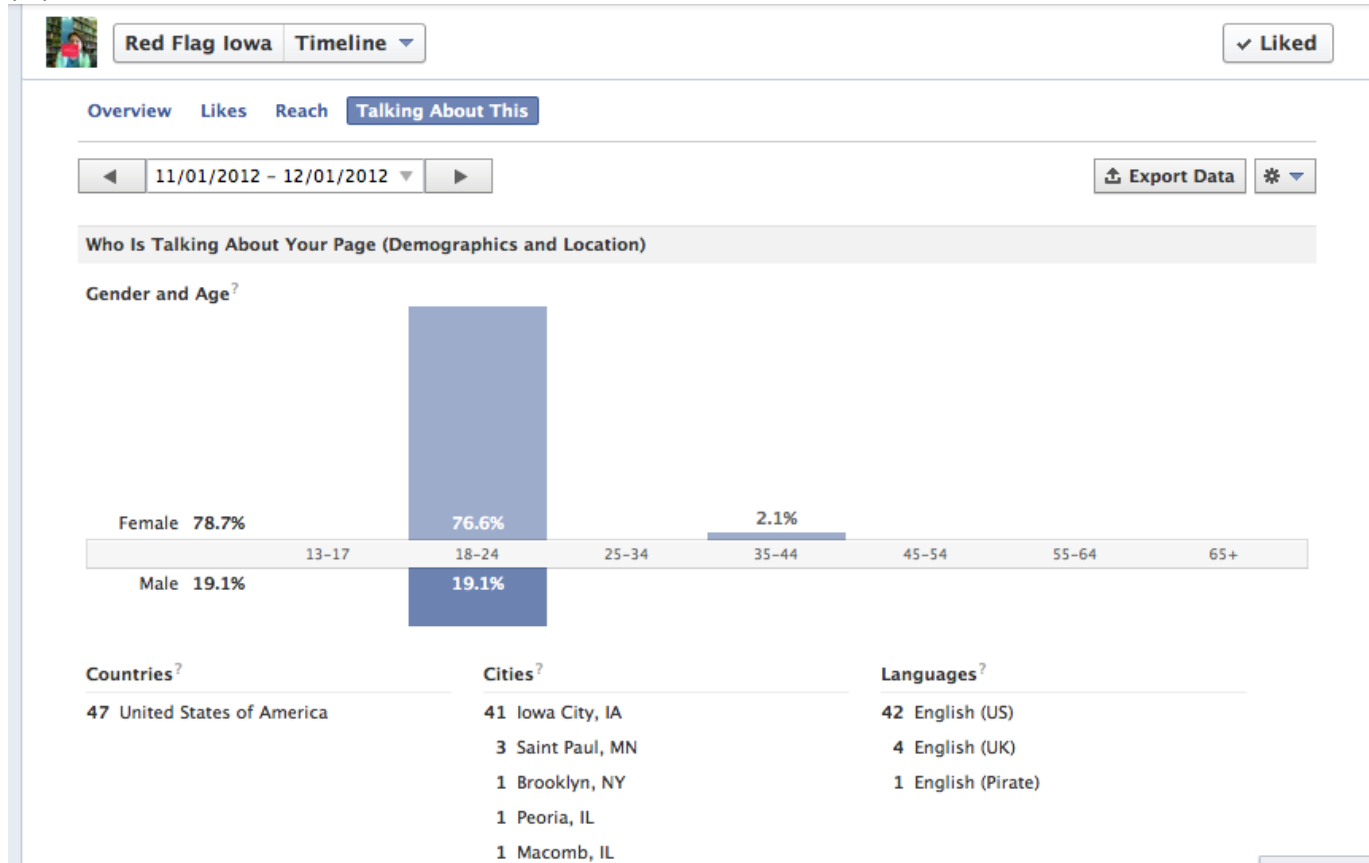
(I) **4,100,554** Impressions **1,176** Clicks **538** Actions **0.029%** CTR **\$1,061.22** Spent **\$0.26** CPM
\$0.90 CPC

Date ?	Campaign ?	Impressions ?	Social Impressions ?	Social % ?	Clicks ?	Social Clicks ?	Click Through Rate ?	Social CTR ?	CPC ?	CPM ?	Spent ?	Actions ?	Page Likes ?	Event Responses ?
Nov 2012	Red Flag Undergraduate Fan Page Interest	2,762,406	1,769,894	64.07%	846	709	0.031%	0.040%	0.73	0.22	\$615.34	361	168	0
Nov 2012	Red Flag Intro Video	995,582	6,634	0.67%	286	55	0.029%	0.829%	1.26	0.36	\$361.28	144	25	0
Nov 2012	Red Flag Panel Event UG	261,986	0	0.00%	33	0	0.013%	0.000%	2.09	0.26	\$68.84	31	11	0
Nov 2012	Student Voices Video Campaign	80,580	973	1.21%	11	3	0.014%	0.308%	1.43	0.20	\$15.76	2	0	2
Dec 2012	Red Flag Undergraduate Fan Page Interest	0	0	0.00%	0	0	0.000%	0.000%	0	0	\$0.00	0	0	0
Dec 2012	Red Flag Intro Video	0	0	0.00%	0	0	0.000%	0.000%	0	0	\$0.00	0	0	0
Dec 2012	Red Flag Panel Event UG	0	0	0.00%	0	0	0.000%	0.000%	0	0	\$0.00	0	0	0
Dec 2012	Student Voices Video Campaign	0	0	0.00%	0	0	0.000%	0.000%	0	0	\$0.00	0	0	0

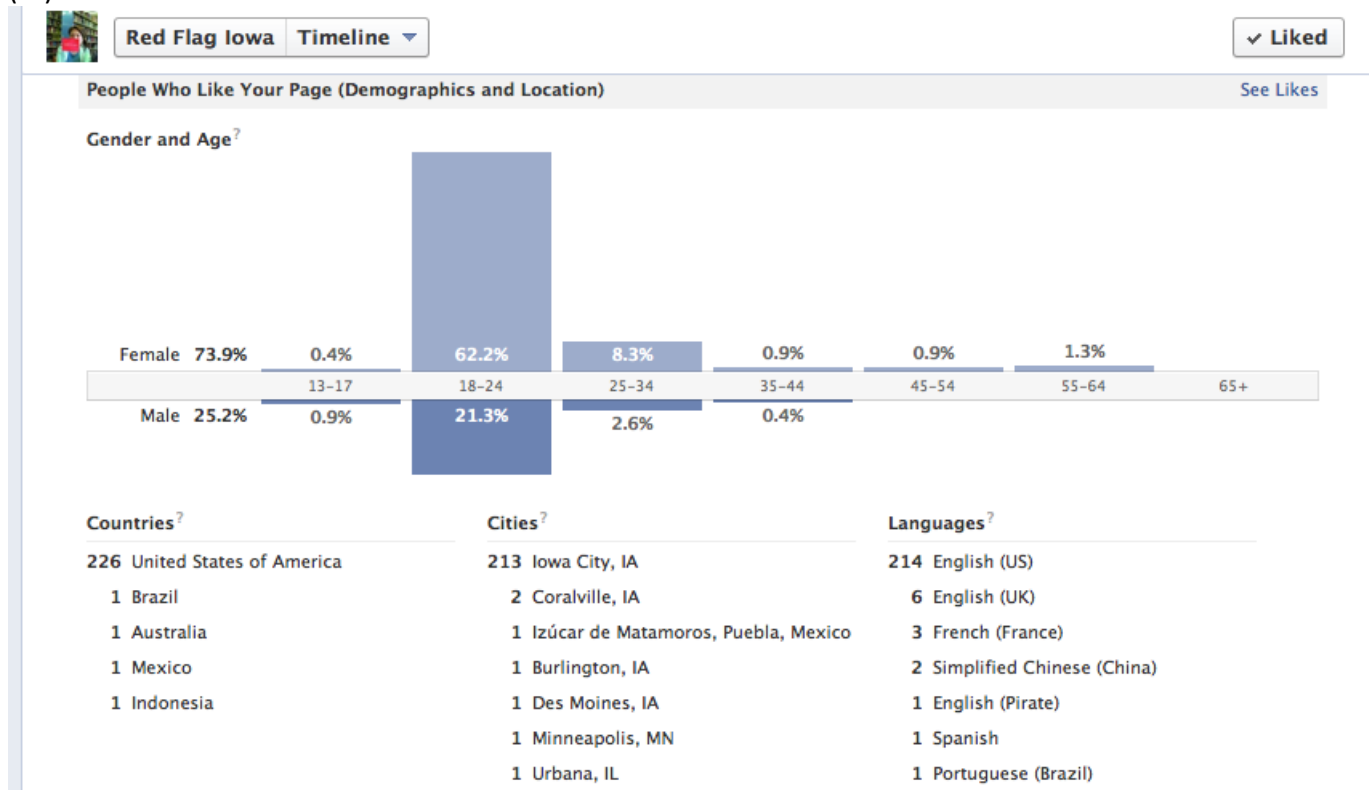
(II)



(III)



(IV)



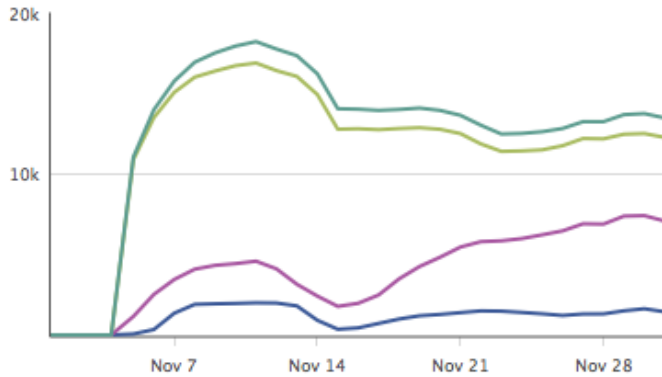
(V)

How You Reached People (Reach and Frequency)

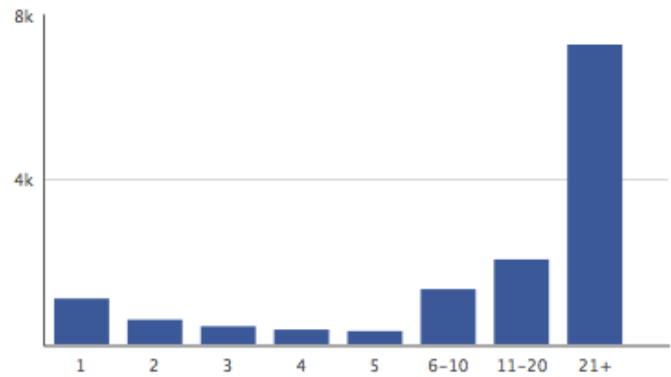
All Page Content ▾

Reach?

☒ Organic? ☒ Paid? ☒ Viral? ☒ Total?



Unique Users by Frequency?



(VI)

You are posting, commenting, and liking as Red Flag Iowa — Change to Jacob Oppenheimer



Red Flag Iowa

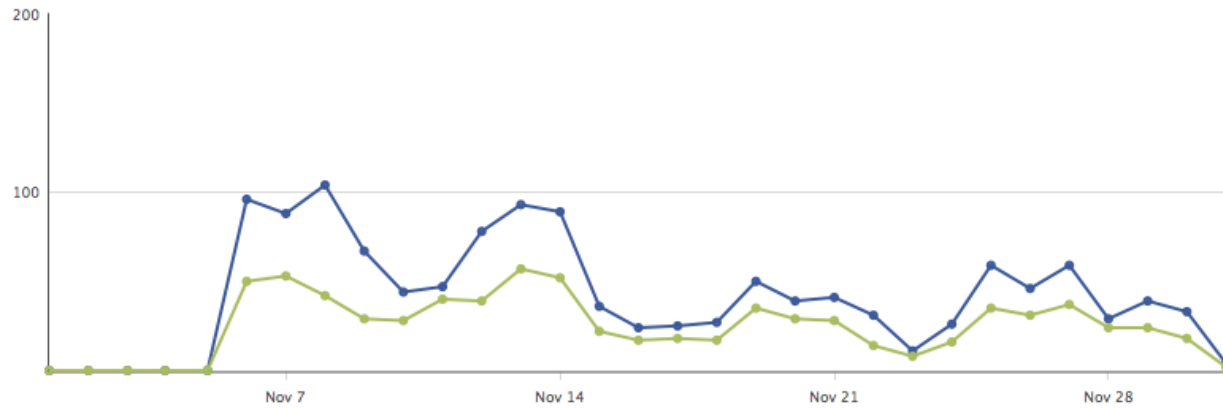
Timeline ▾

✓ Liked

Visits to Your Page

Page Views

☒ Page Views? ☒ Unique Visitors?



Total Tab Views?

1,057 timeline
95 About Section
67 photos_stream
13 Events
8 likes
7 messages_inbox

External Referrers?

6 studentlife.uiowa.edu
2 google.com
1 mensantiviolencecouncil.com
1 isearch.avg.com

Chat (45)

APPENDIX D: Iowa Now Article (Spotting Red Flags)
<http://now.uiowa.edu/2012/10/spotting-red-flags>

Dating violence is a major issue facing college students ages 18 to 25, according to Jacob Oppenheimer, coordinator of the [Men's Anti-Violence Council](#) in the University of Iowa [Women's Resource and Action Center](#) (WRAC).

"In national surveys, one third of students have experienced physical violence in their relationships," says Oppenheimer, who is also a second year graduate student in the UI [College of Education's Master of Arts in Higher Education and Student Affairs Program](#). "Almost 50 percent of students reported some form of emotional, sexual, verbal, or coercive behavior at least once."

This is why the Men's Anti-Violence Council and WRAC are partnering to spearhead [The Red Flag campaign](#) on the UI campus with support from the UI [Vice President for Student Life](#).

This is a national public awareness campaign designed to address dating violence to inform college students about the "red flags" or warning signs of unhealthy relationships and dating violence. "The red flags of dating violence and the warning signs of danger and disrespect, are everywhere," Oppenheimer says. "The campaign was created using a bystander intervention strategy, encouraging friends and other campus community members to say something when they see warning signs for dating violence in a friend's relationship."

To see a list of warning signs, visit www.theredflagcampaign.org/index.php/dating-violence/red-flags-for-abusive-relationships/.

Starting Thursday, Nov. 1, red flags were strategically placed on different parts of campus including the UI Pentacrest, where the flags will remain until Monday, Nov. 5. The flags will then be rotated to different parts of the campus throughout the month. "The flags you will see throughout campus are symbolic of the red flags of dating violence present in people's own lives," says Linda Kroon, WRAC director. "When you see these red flags, we urge you to go to our campaign website to find local resources where you or your friends can seek help."

The website is studentlife.uiowa.edu/redflag.

Kroon advises that if you or someone you know is in immediate danger, call 911. For those who need help or resources after an abusive relationship, need specific accommodations on campus to create a safe space, or would like a referral for community contacts, they should check the website above.

People can also continue the conversation regarding dating violence online through the Facebook page or on Twitter #RedFlagIowa.

"No one should fear an intimate relationship," Oppenheimer says. "Every student, staff, faculty, or community member has the right to a violence-free relationship based on trust, love, respect, and open communication."

The Women's Resource and Action Center and the Men's Anti-Violence Council will host a dating violence awareness panel discussion Thursday, Nov. 8, at 5:15 p.m. in the Illinois Room of the Iowa Memorial Union. The event is co-

sponsored by UI Fraternity and Sorority Life, the UI Center for Diversity and Enrichment in the Chief Diversity Office, the Domestic Violence Intervention Program, and Monsoon United Asian Women of Iowa.

The panelists will share specific examples of dating violence while also discussing resources available for students and how anyone can support victims of dating violence.

Student volunteers will also screen the Red Flag Iowa movie by students, for students talking about the personal and professional dangers of dating violence Thursday, Nov. 15 at 5:15 p.m. in the Indiana Room of the Iowa Memorial Union. The movie, created by Oppenheimer, will feature a number of different students answering the question, "What would you like to tell the University of Iowa Community about Dating Violence?" These students have come together to speak out against dating violence and together seek to promote healthy relationships, Oppenheimer says.

For learn more, visit www.youtube.com/user/MensAntiViolence.

Both events are free and open to the public. For more information or special accommodations to attend, contact the Women's Resource and Action Center in advance at 319-335-1486.

The two events are part of a broader effort by the UI to raise awareness about dating violence through the adoption of the nationally recognized Red Flag Campaign.

Dating violence includes physical, emotional, and verbal harassment, Oppenheimer says. The campaign uses the imagery of a red flag as a symbol for the warnings of dating violence in implicit and explicit ways.

The month also educates people about the widespread nature of dating violence and ways that students can speak out against disrespectful and unhealthy relationships. "Anyone can perpetrate acts of dating violence and its sustained use depends on a common misperception that the behavior is either appropriate or unnoticed," Oppenheimer says. "If you see a red flag in someone's relationship, and you are not sure what is happening, ask about it. Ask your friends, ask your resident assistant, ask the people involved." Oppenheimer says that if someone can successfully highlight that others are witnessing unhealthy abusive behavior, a perpetrator is significantly likely to reduce their overt aggression. "You can also talk to the victim of dating violence afterwards to let them know that they are not alone," Oppenheimer says. "It is common to fear misunderstanding or escalation in acts of dating violence, but there is little worse than the feelings of abandonment or acceptance that often comes with dating violence."

Additional local Red Flag Campaign campus and community partners include UI Housing and Dining; Fraternity and Sorority Life; Health Iowa; the UI Threat Assessment Team; Domestic Violence Intervention Program (DVIP); and the Monsoon United Asian Women of Iowa.

APPENDIX E: Key Terms

Term	Definition
Facebook Insight	Descriptor for the data that Facebook collects on pages, ad campaigns, and content accessed or potentially accessible to unique users.
Frequency	The number of times an ad, page, or post was viewed.
Impression	Number of times an ad, page, or post appeared on a unique user's Facebook profile page.
Interaction	Any time a unique user clicked on an ad or the page, viewed content linked to the Red Flag Iowa Facebook page, or used a link or information tab from content related to or on the Red Flag Iowa Facebook page.
Like	The number of people who subscribed to the Red Flag Iowa Facebook Page, video content, pictures, or statuses
Organic Reach	Potential number of people who could see at least one impression per day as a result of being friends with someone has liked the Red Flag Iowa Facebook page.
Pain Reach	Potential number of people who could see at least impression per day.
Social Impression	The number of times an ad, page, or post has appeared on a unique user's Facebook profile page linked to a Facebook friend's name.
Unique Page View	The number of first views of a webpage from a unique user.
Unique User	Each computer connected to an internet connection is assigned a unique number called an Internet Protocol (IP) Address. Websites track individual computers by their unique IP Number. A unique user on Facebook is the individual person's account.
Viral Reach	Potential number of people who could see at least one impression per day as a result of being friends of someone who has engaged with content on the Red Flag Iowa Facebook page.
Website Analytics	Descriptor for the data that Google collects on webpages. This includes number of views, number of unique users, time spent on the website, and where people were referred to a website from.

APPENDIX F: Campus Partners

We could not have accomplished this project without the help of a large number of campus partners. We want to thank them for their help and many excellent contributions. Here is a list of all of the groups we had direct contact with in planning and implementing this campaign.

1. University of Iowa Anti-Violence Coalition, Education Subcommittee
2. Office of the Vice President for Student Life
3. Center for Student Involvement and Leadership
 - a. Fraternity and Sorority Life
 - b. The University of Iowa Cultural and Resource Centers
4. University Counseling Services
5. Student Health
6. Recreation Services
7. University Housing and Dining
8. Center for Diversity and Enrichment
9. Dean of Students
10. University of Iowa Athletics
11. Women's Resource and Action Center
12. Threat Assessment Team
13. Monsoon United Asian Women of Iowa
14. Domestic Violence Intervention Program
15. Rape Victim Advocacy Program
16. University Communication and Marketing
17. Iowa Memorial Union Marketing and Design