

SafeChat Silicon Valley

Final Report

Chloe Alff, Matthew Gates, Jonathan Lin, James Oblitas, & Marianne Yamazaki Dorr

6 June 2023

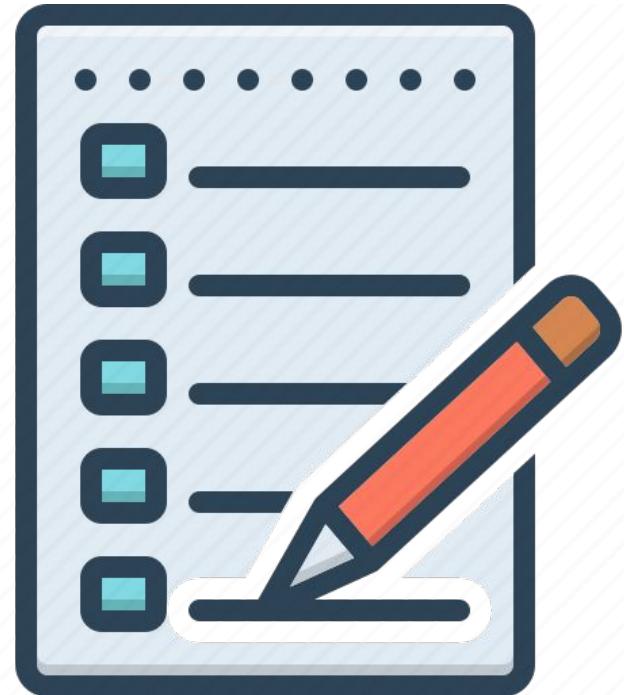


for those impacted by domestic violence or intimate partner abuse

Agenda



- SCU Resource Page Integration
- Mobile Friendly Pages
- Search Engine Optimization
- Marketing Campaign
- Results



Cowell Center



Santa Clara
University

SafeChat on the Resources Page

The screenshot shows a white content area on a purple background. At the top left is the SCU.EDU logo with a red building icon. To its right are links for COWELL HEALTH PORTAL, OFFICES & SERVICES, SCHOOLS & CENTERS, and a magnifying glass icon for search. Below these links is a section titled "Safechat". It features the "SAFECHAT SILICON VALLEY" logo, which includes a red and purple stylized "SAFECHAT" wordmark above the words "SILICON VALLEY". To the right of the logo is a paragraph of text: "SafeChat is an online chatting platform that allows people who have experienced or are experiencing domestic violence or intimate partner violence to connect with an advocate for support. All our advocates can provide support with accessing resources such as legal aid, counseling, basic needs, and more; or can just be someone to talk to about what's going on and what to do next." Below this text is a red "Learn more" button. At the bottom of the white area, there is a horizontal line separating it from a footer. The footer contains three columns of information: "COWELL CENTER" with address details, "Office Hours" and contact info for Cowell Center, and "Quick Links" with links to Cowell Health Portal and CAPS 24/7.

SCU.EDU

COWELL HEALTH PORTAL OFFICES & SERVICES SCHOOLS & CENTERS

Safechat

SAFECHAT
SILICON VALLEY

SafeChat is an online chatting platform that allows people who have experienced or are experiencing domestic violence or intimate partner violence to connect with an advocate for support. All our advocates can provide support with accessing resources such as legal aid, counseling, basic needs, and more; or can just be someone to talk to about what's going on and what to do next.

[Learn more](#)

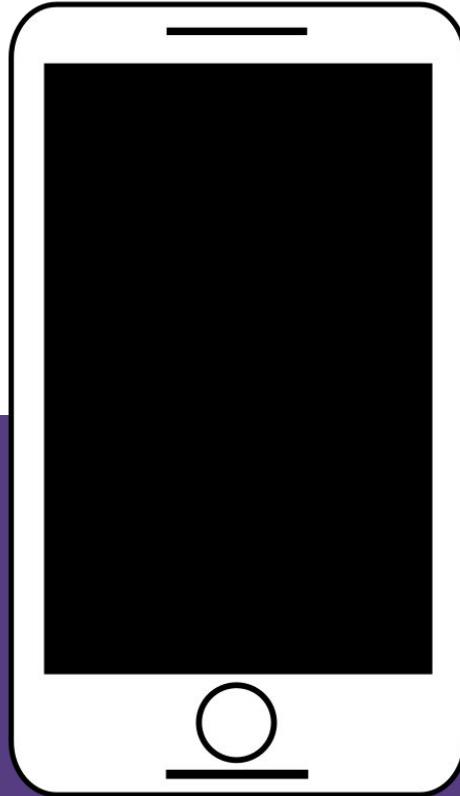
COWELL CENTER

Building 701
500 El Camino Real
Santa Clara, CA 95053

Office Hours: Monday-Friday 8:30 a.m - 5 p.m.
Appointment Hours: Monday-Friday 9 a.m - 4 p.m.
(408) 554-4501 | cowellcenter@scu.edu

Quick Links
[Cowell Health Portal](#)
[CAPS 24/7](#)

Mobile Friendly Pages



Welcome to Safe Chat Silicon Valley

Use this button to leave this site quickly. [Escape](#)

Text Helpline: 1-833-488-1236

English

Text Helpline: 1-833-488-1236

SAFECHAT
SILICON VALLEY
for those impacted by domestic violence or intimate partner abuse

Home Connect With Resources About the Project What is Domestic Violence? English

WELCOME TO SAFE CHAT

NOT SURE IF YOU'RE IN AN ABUSIVE RELATIONSHIP?

Send us an offline message

Leave a message

What is Safe Chat Silicon Valley?

Founded as a collaborative project of domestic violence organizations in Silicon Valley, Safe Chat Silicon Valley (SafeChatSV) is a confidential online chat platform for people that have experienced or are experiencing domestic violence or intimate partner violence to connect with an advocate for support.

Additional DevTools components have been installed. Reload for full DevTools capabilities.

Reload DevTools

Elements

```
<!DOCTYPE html>


Styles Computed Layout Event Listeners DOM Breakpoints Properties



Filter



element.style { padding-top: 53.5781px; position: relative; min-height: 100%; top: 0px; }



body.has-mtnb { transition: padding-top 0 ease 0.3s, padding-bottom 0 ease 0.3s; width: 100%; height: 100%; float: left; position: absolute; box-sizing: border-box; overflow: hidden; }



body { ... } (index):221



Privacy - Temp 22:37 05-Jun-23


```

Welcome to Safe Chat Silicon Valley

https://safechatsv.org/home-mobile-responsive/

Use this button to leave this site quickly. [Escape](#)

Text Helpline: 1-833-488-1236 

English

Text Helpline: 1-833-488-1236 [f](#) [i](#)

SAFECHAT
SILICON VALLEY
for those impacted by domestic violence or intimate partner abuse

Home Connect With Resources About the Project What is Domestic Violence? English

DO YOU HAVE A FRIEND OR LOVED ONE THAT
IS IN AN ABUSIVE RELATIONSHIP AND YOU DON'T KNOW HOW TO HELP?

Live Chat With Us Now 

Chat with us now!

Additional DevTools components have been installed. Reload for full DevTools capabilities.

Reload DevTools

DOM Tree

Elements

Styles

Computed

Layout

Event Listeners

Filter

element.style {

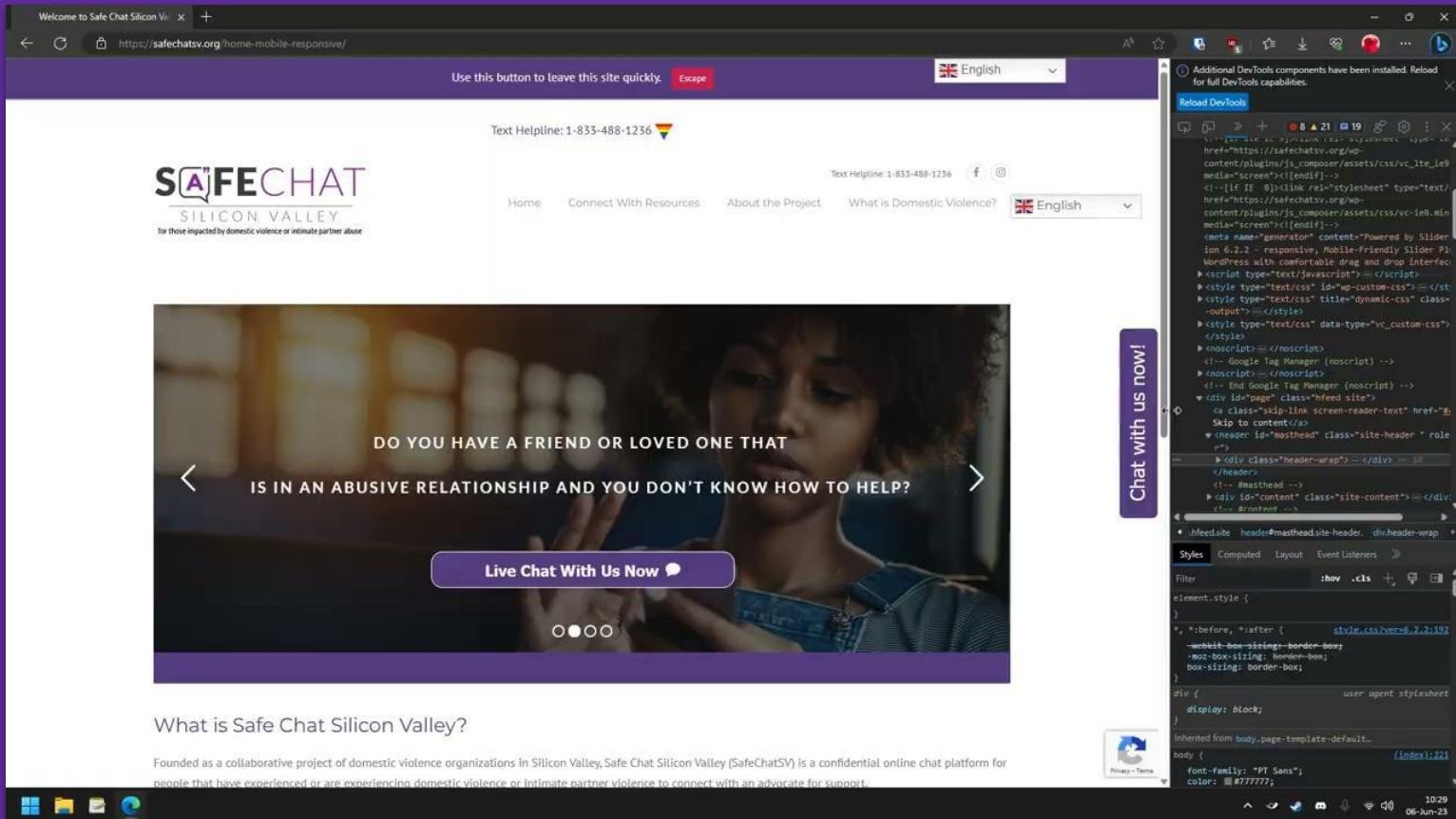
*, *:before, *:after { style.css?ver=6.2.2102 -webkit-box-sizing: border-box; -moz-box-sizing: border-box; box-sizing: border-box; }

div { user agent stylesheet display: block; }

Inherited from body.page-template-default... body { font-family: "PT Sans"; color: #777777; }

Privacy & Terms

10:29 06-Jun-23



Use this button  English
quickly. [Escape](#)

Text Helpline: 1-833-488-1236 

SAFECHAT
SILICON VALLEY
for those impacted by domestic violence or intimate partner abuse



Leave a message 



What is Safe Chat Silicon Valley?



[Privacy - Terms](#)

Escape using this button

Text Helpline: 1-833-488-1236 

SAFECHAT
SILICON VALLEY
for those impacted by domestic violence or intimate partner abuse



Leave a message 

What is Safe Chat Silicon Valley?

Founded as a collaborative project of domestic violence organizations in Silicon Valley, Safe Chat Silicon Valley (SafeChatSV) is a confidential online chat platform for people that have experienced or are experiencing domestic violence or intimate partner violence to connect with an advocate for support.



[Privacy - Terms](#)

Original vs Mobile Responsive (Home Page)

Use this button  English ▼

quickly. Escape

here to help. Clicking on the following tabs will lead you to specialized resources in that category that can best address your needs.

 24/7 Hotlines

 Housing & Shelter

PLEASE CLICK HERE TO VIEW OUR

 Legal Aid

 Counseling & Support Groups

 Culturally-Specific Resources

 Other Resources

Leave a message 

| AGENCY | CONTACT INFO | SERVICES |
|---|--|--------------------------------------|
| Santa Clara County Family Court | 1(408)882-2926 Live Chat <i>M/T/Th 8:30am-1:30pm</i> Email: selfhelp@scscourt.org | Dislegnulsusvisusup |
| Santa Clara County Restraining Order Self-Help Center | IN-PERSON Center 201 N. 1st St. San Jose, CA 95113 <i>Mon-Thurs: 8:30 a.m.-1:30 p.m.</i> <i>Friday: 8:30 a.m.-12:00 p.m.</i> | Forissiresemancanreqemguaveviatoronl |
| South County Family Justice Center | Schedule an appointment by calling Community Solutions' 24/7 hotline at 1(877)363- | Legfanatimatti |

| Escape using this button | |
|---|---|
| AGENCY | ◆ CONTACT I |
| Santa Clara County Family Court | 1(408)882-2 Live Chat M/T/Th 8:30 |
| | Email: selfh... |
| Santa Clara County Restraining Order Self-Help Center | IN-PERSON 201 N. 1st S San Jose, CA Mon-Thurs: : Friday: 8:30 |
| |  |
| South County Family Justice Center (FJC; San Benito & Santa Clara County) | Schedule ar calling Com 24/7 hotline 7238. |
| |  |
| | 16264 Chur Suite 103 Morgan Hill Open every l 9am-5pm |
| San Jose FJC (Santa Clara County) | Schedule ar calling AACI |

Original vs Mobile Responsive (Resources Page)

Code Comments for Maintainability

Page Settings - X

Custom CSS settings

```
1 /* Moves captcha badge bottom left.
2 .grecaptcha-badge {
3   visibility: hidden;
4 }
5 */
6
7 /* -----Tablet or smaller code----- */
8 @media only screen and (max-width: 1100px) {
9
10 /* Remove text next to escape button */
11 .mtsnb-text {
12   display: none;
13 }
14
15 /* Change button text */
16 .mtsnb-button:after {
17   content: "using this button";
18 }
19
20 /* Hide google translate language box */
21
22 .gt_switcher {
23   display: none;
24 }
25
26
27 /* reverses logo and menu button but can't figure out how to get rid of spaces */
28 .container {
29   display: flex;
30   flex-direction: row-reverse;
31   justify-content: space-between;
32 }/*
33
34 /* Moves menu up so it doesn't show slider above */
35 .header-widget-mobile {
36   top: 104px !important;
37 }
38 .wpc-menu-mobile {
39   top: 150px !important;
40 }
41
42 /* remove space above slider */
43
```

Enter custom CSS (Note: It will be outputted only on this particular page).

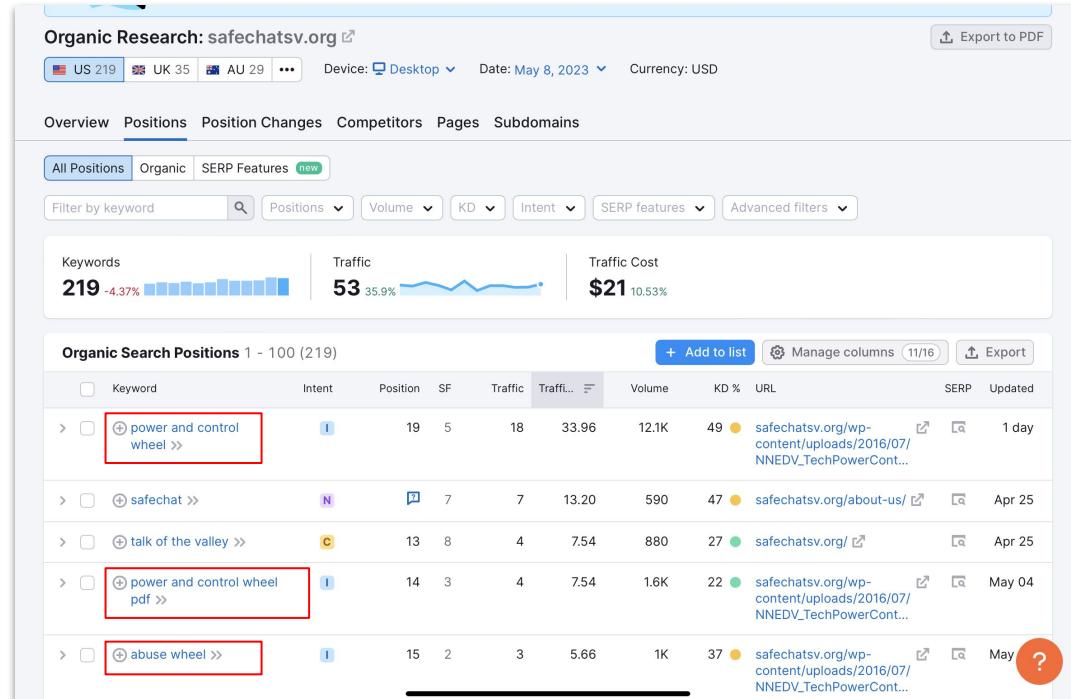
Search Engine Optimization



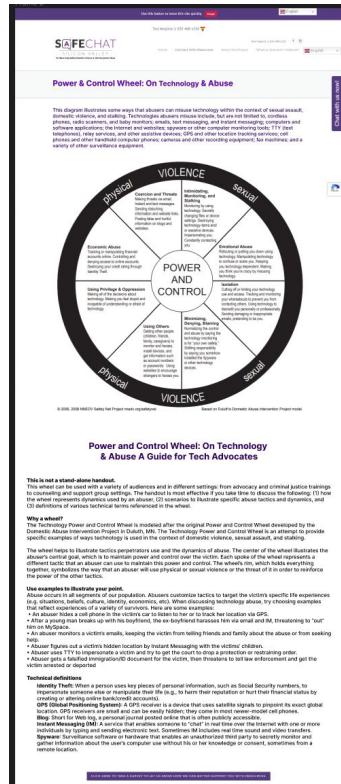
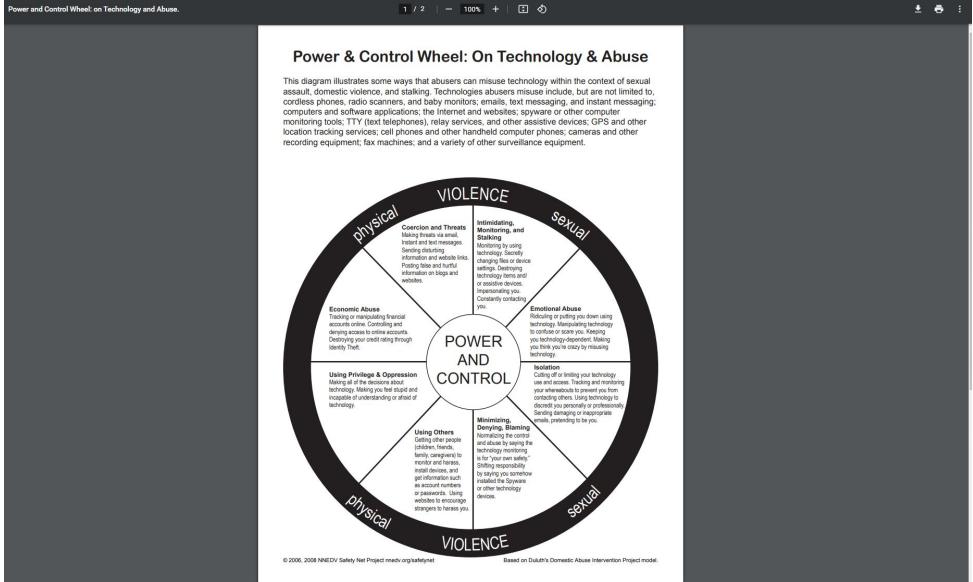
SEMrush

Top traffic keyword:
Power and control wheel

(3 out of 5 top results link to this external page)



New Page Mockup



External PDF vs Embedded Webpage

Marketing Campaign



General Information Ads

Reminder

We're Here For You!!
Text 1-833-488-1236 for support



SAFECHAT
SILICON VALLEY
for those impacted by domestic violence or intimate partner abuse

SAFECHAT
SILICON VALLEY
for those impacted by domestic violence or intimate partner abuse

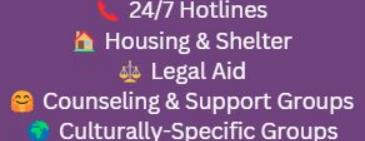
If you're a survivor of domestic or intimate partner violence and need someone to talk to, SafeChat SV is here for you. Our confidential text helpline connects you to trained advocates who specialize in supporting survivors like you. Just text 1-833-488-1236, and we'll be there to provide resources, understanding, and hope.

You don't have to face this alone.



SAFECHAT
SILICON VALLEY
for those impacted by domestic violence or intimate partner abuse

Discover Valuable Resources at SafeChatSV.org 


24/7 Hotlines
Housing & Shelter
Legal Aid
Counseling & Support Groups
Culturally-Specific Groups

Recognize the Signs.

Red Flag Post #1 English

First Slide Photo



Second Slide Photo



Red Flag Post #1 Spanish

First Slide Photo



Second Slide Photo

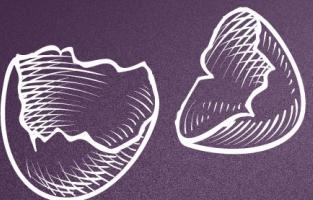


Red Flag Post #1 Vietnamese

First Slide Photo

Bạn có cảm thấy như
mình đang đi trên vỏ
trứng trong bất kỳ
mối quan hệ nào của
mình không?

Nhận biết các Dấu hiệu.



Second Slide Photo



Thường xuyên lo lắng
về tâm trạng và hành vi
của bạn đời là dấu hiệu
của một mối quan hệ
không lành mạnh.

Tiếp cận để được giúp đỡ và
hỗ trợ.



Red Flag Post #2 English

First Slide Photo

RECOGNIZE THE SIGNS.
**Does your
partner
financially
control you?**



SQ"**FECHAT**

SILICON VALLEY

for those impacted by domestic violence or intimate partner abuse

Second Slide Photo

RECOGNIZE THE SIGNS.
**Financial abuse is a
form of control. Seek
help to regain your
independence and
break free from an
unhealthy relationship.**

SQ"**FECHAT**

SILICON VALLEY

for those impacted by domestic violence or intimate partner abuse

Red Flag Post #2 Spanish

First Slide Photo



Second Slide Photo



Red Flag Post #2 Vietnamese

First Slide Photo



Second Slide Photo



Red Flag Post #3 English

First Slide Photo



Second Slide Photo



Red Flag Post #3 Spanish

First Slide Photo



Second Slide Photo



Red Flag Post #3 Vietnamese

First Slide Photo



Second Slide Photo



Red Flag Post #4 English

First Slide Photo



Does your
partner
blame you
for their
anger?

SAFECHAT
SILICON VALLEY

for those impacted by domestic violence or intimate partner abuse

Second Slide Photo



SAFECHAT
SILICON VALLEY

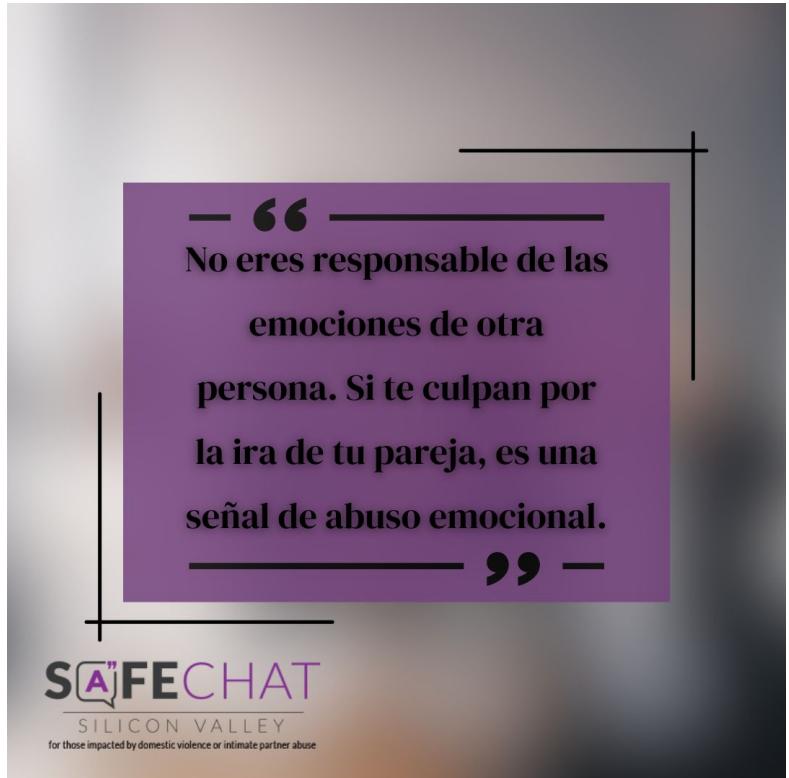
for those impacted by domestic violence or intimate partner abuse

Red Flag Post #4 Spanish

First Slide Photo



Second Slide Photo



Red Flag Post #4 Vietnamese

First Slide Photo



Đối tác của
bạn có đổ lỗi
cho bạn vì
sự tức giận
của họ
không?

SAFECHAT
SILICON VALLEY
for those impacted by domestic violence or intimate partner abuse

Second Slide Photo



— “ —
Bạn không chịu trách nhiệm
cho cảm xúc của người khác.

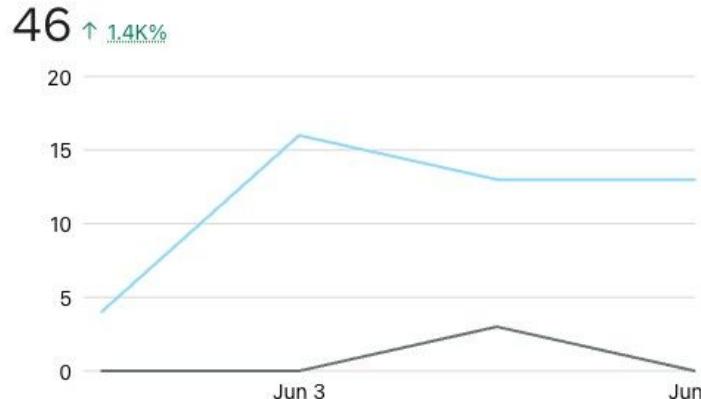
Nếu bạn đổ lỗi cho sự tức
giận của đối tác, đó là dấu
hiệu của sự lạm dụng tình
cảm.
————— , , —

SAFECHAT
SILICON VALLEY
for those impacted by domestic violence or intimate partner abuse

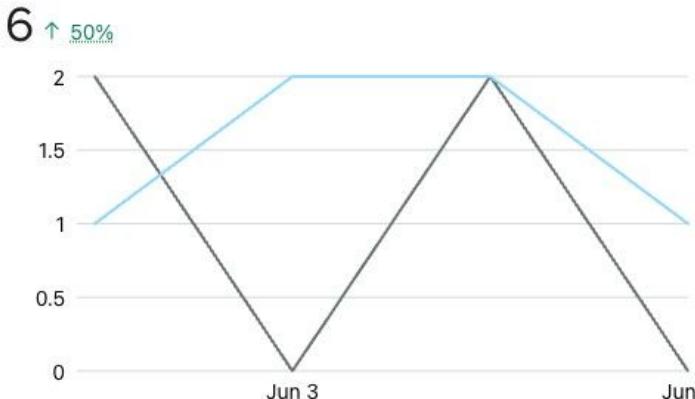
Results

Page and profile visits

Facebook Page visits ⓘ



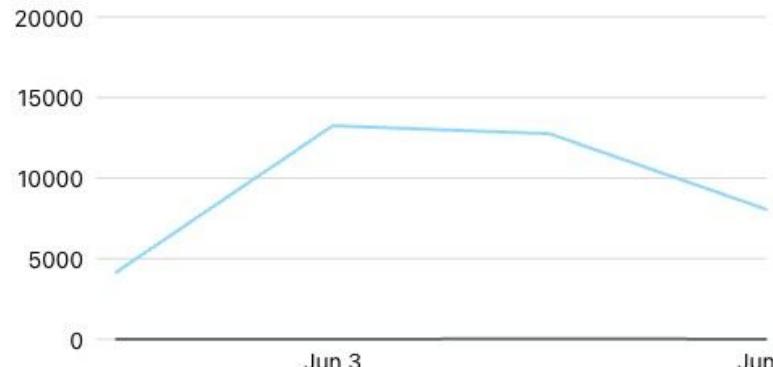
Instagram profile visits ⓘ



Reach

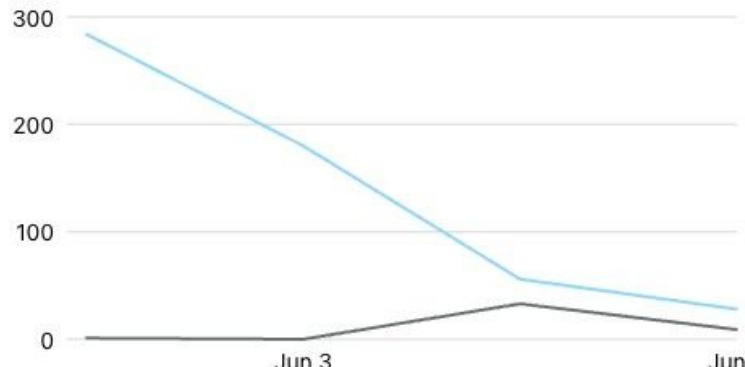
Facebook Page reach [\(i\)](#)

31,710 ↑ 96.0K%



Instagram reach [\(i\)](#)

535 ↑ 1.2K%



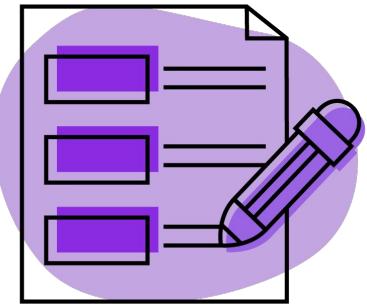
Suggestions and Overall Conclusion



SAFE CHAT

SILICON VALLEY

for those impacted by domestic violence or intimate partner abuse



Advertisement Suggestions

- Run ad for a few day period, cycle through, and select most effective campaign
- Focus on best performing platform
- Select days of the week with most active users

Conclusion

- Facebook as a platform is more compatible with SafeChat (Desktop vs Mobile)
- The continued work on the mobile site will allow for more advertising options
- Video Campaigns



Thank You !!