

SafeChat Silicon Valley:

Helping Domestic Abuse Survivors Get the Help & Support They Need



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Abstract

This project centers around our partnership with SafeChat SV, an online platform providing critical resources and support for domestic abuse survivors. Recognizing the vital role of digital accessibility and outreach in serving this vulnerable population, we undertook the improvement of SafeChat SV's mobile interface to ensure easy access and effective user interaction across all devices. Concurrently, we developed and deployed a comprehensive social media ad campaign, specifically designed for Facebook and Instagram, to heighten awareness and reach out to those who need the services most. By focusing our efforts in these areas, we sought to expand SafeChat SV's capability to support survivors and contribute to the fight against domestic abuse in the digital age.

Acknowledgements

We would like to express our gratitude to Cindi Hunter , Allison Le, Nam Le, and Ianna Zhu from SafeChat Silicon Valley for their support and collaboration throughout this project. Their guidance and willingness to share insights have been incredibly helpful during this project. Throughout the ten weeks they made time to meet with us multiple times, respond promptly to our inquiries, and shared insightful feedback despite their busy schedules. We are grateful for their dedication and are appreciative of the opportunity to work with them over the last two months.

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I. Introduction

Our team at Santa Clara University joined an online chat-based platform to offer immediate assistance to individuals enduring domestic violence and partner abuse. Our partner, SafeChat Silicon Valley (SV), is an organization committed to linking individuals experiencing domestic violence or intimate partner violence with resources and support through its online chat platform. The platform's unique chat-based format allows individuals to communicate without the need for verbal conversation, accommodating for situations where speaking aloud might present a danger or for an individual's comfort levels. Despite its vital mission and potential for wider reach, SafeChat SV is grappling with a significant challenge: it has yet to effectively connect with those who need its services the most, even as its overall outreach efforts expand. This report details our team's proposed solutions to address this issue and outlines our collaboration with SafeChat SV to enhance both their outreach strategies and platform usability.

A. Background and Motivation

SafeChatSV is a crucial resource for individuals navigating domestic violence situations. However, the dual challenge of effectively reaching the people who need these services the most while improving the user-friendliness and accessibility of their platform forms the motivation behind our project.

B. Review of the Field

A thorough review of the literature pertaining to domestic violence and related forms of abuse reveals the alarming extent of this issue and the urgent need for support platforms like SafeChat SV. According to SafeChat SV's annual data reports, the



organization currently assists around 4,000 survivors of domestic violence, human trafficking, and sexual assault each year¹. This figure, however, represents only a small fraction of the total number of individuals who experience abuse.

The National Coalition Against Domestic Violence reports that, on average, 20 people experience physical abuse from their partner every minute in the U.S². Moreover, the prevalence of abuse over an individual's lifetime is shockingly high, with 1 in 4 women and 1 in 9 men experiencing some form of abuse. The situation is similarly alarming among college students. According to the National Domestic Violence Hotline, 43% of college women reported experiencing physical, verbal, digital, and sexual abuse in a dating setting.

The impacts of domestic violence and abuse extend beyond the immediate harm inflicted on the victims. Research has demonstrated that domestic violence is often associated with mental health disorders such as depression and anxiety³. These associated disorders can, in turn, lead to other issues in victims' personal lives, including decreased work productivity, difficulties in forming and maintaining relationships, and more. Therefore, there exists a prevalent urgency for SafeChat SV to effectively reach individuals who need support and to enhance the usability of their platform.

¹Annual Data Reports. (n.d.). Safe Chat Silicon Valley. <https://safechatsv.org/annual-data-reports/>

² National Coalition Against Domestic Violence. (2021). *Statistics*. NCADV. <https://ncadv.org/statistics>

³ Malik, M., Munir, N., Ghani, M. U., & Ahmad, N. (2021). Domestic violence and its relationship with depression, anxiety and quality of life: A hidden dilemma of Pakistani women. *Pakistan Journal of Medical Sciences*, 37(1), 191–194. <https://doi.org/10.12669/pjms.37.1.2893>

C. Customer Needs and Problem Definition

The primary challenges SafeChat SV faces are twofold. First, their outreach is not effectively reaching the individuals who need their services the most. Second, their platform's usability and accessibility across various devices, primarily mobile, needs improvement. Our project aims to address these issues and enhance SafeChat SV's capabilities to support survivors effectively.

D. Critical Users

The critical users of SafeChatSV's platform are individuals experiencing domestic violence or intimate partner violence. These individuals often require immediate assistance, which makes it crucial for SafeChatSV to effectively reach and engage with their target audience.

II. Discussion

A. Project Specifications and Civic Engagement

After several discussions with the SafeChat SV team, our SCU team decided to pursue multiple areas that needed attention. SafeChat SV's primary concerns consisted of overarchingly creating more interaction between their target audience and their website. Before, their marketing efforts were merely creating traffic to their website but not engagement. Our SCU team concluded that SafeChat SV's efforts are attracting people interested in the topic of domestic violence support, but not necessarily people in need of the resources. Therefore, our team's plan decided to increase their outreach in four main ways: 1.) connecting SafeChat SV with SCU students through the university's website resources page, 2.) implementing mobilization of the SafeChat SV website, 3.) creating search engine optimization, and 4.) constructing an ad campaign



to target those in need of SafeChat SV's services. Overall, Our efforts aimed to expand SafeChat SV's visibility and accessibility within the community, thereby facilitating individuals who could benefit from the services but were previously unaware or unable to engage effectively.

B. SCU Cowell Center Resources Page

SafeChat SV expressed interest in creating more connections with the Santa Clara University community, so our team developed the idea to add their website link to the Cowell Center Resources page. The Cowell Center is SCU's health and wellness center for SCU, including awareness for mental illness, domestic abuse, and sexual violence. Under their resources page is a tab for 'Sexual Violence Survivor Support'.⁴ While SafeChat SV has done many shared projects with SCU, our team noticed that their page was not linked to this page. After a few days of conversation with the head of the Cowell Center, our team was able to add a description of SafeChat SV and link it to this page. A screenshot of the page's addition is shown below on the next page:

⁴ *Sexual Violence Survivor Support - Cowell Center - Santa Clara University.* (n.d.). [Www.scu.edu.
https://www.scu.edu/cowell/resources/sexual-violence-survivor-support/](http://www.scu.edu/cowell/resources/sexual-violence-survivor-support/)



Safechat

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](#)

Figure 1: Cowell Resource Page

C. Website Mobilation and Updates

We also focused on the mobile interface of SafeChat SV's website, making necessary changes to enhance its usability. Things like spacing, the size of certain elements, and how they interacted with the size of the viewport, were all adjusted in order for the experience on smaller displays to be much better. In addition, the persistent header at the top providing a button to quickly leave the website has been changed so that the button has been increased for easier usage

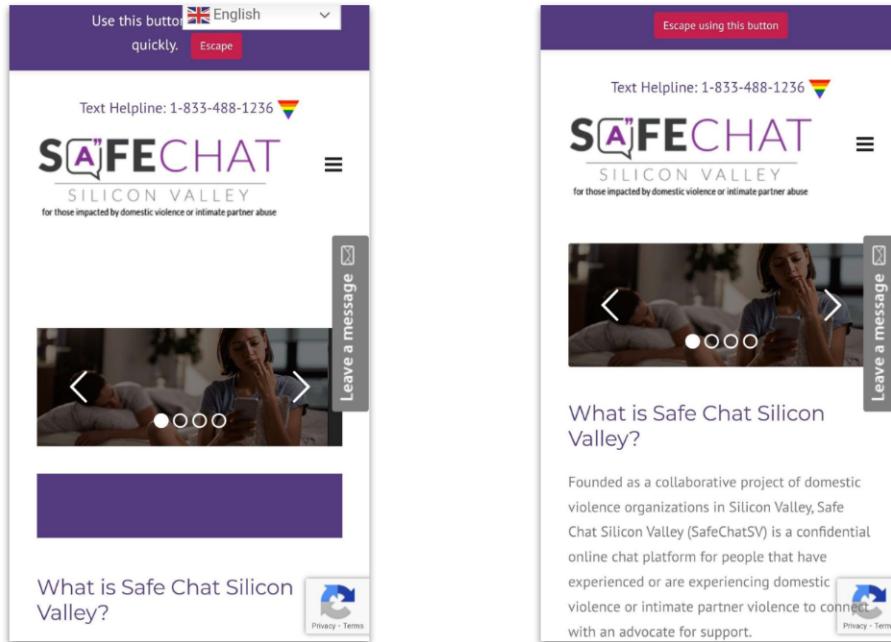


Figure 2: Mobile Compatibility

All the changes to the site were accomplished using CSS through the “Custom CSS” section in the WPBakery plugin. In order to target certain elements on the page, the class names were either found using the inspect element feature of the browser or set to a custom class through WPBakery. In addition to the code, comments were included so each section of code describes exactly what it affects.



Page Settings

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/* removes excess shadow slider */

```

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

Figure 3: Code and Comments

The finished webpages were tested in several ways. First, the screen size was shrunk through WPBakery as a quick way to check for visual inconsistencies while editing. After all glitches and unwanted behaviors were resolved, the screen size was then shrunk through the browser development tools to several different screen sizes, which yielded more problems to fix. The final check was to access the site on a mobile phone to confirm all the changes worked and the user experience was as expected.

D. Search Engine Optimization

One of the items the SafeChat group asked us to work on was Search Engine Optimization (SEO). SEO is the practice of improving a website's visibility and organic

rankings on search engine results pages. By improving this their user base will increase which will end up helping more people. To do this we used a software called Semrush. While only having access to a free version we were still able to get some results in relation to keywords and traffic. The software gave us insight into which keywords were leading users to the site from google searches. From here we were able to analyze the pages and determine what changes should be made to get more traffic to their site.

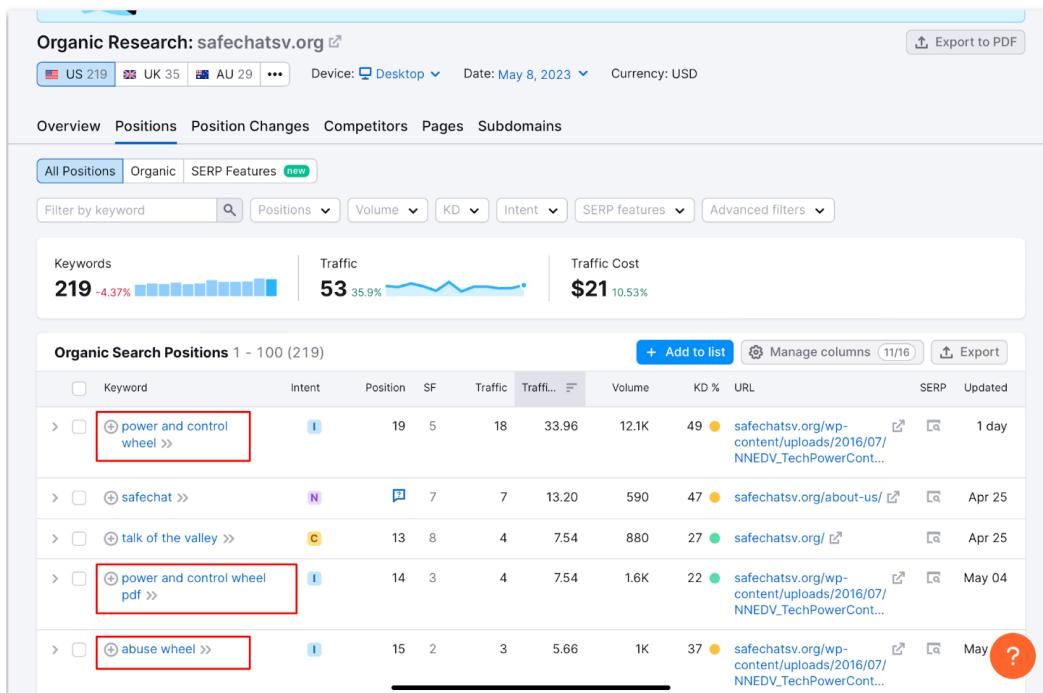


Figure 4: Semrush Results

E. Ad Campaign

The SCU team designed an ad campaign aimed to target those in need of resources in comparison to their past efforts with the goal of attracting traffic to their website. Our team created three main design campaigns to present to the SafeChat SV team: 1.) SafeChat SV Service Spotlights, 2.) Red Flag Messages, and 3.) Success Stories.



First, the Service Spotlights would provide general information to showcase all the resources - the chat service, text hotline, connection to resources - that SafeChat can offer to survivors. Next, the Red Flag Messages would bring awareness to unusual behaviors that could indicate unhealthy relationships. These types of advertisements will have readers contemplate their own relationships, bringing awareness to any signs of abuse and/or an unhealthy relationship. Then, these people that identified with the messages in these advertisements will likely visit the SafeChat SV link due to further curiosity and concerns about their relationships rather than the general ads attracting people just interested in SafeChat's cause. Last, our team created a design that displayed Success Stories that will incline survivors to seek out the SafeChat SV website as it displays a chance for change and triumph. However, due to SafeChat SV's commitment to confidentiality, the Success Stories campaign had many barriers and we never gained approval from SafeChat SV's managers to implement this ad campaign.

In addition to targeting survivors rather than the general public, our ad campaign consisted of translated ads in both Spanish and Vietnamese. This effort was aimed to attract more of the diverse Silicon Valley community, rather than just the English-speaking population. We provided these translations through online generators and received approval from multilingual employees at SafeChat SV.

Our SCU team designed 15 advertisements - 12 Red Flag and 3 Service Spotlights - with all being translated into Spanish and Vietnamese. These advertisements were made using the online platform Canva. Our team presented these advertisements to the SafeChat SV team to analyze and choose from. From the 15 ads, the team chose 5 ads, consisting of one Service Spotlights and 4 Red Flag posts with translations, to launch on both Facebook and Instagram. The remaining ads were provided to SafeChat SV for

future use after our semester together. The Service Spotlight and 1 English Red Flag advertisement with its Spanish translation can be seen below - with the remainder (including translations) provided in the appendices:



Figure 5: Service Spotlight Ad



Figure 5A: Red Flags Ad #1 in English and Spanish

III. Results and Analysis

A. Feedback on Website Mobilization

From an ease of use standpoint, the website builder plugin and the theme are horribly outdated. Switching to a different plugin like Elementor and remaking the site would make maintenance and mobile implementation much easier. In addition to that,



a slight redesign of the site would be good so that there aren't multiple shades of purple that clash with each other.

B. SEO Findings

Based on the data obtained from Semrush we were able to identify that out of the top five keywords the main traffic getter was from a power and control wheel document. This gave helpful information for people who are experiencing an abusive relationship. The issue with this document was that it was an external pdf and had no links to the main SafeChat website. So while users could get helpful information that was the end of the road. To improve this we created a mockup of a page with the same information but as a subset of the overall website. This way users will be able to get the information they need but stay on the site for longer and use the other features they have to offer.

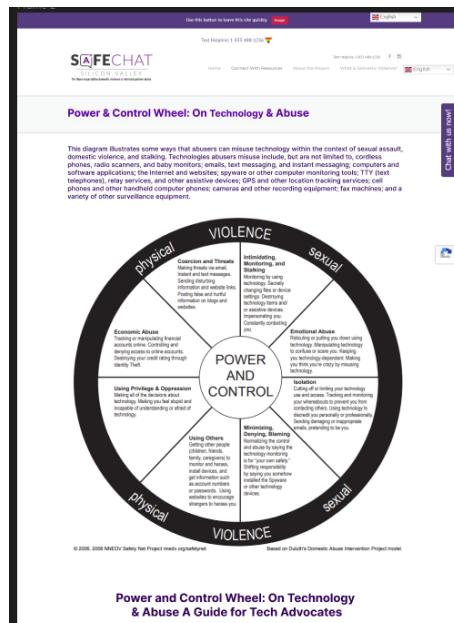


Figure 6: New Page Mockup

C. Ad Campaign Results

Our campaign was not able to launch until the end of week nine, so our team was only able to obtain results from over a small window of time. Nonetheless, the launch proved to be successful.

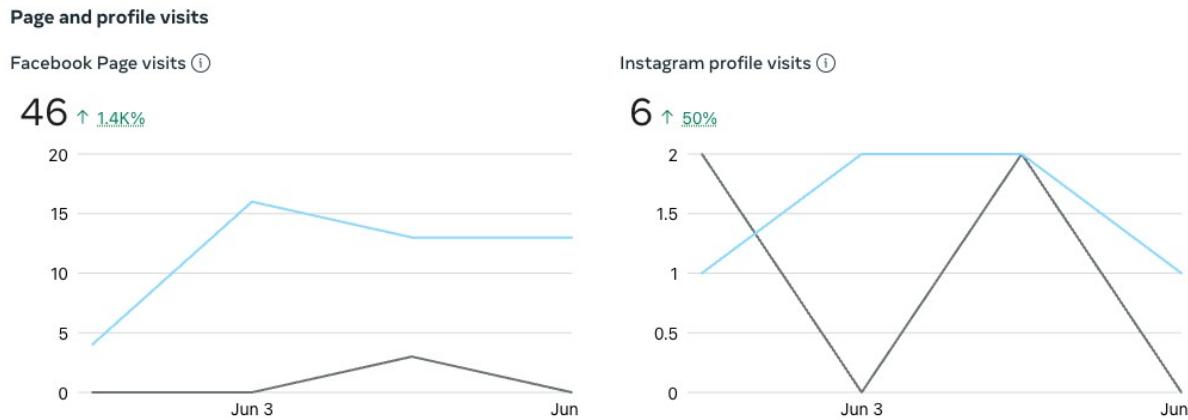


Figure 7

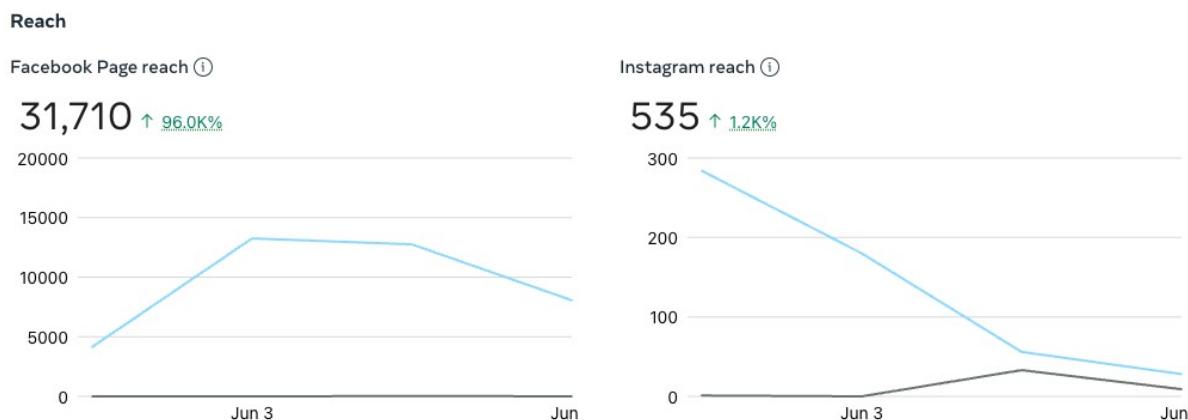


Figure 8

Figure 5 and Figure 6 display the comparison of the ad campaign's drive of social media and website traffic (demonstrated by the blue line) in comparison to without the campaign (represented by the gray line). Figure 5 shows that both the Facebook and Instagram pages had an increase of visitation with the ad campaign launch. Additionally, Figure 6 demonstrates that the ad campaign increased SafeChat's SV's outreach on both Instagram and Facebook. These numbers are extremely promising for SafeChat SV.

D. Budget Analysis

In executing our project for SafeChat SV, we conscientiously utilized the allocated budget of \$500, primarily focusing on digital marketing and web interface enhancements. These initiatives mainly required substantial time and expertise, demonstrating an efficient use of resources beyond merely financial expenditures.

We prudently distributed these funds across 5-6 tailored ad campaigns, spending approximately \$83-\$100 per ad. This strategic decision allowed us to maximize the reach of each ad while keeping within the established budgetary limits.

Looking ahead, for similar initiatives, it's worth considering a dedicated budget for continual ad campaigns and professional website maintenance. These investments will help ensure the platform's sustained growth and visibility to a broader audience.

E. Constraints and Obstacles

A general obstacle to our project was the lack of timely communication from the SafeChatSV team. There were many instances where approval was needed for our team to continue, but the lack of feedback or confirmation from SafeChatSV meant a lot of



waiting. In addition, several of the SafeChatSV transitioned to other roles, leaving no main contact. In our first meeting with the SafeChat SV team, we were introduced to three team members that we were to report to: Cindi Hunter, Ianna Zhu, and Allison (Alli) Le. Originally, Ianna was the main member involved in the SCU's team project; however, around the third week she emailed us that she was going on vacation until the end of week nine. Because of the belated communication, our team lost time on informing the new head, Alli, on everything we had worked on and what our future plans were. Additionally, Cindi also left her position at SafeChat SV around week eight of the semester. SafeChat SV did not inform our SCU team, leaving some issues to arise while we were emailing her, trying to reach her for clarification and approval of our “Survivor’s Testimony” ad campaign. In the end, we were unable to gain approval thus incapable of continuing with the campaign. Lastly, it also began hard to reach Alli during the later part of the semester due to her moving from a full time position to a part time position. Our SCU team had to learn to be over communicative in order to get her attention as she was not checking emails as regularly. Therefore, we lost valuable time due to lack of communication.

In editing the site to create mobile-friendly web pages, there were several obstacles and constraints. The biggest obstacle was WordPress, which is what the site was created and hosted with. While the website allows for easy tinkering through drag and drop editing and visualization, many advanced customizations, like changing the header or menu, are unavailable due to limited access to the code. The core languages that make up a site, HTML and JavaScript, were unable to be edited or added, leaving only CSS which can only change appearances. In addition to the limitations of WordPress, the SafeChatSV website utilized the free tier WPBakery, an outdated



website builder plugin, as well as a theme incompatible with modern and more powerful website plugins. The result was bugs such as items erasing themselves and limited tools that were insufficient in designing a site for mobile use.

F. Recommendations For the Future of SafeChat SV

1. Broadening Outreach: To improve its outreach, SafeChat SV can consider forming partnerships with other local educational institutions like San Jose State University, where a large population of potential service users exists. Implementing awareness campaigns in these institutions could enhance the organization's visibility among students who might be in need of their services.
2. Improved SEO Practices: Our team made significant strides in understanding and implementing SEO for the SafeChat SV website. It is crucial for SafeChat SV to continue refining its SEO strategy, optimizing for relevant keywords, and updating its website content to improve its search engine rankings. This will ensure more organic traffic, thereby increasing the platform's visibility.
3. Website Improvements: It would be beneficial for SafeChat SV to invest in modernizing its website infrastructure. The current use of the free tier WPBakery and an outdated theme has caused some challenges in creating a mobile-friendly website. Using a more modern, mobile-friendly theme or switching to a more robust website builder could enhance the overall user experience, especially for those who primarily use mobile devices.
4. Continued Ad Campaign: The ad campaigns designed by our team have demonstrated promise in driving traffic to the SafeChat SV platform. We recommend that SafeChat SV continues to use the remaining ads we have created in a phased manner to maintain the increased visibility. The



organization could also consider periodic creation of new ads to keep the content fresh and engaging.

G. Recommendations for the Next SCU Team

1. Reach Out to SJS: The next SCU team could focus on bringing awareness about SafeChat SV to the San Jose State University campus. This would involve establishing connections with school administrators, organizing awareness campaigns, and effectively communicating the importance of SafeChat SV's resources for their students.
2. Drive SEO Efforts: Continued SEO efforts should be a priority. The new team could work on optimizing website content for SEO, tracking keyword performance, and refining SEO strategies based on performance.
3. Execute Website Upgrades: The SCU team should also focus on enhancing the website's interface, navigation, and overall user experience. This could involve researching and selecting a more modern theme or website builder, and migrating the current website content to the new platform.
4. Monitor and Refine Ad Campaign: It will be important for the next team to monitor the performance of the ongoing ad campaigns and adjust them as necessary. They could also brainstorm and create new ads to ensure the campaign content remains engaging and effective.

IV. Conclusion

Reflecting on the project, it is clear that our collaboration with SafeChat SV has been both an enriching and illuminating experience. We initially approached the project with a shared goal: to enhance the visibility and usability of SafeChat SV's



platform, and ultimately, to provide an effective and safe digital haven for survivors of domestic violence.

To improve accessibility for a wider audience, one of our key accomplishments was to enhance SafeChat SV's website's mobile interface. We managed to make necessary modifications using CSS via the WPBakery plugin. Through careful attention to detail, rigorous testing, and constant iteration, we ensured that the updated web pages worked seamlessly across different screen sizes and provided a smooth user experience. Moreover, we ensured that future teams or contributors could easily understand and maintain our code by including descriptive comments for each section. The final result was a more mobile-friendly interface that can significantly impact the user experience for survivors seeking resources and support.

However, looking back, there are certainly aspects of the project that we could have approached differently. For instance, more in-depth audience research at the beginning of the project could have allowed us to target our ads more effectively, possibly leading to an increased engagement with individuals who genuinely needed the support SafeChat SV offers.

As we conclude our time with SafeChat SV, we leave the team with a few recommendations. Firstly, continue investing in targeted marketing campaigns, especially those that prioritize reaching survivors directly. Secondly, consider ongoing website updates to maintain usability and accessibility as technology and user behaviors evolve. Lastly, it may be beneficial to pursue partnerships with local colleges, schools, and other community organizations to expand outreach.



Our hope is that these recommendations will contribute to SafeChat SV's enduring mission of providing accessible and safe resources for domestic violence survivors. We believe our concerted efforts in this project have not only positively impacted SafeChat SV's reach but have also shed light on the broader societal issue of domestic violence.

Through the process, we've come to appreciate the critical role of public organizations like SafeChat SV in addressing these societal issues. This project has shown us the gaps that exist in policy and public action, and the crucial function that organizations like SafeChat SV serve in filling these gaps. As a result, we are more committed than ever to applying our skills and knowledge in service of such essential causes.



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<https://www.scu.edu/cowell/resources/sexual-violence-survivor-support/>



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nfidentiality-Chart-7-20.pdf](http://freedomnetworkusa.org/app/uploads/2016/10/Legal-Momentum-State-Confidentiality-Chart-7-20.pdf)



Appendices

A horizontal navigation bar from the Santa Clara University website. It includes the SCU logo, the URL "SCU.EDU", links for "COWELL HEALTH PORTAL", "OFFICES & SERVICES", "SCHOOLS & CENTERS", and a search icon.

Safechat



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](#)

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

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

Figure 1: Cowell Resource Page

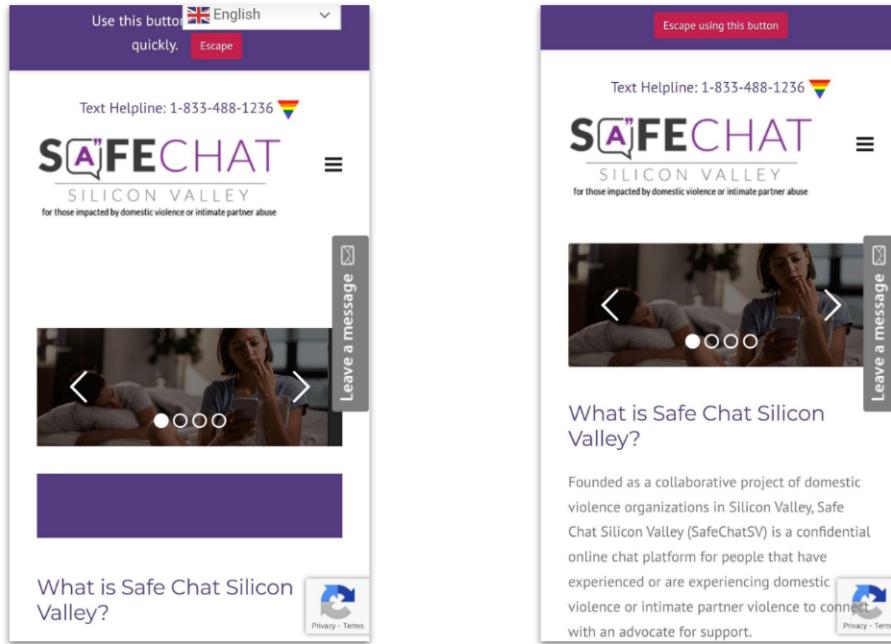


Figure 2: Mobile Compatibility



Page Settings

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/* removes excess shadow children */
43
```

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

Figure 3: Code and Comments

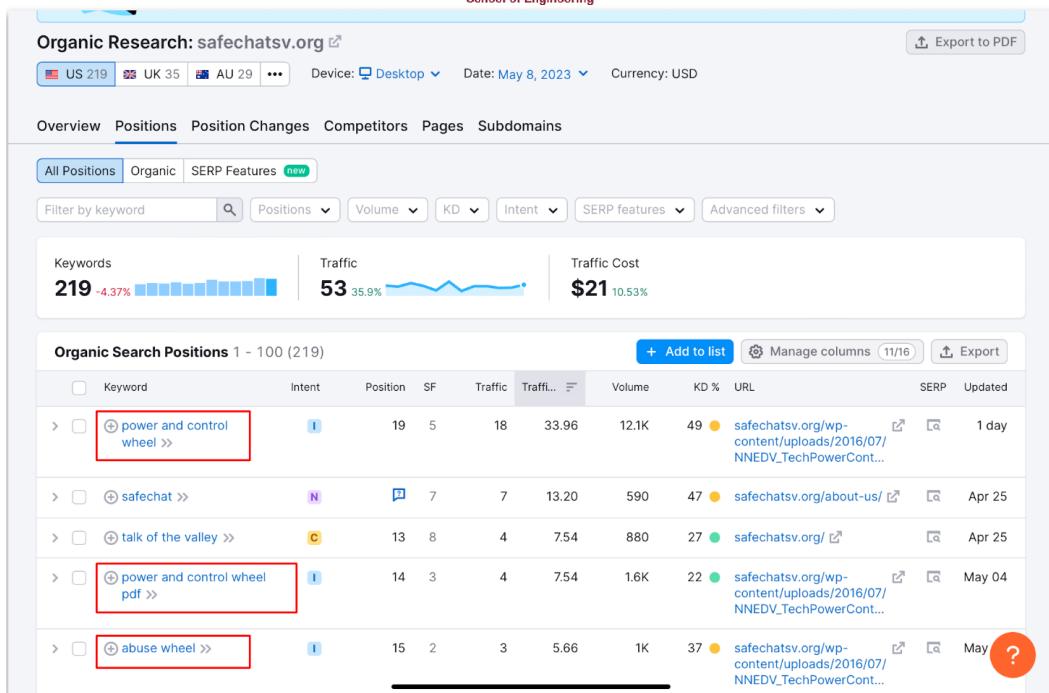


Figure 4: Semrush Results



Figure 5: Service Spotlight Ad



Figure 5A: Red Flags Ad #1 in English and Spanish



Figure 5B: Red Flags Ad #1 in Vietnamese



Figure 5C: Red Flags AD #2 in English, Spanish, and Vietnamese



Figure 5D: Red Flags AD #3 in English, Spanish, and Vietnamese



Figure 5E: Red Flags AD #4 in English, Spanish, and Vietnamese

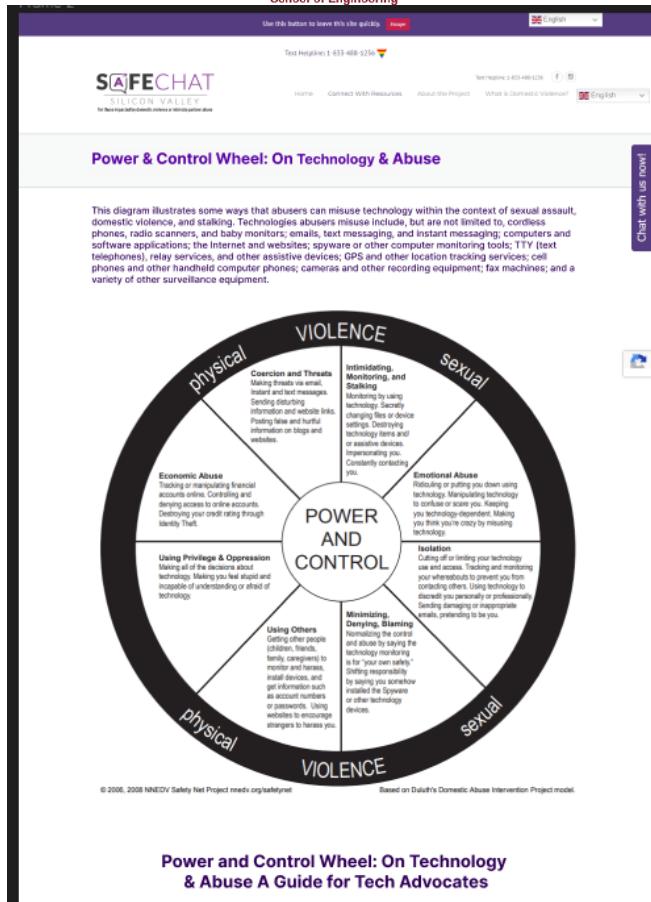
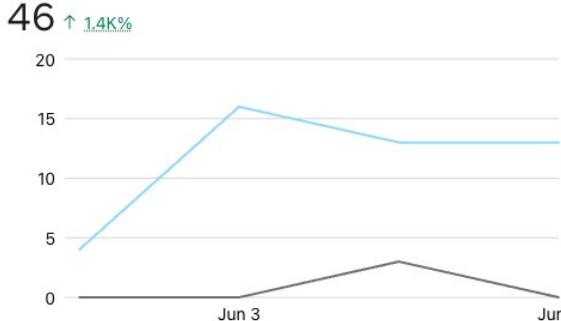


Figure 6: New Page Mockup

Page and profile visits

Facebook Page visits ⓘ



Instagram profile visits ⓘ

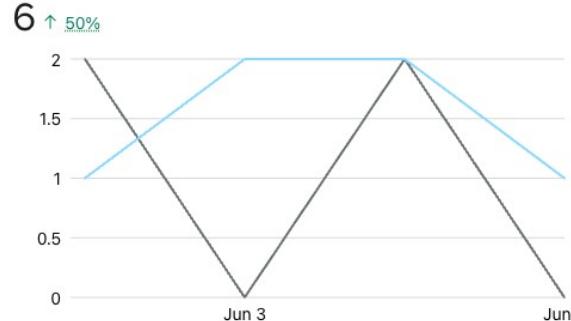


Figure 7: Ad Campaign Results #1

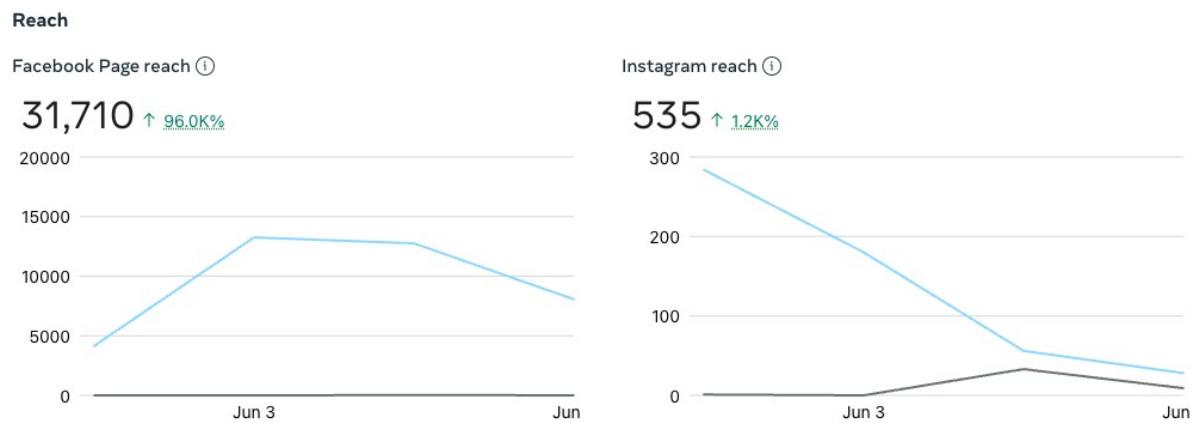


Figure 8: Ad Campaign Results #2