

\*Interviewer had camera off due to malfunction

11:34 Start

What are the most important problems or things we wanna focus on?

- Site to be working properly
- More people coming to the site
- Implement mobile wireframe

Open to suggestions to website suggestions?

- Open to hearing suggestions and small fixes
- James's Suggestion: increase size of escape button

What budget for marketing campaign?

- Small grant
- Need experience/help marketing
- Set aside budget for google ads

Is marketing as important as fixing site?

- Need input of Alli
- Not getting as many numbers as predicted
- Priority search engine optimization
- Maybe can divide and conquer

What numbers site reach?

- 10 people a month chat
- Can share analytical data
- Lots of people come to site but doesn't translate to chats
- Need robust website to get people to use
- Need staffing to match traffic

Have media from previous ad campaigns?

- Yes (fb and insta), can share with us.
- Only had images
- Experimenting with professional video
- Past demographic for Santa Clara County residents and surrounding area
- Measured traffic and post engagement

How far along is the mobile wireframe?

- Still have wireframes, designs complete.

Code setup, but dunno how to put into wordpress

Is site code only on Wordpress or also Github?

Only on wordpress

Website consultant help implement other solutions

Can setup meeting

Any demographics to target?

Could target SCU community

Don't need to target gender

Don't really have a demographic to target

Marianne suggestion: campaign for other language

Campaign in different languages good idea

Infrastructure to have chats and calls in other languages?

Advocates chat in viet, chinese, spanish, hindi

Can refer people to hotline with interpretation services

Marketing focus, but small site fixing, how to gain access to work on site?

Can give access to change through wordpress

Santa Clara has sexual violence support page, want to be included on that page?

Yes, but need to specify safechatsv isn't for sexual assault but domestic violence.

Talked about broadening scope to ppl being sexually assaulted, trafficked, etc. (but not relevant, future goal)

What would be the best way to communicate with them.

Email is the preferred method.

Also have weekly/biweekly meetings on zoom if needed.

Last second suggestion:

When you hit the Escape button it takes you to google but you can hit the back button and it goes back to safechatsv.org

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- Want more people coming to site
  - Making a mobile version -> main focus point
  - Escape button is relatively small -> change button to fit width of the screen
  - Have a small grant for consulting and/or ads

- They are bad marketing, giant learning curve to facebook, google, instagram
- Have not had the numbers they thought they would have
  - Thought people would be drawn to the texting, but numbers are not pulling through
  - Numbers coming to website does not translate to chat
  - Analyzed what time of hours people were coming
    - Do have the media they previously used, and can add us to fbmeta (thinks - needs to check with manager)
    - Can send us results over previous ad campaigns
- Preference towards ad campaign or technical website?
  - Have a grant so would like to focus on marketing
  - Search engine optimization
    - GOOGLE AD WITH KEY SEARCH WORDS
    - Primarily use facebook and instagram, but with grant set aside budget with google ads
    - Can do a google consultant meeting
- Specific demographic?
  - If want to make relevant to college community, we can
    - Scu community? We can do it if we want - not targeting a certain gender would be best because it can affect everyone
    - Think want to as wide as possible
    - Multilingual / cultural ? Campaigns in other languages ?
      - Advocates on staff who can chat in vietn, Chinese, Spanish, and \_\_\_\_ -> can transfer if have time, if cant chat in language being requested, are referred to hotline, have own language interpretation services
      - Required to support anyone, any language, any culture , nondiscrimination act
- Getting on to scu page -> differentiate from sexual assault page
  - More domestic violence page then sexual assault page
  - If someone reaches out, they will provide resources
    - If chatting/texting is best way, referrals are great
- Had talked internally about broadening out to people to more topics
  - With that increase of getting help, more people would be drawn to support
  - Future planning