|  |  |  |
| --- | --- | --- |
| **FAP Outreach Project Online/Social Media Implementation Checklist**  **Observer Name**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Observation Date**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Installation Name/ID**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Service Branch**:  Army  Navy  Air Force  Marine Corps  **Campaign for Observation**:  Domestic Violence Awareness  Child Abuse Prevention  \*Please note: This checklist will need to be filled out for each website or social media post observed. Accessibility and translation for different languages will be an important consideration. | | |
| **WEBSITES** | | |
| **Item** | **Response** | **Notes** |
| 1. Did the installation have any campaign information or materials on their website? | * Yes * No [If “No”, skip to item 2] |  |
| a. Where did you observe the campaign materials or information? | * Home page * FAP-specific page * Events page * Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| b. Describe the ease of finding/accessing the information (i.e., was the information easy to find or did you have to dig for it on the website?). |  |  |
| c. Describe the campaign content on the website (i.e., was the information easy to see, eye-catching, large, etc.?). |  | |
| d. Take a screenshot of the campaign messages. |  | |
| **SOCIAL MEDIA** | | |
| **Item** | **Response** | **Notes** |
| 1. Did the installation have any campaign information or materials on social media? | * Yes * No [If “No”, skip this section] |  |
| a. Where did you observe the campaign materials or information? | * Facebook * Twitter * Instagram * Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| b. Please describe the campaign materials or information. | Description of content:  Number of likes, views, or comments (if applicable): | |
| c. Take screenshots of each social media post. |  | |