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| **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. |  |