

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?	<ul style="list-style-type: none">• 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

2. 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.