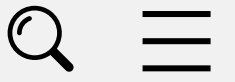


Family Abuse Center

PORTFOLIO PRESENTATION



Content

TESTIMONIAL

ABOUT

SWOT ANALYSIS

BASELINE ANALYSIS

MEDIA

FINAL ANALYSIS

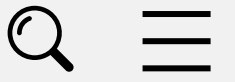


Testimonial



Working at the Family Abuse Center gave me a new perspective on my approach to public relations. The FAC is unlike anywhere I have worked before due to the nature of it being a domestic violence shelter. People come to the shelter to seek refuge from their abusers. Spreading that message to people that may need our help, and to those that can help us keep moving towards our mission of eliminating domestic violence in Central Texas.





LOVE SHOULDN'T HURT



Mission Statement

We exist to eliminate domestic violence in Central Texas by sheltering victims of domestic violence and by preventing abuse from occurring through intervention and education."

S

STRENGTHS

- Increasing audience size across all platforms.
- Cohesive branding for graphics and posts.

W

WEAKNESSES

- Limited with what photos we can post, so more focused on graphics that don't perform as well.
- Have not had a strong social media presence for long.

O

OPPORTUNITIES

- Volunteers and staff can be involved in our content.
- While FAC is local, there are international organizations we can engage with.

T

THREATS

- We must have caution in the things we post due to confidentiality.
- Establishing and maintaining shelter recognition for community members.



Baseline Social Media Audit

Objective:

With the Family Abuse Center, there is no product to sell. As a non-profit, the goal is to spread awareness and education to the community. Through different needs of the center and fundraiser events during the year, we can use our social media platforms to reach out to people who may not be experiencing domestic violence, but have the time or resources to help those who are.

Areas to Grow:

Finding content to post can be difficult. We need to be cautious about any posts that may reveal information about the location of the FAC or people who are staying there at the time. Focusing on ways to showcase our mission and information without saying too much is a tough line to walk.

Target Audience



One in four women will experience domestic violence



One in 13 men will experience domestic violence



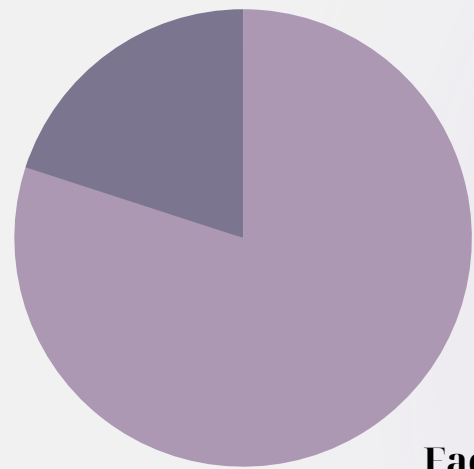
Three women die every day in America from domestic violence

Statistics found at <https://www.familyabusecenter.org/day-of-remembrance/>



Baseline Social Media Audit

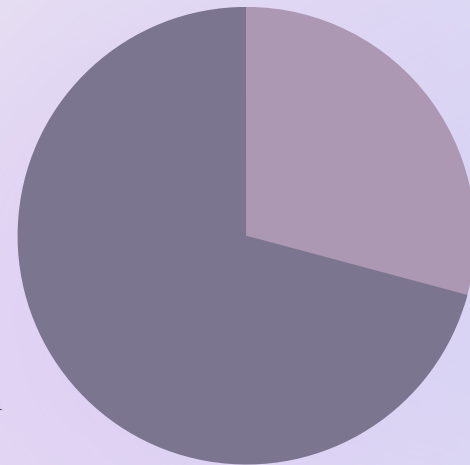
Instagram
934



Facebook
3736

Follower count

Facebook
7



Instagram
17

Like count (Average of last 30 posts)

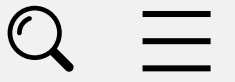


This already posted graphic promotes engagement because:

it asks the Waco community to get more involved with the WEAC in person.

users can repost it with their personal story and experiences.

members of the Lady Bears would want to repost and showcase their service.



Twitter

Family Abuse Center @Waco... · 10/17/22 ...
 A huge thank you to everyone that came to Dancing with the Waco Stars! Here are some photos from the event and the performances 🎭👯 photos.app.goo.gl/R7w9MF1ttKeLZw...



Family Abuse Center @Wa... · 10/20/22 ...
 Today is 💜 #GoPurpleDay 💜! Wear purple to honor victims and support survivors of domestic violence. #DVAM2022

Family Abuse Center @Waco... · 11/8/22 ...
 Waco Transit is offering free rides for riders that show their registration card or "I Voted" sticker to get to the polls! If you're registered, go out and make your voice heard 💜



ELECTION DAY!

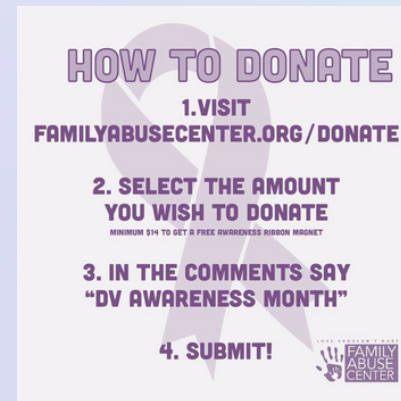
VOTE VOTE VOTE



Instagram

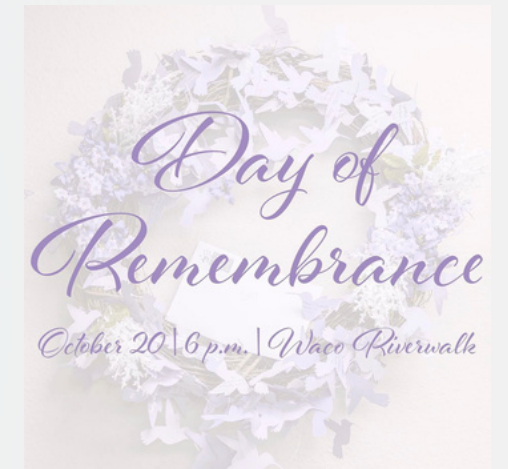


familyabusecenter This month, our staff and volunteers are working to spread awareness about domestic violence, along with the resources Family Abuse Center offers. Join us this October in our mission to eliminate domestic violence in Central Texas.
[#loveshouldnthurt](#)



familyabusecenter October is Domestic Violence Awareness Month. Our goal at the Family Abuse Center is to get the community more involved in our goals and operations, and one way to do that is through donations. One in four people will experience domestic violence in their lifetimes.

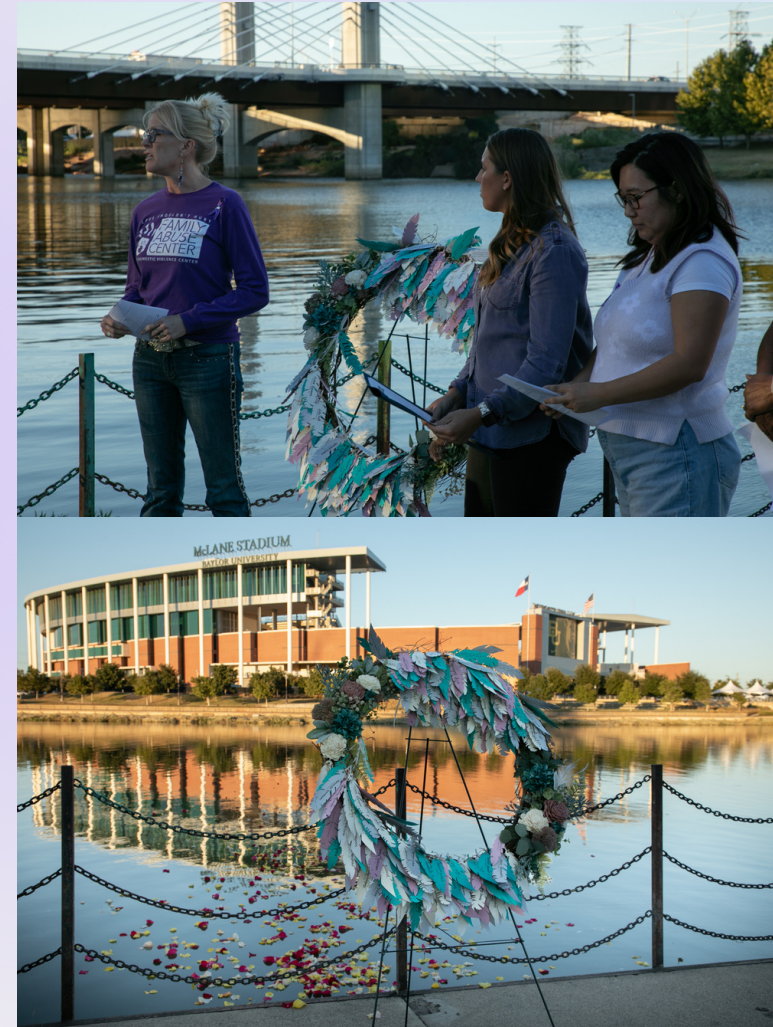
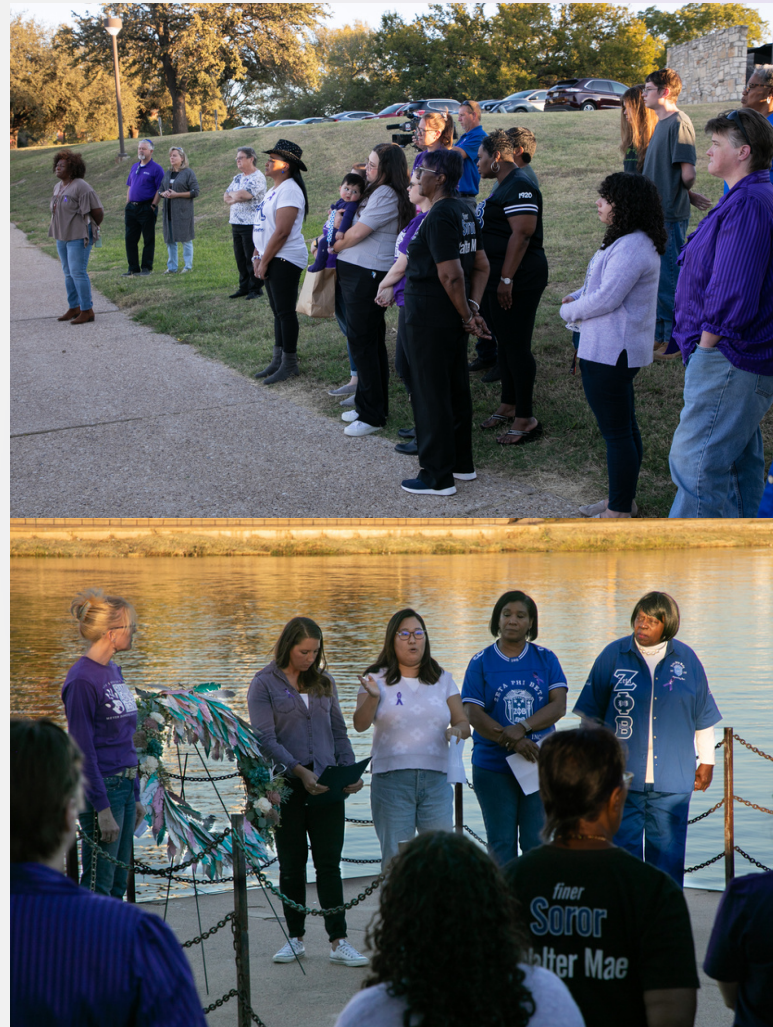
All of our donors who contribute \$14 or more will receive a purple, magnetic awareness ribbon with the Family Abuse Center logo and hotline phone number on them. Our mission is to eliminate domestic violence through prevention and education, and we need your help. Visit the link in our bio and put "DV Awareness Month" in the comments to join us this DVAM.



familyabusecenter Join us this Thursday as we host our annual Day of Remembrance ceremony to honor those who lost their lives due to domestic violence in 2021. 💜 We'll be gathering on the Waco Riverwalk by the Texas Ranger Museum.
[#loveshouldnthurt](#)



Day of Remembrance





Dancing with the Waco Stars





Around the Shelter

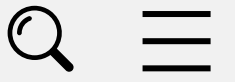




Magnets

To help raise money leading into and during October, we printed magnetic awareness ribbons and giving them to donors for every donation of \$14 or more, representative of the statistic that one in four people will experience domestic violence in their lifetime. We also placed magnets on the back of Waco Police Department cars.





LOVE SHOULDN'T HURT
1-800-283-8401



OCTOBER 2022

DOMESTIC VIOLENCE AWARENESS MONTH

ONE IN FOUR PEOPLE WILL EXPERIENCE
DOMESTIC VIOLENCE IN THEIR LIFETIME.

OCTOBER IS DOMESTIC VIOLENCE AWARENESS
MONTH, AND FOR US TO CONTINUE OUR
MISSION OF ELIMINATING DOMESTIC VIOLENCE,
WE NEED YOUR HELP.

FOR EVERY DONATION OF \$14 OR MORE, YOU
WILL RECEIVE A FREE MAGNETIC RIBBON TO
SPREAD AWARENESS OF DOMESTIC VIOLENCE.

SCAN THE QR CODE AND PUT "DV AWARENESS
MONTH" IN THE COMMENTS TO HELP US MAKE A
DIFFERENCE.





Informational Videos



[ABOUT FAC](#)

KATY MAE TURNER



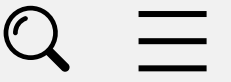
[DAY OF REMEMBRANCE](#)

15 / 17



[ONE IN FOUR](#)

JOU 4368 | FALL 2022



Final Social Media Audit



Follower count



Average likes

(Over last 30 posts)



September 7, 2022



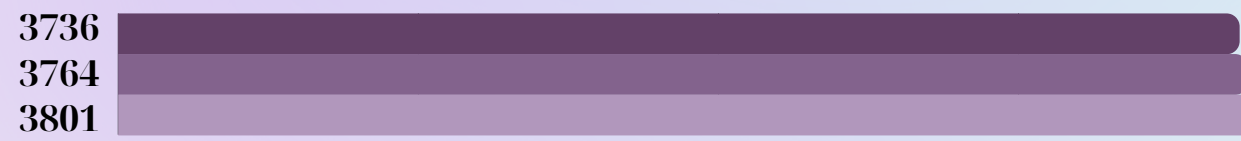
October 12, 2022



November 16, 2022



Follower count



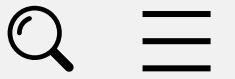
Average likes

(Over last 30 posts)



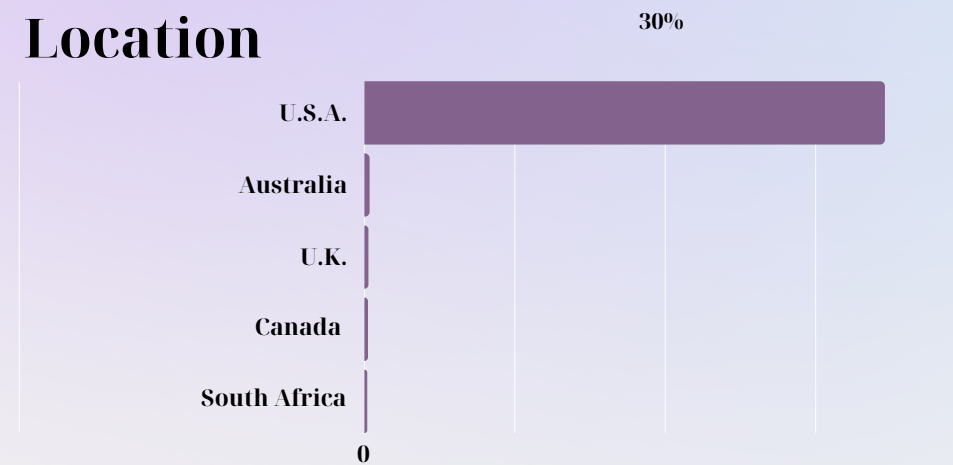
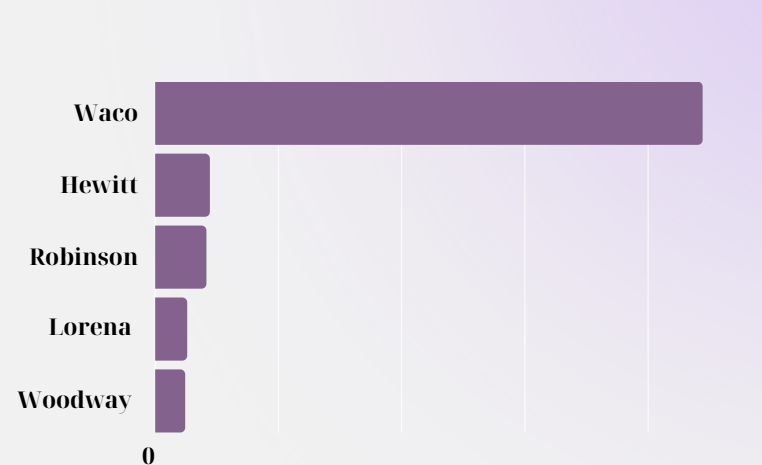
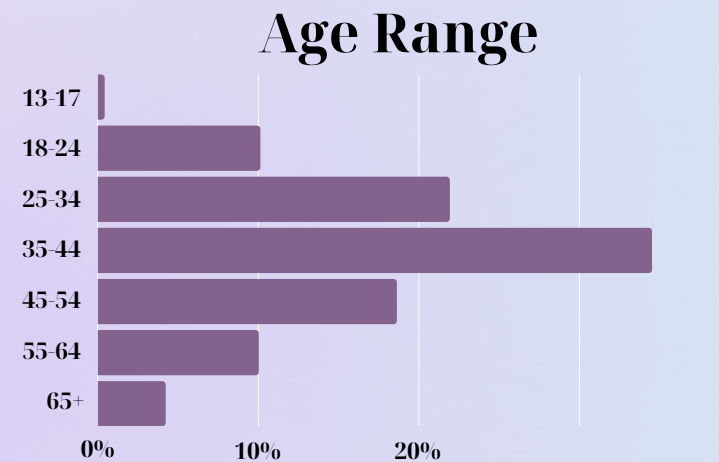
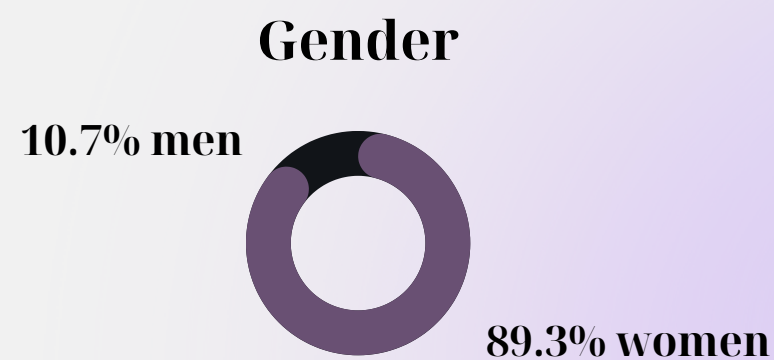
Follower count





Final Social Media Audit

Target Audience



Takeaways

- Our audience is primarily women in the counties we serve.
- Since we can't post client or location information, posts about staff members perform best.
- People like being involved in the things we're doing through our volunteers and open staff positions.
- Photos perform better than illustrations and graphics.