



The National Office for the Prevention of Domestic, Sexual and Gender-based Violence  
An Oifig Náisiúnta um Fhoréigean Baile, Gnéasach agus Inscnebhunaithe a Chosc

**Guidance on Approaches to Promoting and Developing an  
Understanding of Domestic,  
Sexual and Gender-based Violence**

**2015**

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## **1. Introduction**

This document aims to provide guidance to organisations on approaches to raising awareness of domestic, sexual or gender-based violence. It is prepared in accordance with the Guiding Principles for Public Awareness Raising Relating to Domestic, Sexual and Gender-based Violence<sup>1</sup> and contributes to the National Strategy on Domestic, Sexual and Gender-based Violence 2010-2014<sup>2</sup>.

This guidance has been informed by the work and recommendations of the Public Awareness Subcommittee (PASC) as agreed by the National Steering Committee for Violence Against Women (NSCVAW). It has been developed taking full account of considerable input received from PASC which includes co-opted members who are representative of groups which are the target audiences identified in Cosc's Information Plan under the National Strategy.

It presents strategies for raising awareness among the general population, including victims and professionals, and three specific population groups, namely people with disabilities, members of the Traveller Community, and members of migrant communities. It also includes strategies for confronting offending behaviour. A summary of research into societal attitudes to domestic, sexual or gender-based violence is also included.

In general, the guidance has been prepared for smaller organisations who have neither resources nor budget to mount large awareness raising activities or advertising campaigns. A key message is that some strategies, even with the smallest budget and the shortest amount of time available, can be very effective.

Traditional marketing techniques which can be adapted for raising awareness of domestic, sexual or gender-based violence are included in Appendix 1 and Appendix 2 outlines good practice guidance on accessible communication.

## **2. Approaches to raising awareness**

In determining messaging for any population group, a campaign that seeks to raise awareness and promote social change needs to consider the attitudes and/or information gaps that it aims to target. In particular, it is important that campaigns are informed by an understanding of any prevailing attitudes and beliefs which justify, excuse, minimise, or hide domestic, sexual and gender-based violence. The research summarised in section 4 provides a useful starting point.

Resources permitting, it would be beneficial for any major campaigns to be conducted and messages developed on the basis of baseline attitudinal studies that take into account the prevailing attitudes. Follow-on attitudinal studies, if resources permit, would have the benefit of evaluating campaign effectiveness when repeated over time.

It would also be beneficial, in seeking to target specific groups, to identify data and research carried out that offers insights into the particular issues for different groups and how best to reach them. Contacting the representative organisations and statutory bodies for people with disabilities, the Traveller Community and Migrant Community would be advisable for advice on the key issues for these groups, how they might be best reached and what data and research exists that could inform awareness raising activities.

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<sup>1</sup> Cosc (2011) Guiding Principles for Public Awareness Raising Relating to Domestic, Sexual and Gender-based Violence<sup>1</sup>. Available at [www.cosc.ie](http://www.cosc.ie)

<sup>2</sup> Cosc (2010) National Strategy on Domestic, Sexual and Gender-based Violence 2010-2014. Available at [www.cosc.ie](http://www.cosc.ie)

### 3. Guiding Principles for Public Awareness Raising Relating to Domestic, Sexual and Gender-based Violence

Settling the context for the development of this document is the material on Guiding Principles for conducting Public Awareness Raising Related to Domestic, Sexual and Gender-based Violence. These principles were agreed by National Steering Committee on Violence Against Women based on work and recommendations from Public Awareness Sub-Committee. They aim to encourage a shift from a focus of public awareness on the victim to an inclusion of a focus on the perpetrator and bystander while also ensuring that information on support services is available to victims/survivors<sup>3</sup>. These guidelines emphasise the importance that messaging does not increase the risk of perpetration and victim blaming.

#### Extracts from Guiding Principles for Public Awareness Raising Relating to Domestic, Sexual and Gender-based Violence

The National Strategy on Domestic, Sexual and Gender-based Violence 2010 - 2014 divides prevention into two categories as follows;

<b>Primary Prevention</b>	Reducing the incidence of domestic, sexual and gender-based violence by changing the societal norms, practices and behaviours that support these oppressions.
<b>Secondary Prevention</b>	Ensuring society responds appropriately to these crimes by holding perpetrators to account. Preventing secondary trauma to survivors by addressing issues of victim blaming, silence, minimisation, denial and ineffective responses.

#### ***Primary Prevention:***

In order to instigate real and profound social change there needs to be recognition that all individuals belong to communities, societies and cultures where beliefs, attitudes and standards are shared and prescribed. Therefore, primary prevention messages relating to domestic, sexual and gender-based violence should be informed by the societal context, structures and myths which perpetuate, enable and support such violence.

Irish responses to such crimes are often victim-focused. Irish culture is less often focused on holding perpetrators to account for their decisions and actions. Responses therefore remain focused on the individual, largely the victim's, behaviour and actions. This can therefore reinforce a victim blaming culture where perpetrators are not held to account.

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<sup>3</sup> The terms 'victim' and 'survivor' are used interchangeably throughout the document.

### **Guiding Principles when Communicating with the General Public**

- a) Name domestic, sexual and gender-based violence appropriately
- b) Focus on perpetrator behaviour, choices and actions and their accountability, e.g. "Be Safe" Campaign
- c) Promote a culture of responsibility
- d) Challenge minimisation and denial
- e) Promote respectful human interactions where negotiations are active and positive (as opposed to passive and assumed)
- f) Promote equality
- g) Support and empower survivors
- h) Emphasise domestic, sexual and gender-based violence as criminal behaviour

### **Addressing Risks of Victimhood**

Risk reduction messages aimed at victims and potential victims generally recognise the current prevalence of certain types of domestic, sexual and gender-based violence and attempt to educate vulnerable groups as to how they can avoid these risk factors. These messages may, for example, caution on where to go; how to travel; how and where to socialise. However, unless they are tailored to very specific circumstances, they may contain elements that are unfeasible or experienced as contradictory. Also it is vital that such targeted messaging to potential victims does not reinforce negative stereotypes and conditions that, at least in part, perpetuate that group's vulnerability.

#### **Target audiences for addressing risk of victimhood are:**

1. Those who promote attitudes and behaviour which enable abuse
2. The source of the causing/exploiting vulnerability, i.e. perpetrators
3. Those who have the power to mitigate and intervene in that vulnerability
4. The vulnerable themselves.

### ***Secondary Prevention:***

#### **1a. Guidance for meeting survivor needs**

All forms of domestic, sexual and gender-based violence, whether committed against adults or children, involve the abuse of power and control by the perpetrator and the experience of powerlessness by the victim. It follows that the returning of power and control to the survivor must inform responses. All public awareness raising messages aimed at survivors and their supporters should include direction to at least one appropriate service.

#### **When communicating with survivors through public awareness-raising activities, messages should**

- a) Address denial and minimisation
- b) Address isolation and any feelings of shame, guilt and self-blame
- c) Empower survivors with information, choices and service options

#### **1b. Guidance for improving service and societal responses to survivors**

To eliminate secondary trauma the type and quality of response of the State and its agencies (such as the Gardaí, Courts Service, A&E etc.) to a victim of domestic, sexual and gender-based violence is paramount in terms of holding perpetrators to account and vindicating victims. This response is primarily, but not exclusively, delivered through an appropriate, effective and adequately resourced criminal justice response to these crimes.

Society's response to victims through statutory and other agencies, individual professionals, private individuals and society as a whole can be addressed through training, policy and public awareness-raising.

### **Guiding Principles when Communicating with the Community at Large and Professionals**

#### **Guiding Principles when Communicating with the Community at Large and Professionals**

*Tackle denial and minimisation:*

- a) Impress the importance of survivors being believed.
- b) Promote accurate information about the true nature and extent of domestic, sexual and gender-based violence.
- c) Target training on the indicators/signs that someone may be suffering/have suffered domestic, sexual or gender-based violence.

*Tackle victim-blaming, guilt and shame:*

- a) Target training on best practice disclosure, or recognising violence, for example to GPs, mental health workers, teachers, etc. It is important that such an approach does not reinforce negative stereotypes of groups.
- b) Provide information on how to respond appropriately to a disclosure of violence.
- c) Provide information which facilitates making a good referral.
- d) Empower victims/survivors.
- e) Recognise that victims/survivors have a right to choose what happens next, who to tell etc.
- f) Provide information of domestic and sexual violence specialist or other appropriate services available.

Source: *Guiding Principles for Public Awareness Raising Relating to Domestic, Sexual and Gender-based Violence*<sup>4</sup>

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<sup>4</sup> Cosc (2011) Guiding Principles for Public Awareness Raising Relating to Domestic, Sexual and Gender-based Violence. Available at [www.cosc.ie](http://www.cosc.ie)

#### 4. Societal Attitudes to Domestic, Sexual and Gender-based Violence

Attitudinal research which has been carried out in Ireland to date has identified a number of prevailing attitudes, beliefs and/or “myths” in relation to domestic and sexual violence that have remained relatively consistent in Ireland over the period 1999 – 2008. (Eurobarometer, 1999; Watson and Parsons, 2005; Horgan et al, 2008). While no individual study has been repeated to give us a more in-depth longitudinal analysis, what is notable is that these studies consistently identified high levels of awareness about the prevalence of domestic and sexual violence in Ireland. *(See below for details of the most recent survey undertaken by the European Union Agency for Fundamental Rights (FRA) i.e. the largest ever violence against women survey across the EU.)*

Noteworthy is that each of the aforementioned studies have varied in the understanding of what **domestic violence** means. In particular, the most recent Irish-only attitudinal study on domestic violence (Horgan et al (2008) describes the challenges of capturing peoples understanding of domestic violence beyond once-off instances. This is particularly evident in Watson and Parsons (2005) where once-off rather than patterned violence was the respondents’ understanding of domestic violence. In this regard, there were low levels of awareness of emotional violence. In Horgan et al.’s study an overwhelming majority felt that all of the behaviours enquired about in the survey were, under all circumstances, multi-forms of domestic abuse. The shares for each respective form of abuse respondents reported as being domestic violence in descending order were: forcing a partner to have sexual intercourse (more than 97 per cent), punching a partner (more than 97 per cent), slapping a partner (87 per cent) and finally calling partner hurtful names (67 per cent). All the aforementioned studies have consistently found that the significant majority of respondents did not condone domestic and sexual violence; however, the levels of condemnation did not apply to the same extent in terms of respondents attitudes to psychological, emotional and economic abuse.

Horgan et al (2008) also found that there was an overall belief that domestic violence was very common in Ireland – 44 per cent of people said they knew somebody who personally had been a victim of domestic abuse. The same study found that there was considerable variation in people’s attitudes to what they would do if they were a witness to domestic violence. This study also found that there were significant differences in people’s likelihood to take action if they knew the victim as opposed to if the victim was a stranger to them. 94 per cent of respondents said they would help a friend, 65 per cent said they would help a stranger and 38 per cent said they would help a neighbour being subjected to domestic abuse. Similar to Watson and Parsons (2005), respondents were less likely to categorise emotional abuse as domestic violence.

As regards **sexual violence**, McGee et al. (2002) and Hanly (2009) both indicate victim-blaming attitudes amongst respondents in relation to victims of sexual violence. McGee et al found that estimates of the prevalence of adult sexual assault and most types of child sexual abuse by participants in the SAVI survey Sexual Abuse and Violence in Ireland Survey indicated that about half of those interviewed were quite inaccurate about the frequency of such events. Underestimation was more common, with a third underestimating the prevalence of rape among adult women and men.

On 5th of March, 2014, the **European Union Agency for Fundamental Rights (FRA)** launched the results of the largest ever **violence against women** survey in the EU. The main objective of the study was the production of reliable and comparable primary data on women’s experiences of violence, for the first time covering the entire EU. Using a standardised interview questionnaire, 42,000 women (approx. 1,500 per country) were asked about their experiences of physical, sexual and psychological violence, including incidents of intimate partner violence (‘domestic violence’) as well as the consequences of such violence, and their experience of services contacted. Survey respondents were also asked about their opinions, attitudes and awareness of such violence in their country of residence. Irish findings related to opinions, attitudes and awareness when compared to the EU average included the below:

- More women in Ireland **perceived the frequency of violence against women** to be "very common" when compared to the EU average (33% compared with 27%). Fifty per cent reported their perceived frequency of such violence to be "fairly common"; 9% reported it to be "not very common"; or "not at all common".
- Fewer women reported being **aware of laws and political initiatives to prevent domestic violence against women** (42% compared with 49%). However, 34% of Irish respondents reported that they were not aware of any such laws or political initiatives.
- Fewer women reported being **aware of laws and political initiatives to protect women in cases of domestic violence** (54% compared with 59%). However, 23% of Irish respondents reported that they were not aware of any such laws or political initiatives.
- About the same proportion of Irish women reported **having recently seen or heard campaigns against violence against women** (49% compared with 50%).
- Fewer women reported being **aware of institutions or services for victims of violence against women** (16% compared with 25%).
- A greater number of Irish women reported their **acceptability of doctors routinely asking women about violence** (94% compared with 87%).

## 5. List of Tables

The following tables contain guidance on communicating with the general population, including three specific groups named in the National Strategy: people with disabilities, the Traveller community and the migrant community. An important point is that awareness raising activities should aim to target and respond to the needs of the general population, which include specific groups, in all communications. For example, a well designed advertisement raising awareness about domestic, sexual and gender-based violence, should reach everyone. In some cases, however, it may be necessary to design a specific activity to target a group due to their particular circumstances (e.g. organising a raising awareness event for people with intellectual disabilities in residential services).

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Table A suggests a range of messages which can be used in awareness raising campaigns.

**TABLE A Messages for Awareness Raising**

<p><b>For the General Population</b></p>	<ul style="list-style-type: none"> <li>a) Describe examples of different types of abusive behaviour, including sexual, emotional and financial abuse as well as physical violence. Consider the use of stories or case studies to convey the message, but ensure that the victim’s safety and confidentiality is safeguarded.</li> <li>b) Emphasise that the victim is never to blame.</li> <li>c) Emphasise the fact that (while the perpetrator is the principal person responsible) the whole community has a role on this issue and that it is the responsibility of the whole community to respond appropriately.</li> <li>d) Highlight the fact that domestic and/or sexual violence could happen to anyone’s mother, brother, sister, uncle etc.</li> <li>e) Emphasise the fact that rape is perpetrated by the rapist and not because of the clothes the victim is wearing or because of their behaviour.</li> <li>f) Promote the fact that help is available to victims regardless of whether they want to take criminal proceedings. Address denial and minimisation, isolation and any feelings of shame, guilt and self-blame.</li> <li>g) Empower survivors with information, choices and service options</li> <li>h) Use robust and relevant statistics to reinforce messages. Underline the fact that statistics show that most rapes are perpetrated by someone known to the victim. (92% of people who had sexual violence perpetrated against them were sexually abused by people from within their circle of trust [Source RCNI 2011]).</li> <li>i) Emphasise that domestic violence is not just a once-off incidence of physical violence, but rather a pattern of physical, sexual, psychological or emotionally abusive behaviour.</li> <li>j) Make clear the message that domestic and sexual violence are issues for both men and women.</li> <li>k) Present the message that domestic and sexual violence are “whole of society” issues and not just limited to certain population groups.</li> </ul>
<p><b>For People with Disabilities</b></p>	<ul style="list-style-type: none"> <li>a) Seek to gain an understanding of the profile of the target audience as people with different types of disabilities may require different messages, different materials and in different formats. Keep in mind that people are living in different settings -e.g. in own home, parental home, in residential settings.</li> <li>b) Seek to explain that they should not be fearful of reporting and that they will be taken seriously and supported.</li> <li>c) Seek to explain that abuse and violence can be perpetrated by anyone, including family, friends, carers, people in positions of authority and people who they meet on online sites and chat rooms.</li> <li>d) Seek to support those who may feel that they are to blame for the abuse and violence due to their vulnerability or disability.</li> </ul>
<p><b>For the Traveller Community</b></p>	<ul style="list-style-type: none"> <li>a) Consider the development of Traveller cultural awareness and anti-racism training with all frontline domestic and sexual violence staff. This would help breakdown barriers and lead to a greater understanding of the complexity of issues involved.</li> <li>b) Consider the development of campaigns that dispel stereotyping myths about the Traveller Community by ensuring accurate representation. A reflection of positive images of the Traveller Community is needed.</li> </ul>

<b>For the Migrant Community</b>	<ul style="list-style-type: none"> <li>a) The adoption and development of a relationship building approach.</li> <li>b) Consider the development of campaigns that challenge negative stereotyping.</li> <li>c) Take into consideration the need to develop specific material for different migrant communities cognisant of the fact that migrant communities are not a homogenous population group.</li> </ul>
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### ***Confronting Offending Behaviour***

Effective messaging to confront offending behaviour of perpetrators of domestic, sexual and gender-based violence needs to focus on the perpetrators themselves and the different types of bystanders in Ireland who have a role to play in either prevention or victim support. In addition to the need for an effective justice system that consistently holds all perpetrators to account, there also needs to be awareness raising that confronts the offending behaviour in order to promote a culture of intolerance of domestic, sexual and gender-based violence.

Table B offers recommendations for campaigns intended specifically to confront offending behaviour.

**TABLE B Messages for Confronting Offending Behaviour**

<b>For the General Population</b>	<ul style="list-style-type: none"> <li>a) Name domestic, sexual and gender-based violence appropriately.</li> <li>b) Emphasise that offending behaviour will not be tolerated.</li> <li>c) Focus on perpetrator behaviour, choices, actions and their accountability.</li> <li>d) Challenge minimisation and denial.</li> <li>e) Emphasise domestic, sexual and gender-based violence as criminal behaviour and that it is punishable by legal sanctions against perpetrators, e.g. that rape is a criminal offence and can carry a life sentence</li> <li>f) Report perpetrators.</li> <li>g) Strengthen legislation and enforcement of law to emphasise that domestic, sexual and gender-based violence will not be tolerated.</li> <li>h) Strengthen and/or provide additional support to those using the legal system, including around literacy and cultural differences.</li> </ul>
<b>For People with Disabilities</b>	<ul style="list-style-type: none"> <li>a) Ensure that explanations and descriptions of domestic, sexual and gender-based violence are appropriate and accessible for people with different types of disabilities.</li> <li>b) For those dependent on others for care, who may be perpetrators in some cases, ensure that they know who to contact for support and how to report offending behaviour.</li> <li>c) Consider the inclusion of people with disabilities and disability organisations in programmes targeted at perpetrators.</li> </ul>
<b>For the Traveller Community</b>	<ul style="list-style-type: none"> <li>a) Consider the inclusion of members of the Traveller Community in programmes targeted at perpetrators.</li> </ul>
<b>For the Migrant Community</b>	<ul style="list-style-type: none"> <li>a) Consider the inclusion of members of migrant communities in programmes targeted at perpetrators.</li> <li>b) Be aware of perceived gender roles without being trapped by cultural stereotypes.</li> </ul>

### ***Collaborative Approaches***

Table C illustrates a variety of approaches to collaboration with stakeholders in awareness-raising.

**TABLE C Collaborative Approaches to Awareness Raising**

<p><b>For the General Population</b></p>	<ul style="list-style-type: none"> <li>a) Increase awareness and understanding of domestic and/or sexual violence and the law within general health related programmes in the community.</li> <li>b) Raise awareness and target the training of professionals who are likely to be the first point of contact for victims - e.g. GPs, primary care settings, Gardaí, educators etc. Use community spaces to promote awareness, but ensure staff are trained and made aware of how to help.</li> <li>c) Make information available to victims in the course of Garda calls to domestic disputes – e.g. phone numbers of service providers.</li> <li>d) Support education to tackle and change attitudes that support domestic, sexual and gender-based violence.</li> <li>e) Empower bystanders by providing information on choices of service options.</li> </ul>
<p><b>For People with Disabilities</b></p>	<ul style="list-style-type: none"> <li>a) Consider engaging with disability organisations and other relevant bodies in raising awareness and promoting community education. The approach should be clear on which people with disabilities it is trying to reach and the most effective tools and approaches for achieving this.</li> <li>b) Proactively engage with and support initiatives and training delivered by providers of different types of services to people with disabilities, and disability organisations.</li> <li>c) Support disability organisations and other bodies (e.g. HSE, Tusla, service providers, disability organisations) in developing and implementing projects and initiatives in the area of domestic and sexual violence.</li> <li>d) Where possible, put systems in place to collect data on people with disabilities accessing the organisation’s services in order to understand their profile, their particular issues and experiences so that the organisations can take them on board and respond effectively.</li> <li>e) Provide appropriate training to staff giving support services to people with disabilities who are victims of domestic, sexual and gender-based violence so that they can respond appropriately. For small organisations with limited resources, linking in with and learning from other organisations that have undergone training or are experienced in this area, or contacting disability organisations for advice and guidance are possible approaches.</li> <li>f) Seek to enhance relationships with frontline staff such as the Gardaí and HSE staff to increase their awareness of issues for people with disabilities. It should encourage people with disabilities to use existing services with confidence and trust.</li> <li>g) Support outreach initiatives targeted at people with disabilities.</li> <li>h) As far as possible, the inclusion of people with disabilities as self-advocates in developing materials and rolling out a programme should be encouraged. Support peer-led initiatives, particularly by people with intellectual disabilities, so that people with disabilities are involved in developing key messages and disseminating them.</li> </ul>

<p><b>For the Traveller Community</b></p>	<ul style="list-style-type: none"> <li>a) Consider the engagement of the Traveller Community representative organisations in community education. Care should be taken to ensure that this approach does not reinforce negative stereotyping.</li> <li>b) Consider the universal application of ethnic identifiers (e.g. Census questions) so that services can identify users and plan to meet their specific needs. Consider the utilisation of data to monitor the equality of access, participation and outcome of the service.</li> <li>c) Support Traveller Community organisations, projects, initiatives and Traveller leaders working in the area of domestic and/or sexual violence.</li> <li>d) Support and promote representation by the Traveller Community at planning, decision and implementation of policy - e.g. Representation at NSCVAW and RAC level.</li> <li>e) Support peer-led initiatives and training, thereby facilitating the safe empowerment of members of the Traveller Community to challenge behaviour within their community.</li> <li>f) Improve relationships with frontline staff such as the Gardaí, through training, so that the Traveller Community will use existing services with confidence and trust.</li> <li>g) Consider the provision of literacy and Traveller proofed information on court orders and how to obtain them, thereby supporting Traveller women to access and use the legal system.</li> <li>h) Challenge gender inequality and tolerance of domestic and sexual violence through direct engagement with the Traveller Community by supporting the development of Traveller men's health networks and groups.</li> <li>i) Support outreach initiatives targeted at the Traveller Community in order to develop awareness and understanding of what constitutes domestic and sexual violence and to engage with both Traveller men and Traveller women on the issues.</li> </ul>
<p><b>For Migrant Communities</b></p>	<ul style="list-style-type: none"> <li>a) Adopt a relationship-building approach. Work with community leaders.</li> <li>b) Consider the development of campaigns that challenge negative stereotyping.</li> <li>c) Support migrant involvement at all levels of design, delivery and evaluation of specific initiatives relating to domestic, sexual and gender-based violence.</li> <li>d) Consider the engagement of migrant representative organisations in community education settings. Care should be taken to ensure this approach does not reinforce negative stereotyping. Recommendations from migrant rights groups such as Aikwda should be followed up in consultation.</li> <li>e) Consider the support and promotion of migrant representatives at planning, decision making and implementation of policy - e.g. Representation at NSCVAW and RAC level.</li> <li>f) Consider the universal application of ethnic identifiers (as per the Census) so that services can identify users and plan to meet their specific needs. Consider the utilisation of data to monitor the equality of access participation and outcome of the service.</li> <li>g) Consider the development of training which supports understanding not only of domestic and sexual violence, but also cultural differences and appropriate responses. Social activities should target men as well as women.</li> <li>h) Develop specific material for different migrant communities, cognisant of the fact that migrant communities are not a homogeneous population group.</li> <li>i) Support peer-led and outreach initiatives and training, thereby facilitating</li> </ul>

	<p>the safe empowerment of members of migrant communities to challenge behaviour within their community.</p> <p>j) Improve relationships with frontline staff such as the Gardaí, through training, so that migrants will use existing services with confidence and trust.</p> <p>k) Encourage men to address domestic violence with other men, for example, pastors and faith/religious leaders.</p> <p>l) Communicate and create awareness by the use of presentations and talks to interested parties, e.g. community groups, NGOs, AkiDwA and other migrant agencies.</p>
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### **Marketing Strategies**

Any awareness raising campaign needs to contain or be supplemented by practical information for victims, their families and friends as well as for frontline service workers, about how victims can increase their safety, where to look for help, what kind of services they should expect and the risks involved in taking action.

Table D outlines a series of approaches which may be used effectively in raising awareness of domestic, sexual and gender-based violence, including making people aware of the services available. It also includes suggestions for involving the media in raising levels of awareness and understanding. Further suggestions are provided in Appendix 1.

**Table D                      How to get the message across**

<p><b>For the General Population</b></p>	<p>a) When planning a campaign take societal attitudes in relation to domestic, sexual and gender-based violence into account.</p> <p>b) Know who your audience is and tailor message as appropriate.</p> <p>c) Decide on the key message and use the same message consistently across the different channels of communication utilised.</p> <p>d) If possible provide for a sustained campaign using images, ads, materials, etc. that have been successful in the past.</p> <p>e) Consider the use of interactive modes of communication such as social media to convey the message.</p> <p>f) Make evidence and expertise available to researchers and producers of broadcast programming and print journalism. Provide information to media on violence against both women and men.</p> <p>g) Be responsive and proactive in the management of breaking/new news stories and in creating news features. Brief interested journalists and provide relevant and topical articles to all local and national newspapers/magazines on a regular basis.</p> <p>h) Use different forms of both local and national media to focus on domestic, sexual and gender-based violence in programmes, drama, films, discussions etc.</p> <p>i) Capitalise on current news items, using well respected and well known personalities to promote awareness of domestic, sexual and gender-based violence.</p> <p>j) Use multiple linked platforms to provide information and awareness of domestic and sexual violence against both women and men, e.g. TV, radio, Facebook, twitter, email, websites, press etc.</p> <p>k) Support specific culturally appropriate initiatives in schools on relationship and sexual education targeting the younger age group.</p> <p>l) Communicate and create awareness by the use of presentations and</p>
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	<p>talks to interested parties.</p> <p>m) Use community spaces to promote awareness, ensuring staff are trained and made aware of how to help.</p> <p>n) Raise awareness and target the training of professionals who are likely to be the first point of contact for victims - e.g. GPs, primary care settings, Gardaí, educators etc. Make information available to victims in the course of Garda calls to domestic disputes – e.g. phone numbers of service providers.</p> <p>o) Promote information in citizens’ information offices and Free Legal Aid Centres.</p>
<b>For people with disabilities</b>	<p>a) At the planning stage, identify and use learning from previously used means of communication tried and tested by other organisations (support and disability organisations, statutory bodies such as the HSE and National Disability Authority)</p> <p>b) Liaise with disability organisations for advice on the best approach to delivering messages to people with disabilities, and what tools to use to reach people with different types of information requirements.</p> <p>c) Be clear on who and how many people the message is trying to reach and the best communication tools for this.</p> <p>d) Where possible, get feedback from people with disabilities on how useful they found the message communicated and use this learning for future communication initiatives.</p> <p>e) Understand that some people with disabilities may require information in certain formats, for example, an Easy to Read version for people with intellectual disabilities and accessible print for people with vision impairments. Therefore, it would be important to seek to understand the information needs of the target group in advance so that the messages and information can be developed and communicated effectively.</p>
<b>Traveller Community</b>	<p>a) Use previously successful means of communication to Traveller organisations, e.g. the development of Traveller appropriate leaflets and DVDs.</p> <p>b) Use of culturally appropriate posters and information which take into account literacy needs.</p> <p>c) Support peer-led and outreach initiatives with members of the Traveller Community.</p>
<b>Migrant Communities</b>	<p>a) Increase awareness around cultural differences, anti-racism and gender specific training to frontline staff.</p> <p>b) Support the development and dissemination of work and resources by migrant-led organisations addressing domestic, sexual and gender based violence. Key resources would include DVDs and information on any community-led campaigns.</p> <p>c) All methods of communications should be cognisant of language and literacy concerns.</p> <p>d) Consider advertising and the promotion of domestic and sexual violence services in a range of media including media targeted at migrant communities.</p>

## Conclusion

It is hoped that the suggestions outlined above will help organisations raise awareness of domestic, sexual and gender-based violence effectively. Organisations can share costs, good practices and information about what works successfully. This also helps ensure that audiences are not confused by messages from competing services.

# Appendix 1

## 6. Marketing Steps

This appendix aims to highlight some strategies that will provide the most effective results for the smallest budget and the shortest amount of time available. This is not a definitive list of all possible activities or strategies, but should help organisations when thinking about the activities they might undertake.

### a) Identifying and developing awareness raising activities

#### Be clear on your aims and objectives

- Identify the goal of the communication activity you intend to undertake and what it intends to achieve. For example, does it intend to communicate information about support services or does it seek to challenge myths? Consider creating a SMART (specific, measurable, achievable, realistic and time-bound) Plan that will provide focus around the activity and give the organisation a way to measure how effective it is
- Identify who the target audience is (e.g. victims, family and friends supporting the victim)
- Consider whether specific groups require the information communicated to them in a tailored way, or require additional information, to respond to their needs and circumstances.

#### Tailor the information to reach specific target audiences

- The information delivered should be tailored to the needs of who it intends to reach. Information campaigns for the general public may have a limited impact for some groups due to their literacy levels, type of disability, cultural background or socio-economic and geographical marginalisation. For example, an information campaign for the general public may have limited impact for people with intellectual disabilities living in residential services so consideration needs to be given to how best to reach particular groups and through what means.

#### Select appropriate and effective communication tools

- There are a number of tools that can be used by an organisation for communicating information to its target audience. The following is a list of tools that can be used, including the positives and negatives of each which should be considered when selecting tools for communicating information.

Tools	Positives	Negatives
Posters	Can be in place for a long time Are remembered longer than any other type of advertising Can be impactful due to size	Can be out of date. May not be distributed by network Are no longer noticed after several viewings May be removed or covered with other materials
Leaflets	Are portable and easily passed among the audience	Easily discarded May cause litter issue for the organisation with local council
Business cards	Easily distributed Easily hidden by victims	Easily discarded
Press Advertising	Broad reach May contain a lot of information	Very expensive Lasts only for one week at most in regional papers
Radio Advertising	Broad reach Good for driving awareness	Expensive media purchase Expensive production costs

		Time bound to the length of the media buy
<b>e-mail</b>	Very inexpensive Very targeted audience	May be discovered by perpetrators Difficult to create effective mailing list
<b>Stickers</b>	Very inexpensive Easily placed in private places Can be in place for a long time	Not portable May be removed/damaged
<b>Pens/stationary</b>	Discreet	Limited information
<b>Web-based Social networking</b>	Very inexpensive Very targeted audience	May be discovered by perpetrators
<b>Awareness raising events</b>	Effective in reaching certain groups who may be particularly vulnerable and difficult to reach with general ads (e.g. people with disabilities in residential settings) The information disseminated can be tailored to meet the needs of the target group	Requires staff resources and possible engagement of external expertise

### **Seek to reach the target audience multiple times**

- You should aim to reach the target audience multiple times with a message that resonates and gets their interest; followed by a “call to action” that provides clear information on how to access the service or more information on the service.

In seeking to reach the target audience, the organisation must ask itself three questions:

- How best to engage the audience’s interest
- How best to get information about an organisation’s service in front of the audience
- How best to get the audience to engage

### **b) How best to engage the audience’s interest**

#### **Use simple imagery and messages**

The more times the audience needs to figure out what the poster/leaflet is telling them, the less likely they are to take it on board. Therefore, it is critical that the image is related to the text to reinforce the audience’s memory of the piece.

#### **Don’t sensationalise the topic**

While there has been a recent trend to show advertising that is graphic and shocking (e.g. drink driving TV adverts), research shows that most people simply turn away from the ad and the positive support information does not get through. For this reason, it is better to avoid graphic images of bruised faces or similar. This has been found to alienate the victim since the most common reaction is to identify this as “someone else’s problem.”

#### **Try to use real-life experiences**

This helps the audience relate directly to the subject by imagining themselves in that situation. Some organisations have created areas on their websites or small booklets containing survivor stories. For people who are concerned about a victim, this has the benefit of allowing them to relate more intimately to the victim’s experiences and for the victim it provides almost a sense of “permission” to seek help for themselves. It can also convey a positive message that it is possible to survive and come through the experience of domestic or sexual violence.

## Examples of simple but effective messaging



### c) How best to get information about an organisation's service in front of the audience

Given the nature of domestic, sexual and gender-based violence and the probable intrusive presence of the perpetrator in the victim's life, it is critical that information is made accessible to victims (and potential victims) in a way that does not expose them to further abuse. Reaching and supporting vulnerable victims of abuse perpetuated by a carer or a person in authority may be particularly challenging as the victim may be fearful of losing a service they are dependent on or be subject to increased abuse by the perpetrator as a result of their disclosing. Successful strategies used by organisations for distributing such information include the examples below:

#### Put information in a private place

Disseminate information in the form of stickers or posters where the victim (and potential victims) can be guaranteed to be alone such as bathrooms (particularly in hospital casualty or maternity departments, shopping centres, night clubs and pubs and cinemas). This ensures that the victim can get the required information without being disturbed.

#### Make the information safe

Some organisations provide pens with their details printed on them. This has the benefit of making the information portable and persistent. It has the added benefit that if the information is found by the perpetrator, the victim can claim that it was simply given to them or picked up by accident.

Approach local supermarkets and ask if they can print the organisation's details on the back of till receipts where a victim could claim complete ignorance of having the information.

#### Make the information portable

It can be difficult to memorise phone numbers, addresses or websites from glancing at a poster. It is useful to provide the necessary information in a portable format that can be picked up, whether by the victim or the victim's friend/family. Many organisations use small format booklets, flyers or cards that can be slipped into purses, wallets or handbags.

#### Use your organisation's website

If your organisation has a website, ensure that you are maximising its use. In the area of domestic, sexual and gender-based violence organisations, there is a range of websites that can be quickly reviewed and a simple search will show broad differences in how other organisations have approached web design. Therefore, a good starting point is to identify another organisation that has created a website that is highly interactive, accessible, regularly updated and provides value for the target audience. You should consider contacting that organisation to find out how they created such a website, the cost involved and what good practice learning they can share with you.

The following are key things that your website should contain:

- Ensure that there are safety guidelines that will allow victims to cover their tracks.
- Be consistent with the other advertising activity on your website and that all service. contact information including opening hours etc. is clear and kept up to date.
- Feature anonymous survivor stories to encourage victims and help their support networks better identify with them.
- Provide links to other relevant websites.
- Use the website to harvest suggestions about how the service can be improved.
- Ensure that your website and the information on it is accessible (see Appendix 2 ).

### **Consider using QR Codes, social media and smart-phone technologies**

Innovative messaging via the Internet has proved itself to be an invaluable resource for many organisations in Ireland. It is widespread, quick and relatively inexpensive once you get the creative right. As a means of awareness raising it is flexible, continual, can be amended and updated instantaneously, and can be targeted at specific audiences. However, it is important to bear in mind that some social networking websites may not be accessible for people with different impairments or from different backgrounds so consideration should be given to this before deciding to use a website as the main communication tool. Also, some people may not use social networking websites - e.g. older people, people in residential care settings - so consideration should be given to identifying them and how best to reach them.

### **Ensure that portable material is available at all events, including fundraisers and street drops**

This ensures a consistent delivery of the information at every opportunity. It is important to bear in mind the local council's litter requirements since the organisation may be fined for leaving leaflets on the street. Therefore, ensure a clean up crew is assigned to retrieve any materials that may have been dropped on the street.

### **Place the information in accessible places where the victim and their support network are likely to visit**

GPs surgeries, primary care community centres, day services for people with disabilities, pharmacies, residential care centres, schools, crèches, community halls and local super-markets are all places where the victims and their support networks are likely to visit on a relatively frequent basis. Organisations should approach as many of these services as possible to ensure a broad distribution of the information.

### **Create and manage distribution networks**

- Create a list of all the services that have agreed to distribute or carry your material and regularly check that they are actually displaying/distributing the information (i.e. follow up with them once the box of leaflets/posters/pens etc. has been sent to them).
- Check periodically that services are not using old versions of the material that might contain out of date information.
- Look to other networks in your local area that may also carry your materials or promote your service such as local business networks, churches or local community groups. Other potential network groups may include support groups and organisations supporting particular groups such as people with disabilities, travellers and other minority communities.

## **d) How best to get the audience to engage**

The final stage in developing a Strategy is deciding on how to let the target audience know about the best way to access the organisation's services and other relevant services. The majority of

organisations working in the areas of domestic and sexual violence promote the use of a local helpline or office phone number and a website. You should bear the following in mind when doing this:

- If the phone number is not manned 24 hours per day and the victim or support person needs to contact the service out of hours, ensure that there is an alternate option provided e.g. a national helpline number.
- Some people may have low or no English language skills. Consider using an appropriate and suitable interpretation service in order to be able to provide adequate support.
- Not everyone has Internet access - especially in rural areas. Ensure that a phone number is used in combination with a website address.
- Consider setting up a text messaging facility so that victims who find a telephone or website difficult to use can text the organisation instead.
- If the organisation's helpline number has changed, ensure that all material with the old number has been removed from the distribution network and employ an automatic re-direct from the old number.
- Similarly, if the organisation offers a drop-in service and has moved offices, ensure that only material with the new address is in circulation.

### **e) Measure the impact of your Communication activities**

It is very important that organisations develop ways to measure the impact of their communications. This should be considered at the project activity design stage and where possible, indicators should be identified and later used to measure what impacts have been achieved. In doing this, the following should be taken on board:

- Pick measures and indicators for which data and information is readily available or can be made available (e.g. the number of hits on a website page, do an online survey after a campaign).
- Link the measures to the original communications goal. For example, if the goal was to increase service utilisation, ensure that you are measuring increases in call volume.
- Record a baseline of activity for the measure before the communication activities begin so that you can compare before and after.
- Ensure that the activity will actually drive a positive outcome on the measures.
- Review the measures regularly and change them if they not longer help you measure impacts.
- At the end of all communication activities, any changes to the measures should be recorded to inform future activity.

## Appendix 2

### 7. Make your information accessible for all

It is very important that the information you communicate is easy to read and understood by everyone.

If producing posters, leaflets, printed materials or content for your organisation's website, you should follow the accessibility guidance produced by the National Disability Authority (NDA) which can be accessed at the following link:

<http://www.accessibility.ie/MakeYourInformationMoreAccessible/>

It is advisable to seek National Adult Literary Association (NALA) plain English accreditation for written material which makes it accessible to those with literacy difficulties and easier to understand for everyone.

It is also important to remember that some people may require the information in different formats (e.g. Braille, audio cassette) due to difficulties with seeing, hearing, understanding, and having low levels of literacy and/or English language skills. However, before producing information in different formats, it would be important to establish whether there is an actual demand for it due to the cost involved in producing it. You could, for example, announce on your website that information in alternative formats will be produced based on requests, how someone can request it and how long it will take to deliver it. In this way, you can manage potential demand effectively.

The following checklists provide guidance on producing accessible written and web-based information. It is taken from the NDA's guidance referred to above.

#### Written Text Checklist

- Be personal (use 'I', 'you' and 'we') and use active verbs.
- Use plain English.
- Keep sentences short; 15 to 20 words in each sentence.
- Avoid technical words, unfamiliar abbreviations or acronyms; also avoid French and Latin expressions.
- Be consistent with terms throughout your document.
- Proofread your document to ensure correct spelling and punctuation.
- Write dates in dd mm yyyy (date month year).
- Write the numbers one to nine in words and use digits for the number 10 and upwards.
- Write percentages with digits and the percentage sign (for example, 60%).
- Write addresses the way they would appear on an envelope.
- If a local phone number contains more than five digits, divide the digits into groups of two or three and leave a space between them.

#### Writing Good Web Content Checklist

- Be personal and use active verbs.
- Avoid technical language, Latin and French expressions and unfamiliar acronyms and abbreviations.
- Where applicable provide important information in different languages.
- Present content so that customers can absorb and understand the content quickly. Help customers to scan text by:
  - Presenting key conclusions at the start.

- Presenting information in order of importance.
- Presenting detailed or background information.
- Providing links to related or background information.

### **Writing for the web**

- Keep content clear and concise.
- Use the full business name on each page.
- Use a house style.
- Use Alt text to convey the same content as the images or media.
- Use good quality, relevant images that add to or support your text content.

### **Content Quality**

- Make sure your content is up-to-date.
- Use correct spelling and punctuation.
- Be consistent with terms and formats.
- Put a content quality process in place:
- Assign a designated manager with responsibility for content.
- Put in place a content review process before information is placed on your website.

### **Links**

- Link descriptions should be short but descriptive
- Link descriptions should describe the target that they link to
- Link descriptions should avoid 'click here' type terminology

### **Titles**

- Use key phrases and terms that your customer is likely to use.
- Select a key phrase for your title (fewer than 70 characters).

### **Description**

- Descriptions should be factual and accurately reflect the content
- Descriptions should be less than 156 characters long, including spaces.

### **Website Navigation**

- All website navigation should be fully accessible through the keyboard.
- Be consistent with your navigation layout.
- The navigation bar should be easy to identify and distinguish from the rest of the content.
- Navigation bars should provide feedback to identify where the customer is on the website.
- Provide enough time to allow the customer to read, digest and respond to information.
- Make webpages appear and operate in predictable ways, which are intuitive to use.
- Web content and applications should be usable by the widest variety of browsers, devices and assistive technologies.
- Avoid the use of pop-ups.

## Checklist for Using Advertisements

If you decide to use posters, leaflets or other printed materials to communicate information, you should consider the following to ensure that complete information is provided.

- Is all the required information in the ad?
- Who – is it clear who the organisation is and who the advertising is targeting?
- What – is it clear what service your organisation is providing and how you want the target audience to respond?
- Where – is it clear and obvious how the target audience can respond to your organisation?
- Why – have you communicated clearly why the target audience should do what you ask e.g. visit a website or call?
- Check all spelling
- Check all contact phone numbers, email addresses, website addresses are correct
- Conduct an informal poll among colleagues and friends by showing them the ad and asking them what they think the message is about
- Get feedback from people with disabilities, members of the Traveller Community or members of migrant communities, either directly or through their representative organisations, to check that your information can be easily accessed and understood by these groups
- Ensure that what the ad is asking the target audience to do is one of the key measures by which you measure the impact of the campaign. For example, if asking them to use a helpline, make sure that the call volume changes are being measured and that this is one of the success measures for the activity

## Appendix 3

### 8. Social Media and Digital Marketing Planning Aid

This Aid provides information to organisations communicating on the issues of domestic, sexual and gender-based violence as they begin to engage with social media and digital marketing.

The Rape Crisis Network Ireland has developed Social Media Guidelines which may be useful for your organisation as engagement with your social media platform grows. A copy is available on request from Cosc- email [info@cosc.ie](mailto:info@cosc.ie) or phone 01- 4768680.

Organisations communicating on issues of domestic, sexual and gender-based violence must always be mindful of the safety and privacy of their audience. Information for your audience on keeping safe online is available at <http://www.womensaid.ie/help/safeviewing/digitalassistedstalking.html>

#### **Social Media**

**Social Media** provides a way to communicate with a broad and engaged audience about your organisation, and to participate in an ever growing public platform for news and debate.

Social media Plan	
<b>Listen - Conversation Mining</b>	<p>Determine your audience and where they are online. Selecting the right social media platform is very important.</p> <p>There are a range of social media platforms available including:</p> <p><a href="#">Facebook</a>  <a href="#">Twitter</a>  <a href="#">Instagram</a>  <a href="#">Snapchat</a>  <a href="#">YouTube</a>  <a href="#">Vine</a>  <a href="#">LinkedIn</a>  <a href="#">Flickr</a></p> <p>Facebook and Twitter are the most common platforms where you will find the broadest audience. Both platforms allow a huge amount of direct input from members of the public, service users, and other organisations to support or comment on your work and information provided.</p> <p>Interaction is key to social media engagement, so your plan should allow for regular monitoring of activity on your page, responses to comments and queries, and monitoring of other relevant organisations. Once you have identified where your audience is, then listen to what they are saying. What are their issues, opinions, and needs? What do people think about you and your organisation? What are their points of views?</p> <p>You can develop a mini plan for each platform and how you will consistently use each tool to accomplish your goals and objectives. Be careful not to go after too many sites too quickly. It is suggested that you start with one or two sites at a time and develop them so they are solid before moving on to another social media site.</p>
<b>Identify Goals and Objectives</b>	<p>Your social media plan should be linked in with the overall goals and objectives of your organisation. Goals which social media can help you achieve include:</p> <ul style="list-style-type: none"> <li>• Increasing traffic to your website (you can do this by including links to your website pages in the majority of your posts).</li> <li>• Increase your search engine visibility.</li> <li>• Promote a particular campaign or event.</li> <li>• Increase donations.</li> <li>• Increase general awareness of your organisation, your work and support services.</li> </ul> <p>You can also aim to increase your audience or number of followers over time, the amount of interaction on your page through 'likes' and comments on Facebook or 'mentions' and retweets on twitter.</p>
<b>Develop Your Plan and</b>	Map out your approach to delivering content to your audience. Apart from sharing information about

<b>Time Your Content</b>	<p>your organisation and work, what topics and types of conversations will you engage in? Maintaining relevance is key to building your audience.</p> <p>You can develop a timeline of known events over the next month and identify the content ideas you want to deliver that can supplement those events. It is like developing a media plan where you are timing your efforts so they are consistent and relevant to other events your audience participates in.</p> <p>In addition, you should follow other individuals and organisations of relevance so that you can engage in conversations, topics in the media, and external events of relevance. This means regular monitoring of each platform and not just of your own page and posts.</p>
<b>Develop Your Content</b>	<p><b>You need content to draw people’s attention, start conversation and feed relationships</b></p> <p>Make sure that the content you develop is clear and written in Plain English so that you make it accessible to as many people as possible. Remember that 25% of Irish adults have literacy problems, 12% of residents are non-Irish and over 150,000 Irish people have an intellectual or learning disability so making your information accessible makes sense!</p> <p>What topics matter to your audience: current news items, testimonials, concrete recommendations, useful phone numbers for victims, facts &amp; figures?</p>
<b>Engage - Implement Your Plan</b>	<p>Armed with smart objectives, a solid timeline, great content, and the right social media sites you are now ready to post your content. Engage in the conversation and express your point of view. Consistent engagement once you have begun is important. Have the resources on hand to respond to comments and feedback so you can keep the conversation going.</p> <p>Consider your audience's goals. What are their needs and wants? You will get much further with social media marketing if you offer something of value. Simply promoting your organisation all of the time hoping that this will attract new followers or site traffic really doesn't work well with social media.</p> <ul style="list-style-type: none"> <li>• Don't be afraid of user-generated content: moderate discussions, anticipate problems, be open to criticism</li> <li>• The more you get interactions, the more you are visible on social media platforms</li> <li>• Encourage participation from your audience but provide different levels of engagement</li> <li>• Participation should not be perceived as too demanding.</li> </ul>
<b>Measuring Success</b>	<p>The ability to measure the effectiveness of marketing activities is imperative to any organisations marketing strategy.</p> <p>On Facebook you can use the provided Facebook page analytics to monitor engagement through followers, likes, comments, and click-throughs. On Twitter you can measure the number of followers, favorited and retweeted tweets and mentions.</p> <p>Using Google analytics, you can view the number of website visits which were generated through Facebook and Twitter.</p>

## Digital Marketing

Digital marketing refers to your website, your online newsletter, and other online presence. A Digital Marketing Plan should integrate digital marketing fully into your communications plan and complement traditional forms of communications.

<b>Digital Marketing plan</b>	
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>• Identify your target audience</li> <li>• If you wish to target various audiences, rank them in order of importance</li> <li>• Access the tools you have, and match these up to the needs of your audience</li> <li>• Carry out a <b>SWOT</b> analysis – <b>S</b>trengths, <b>W</b>eaknesses, <b>O</b>pportunities &amp; <b>T</b>hreats</li> </ul>
<b>Objectives</b>	<p>Set your objectives – possible objectives could include awareness raising, targeting specific population groups, launching new campaigns etc</p> <ul style="list-style-type: none"> <li>• Make sure your objectives are <b>SMART</b> – <b>S</b>pecific, <b>M</b>easurable, <b>A</b>chievable, <b>R</b>ealistic, have a <b>T</b>imeframe</li> </ul>
<b>Digital marketing mix</b>	Decide upon the digital marketing mix – you should choose a mix of e-marketing activities

	<p>based on the technologies that are available (see list below) that will help you to achieve your objectives and fit with any existing traditional marketing activities.</p> <p><b>It is very important to think about the reasons why you are choosing a particular technology/activity.</b></p> <ul style="list-style-type: none"> <li>• Search engine optimisations (SEO)</li> <li>• Website updates</li> <li>• Link Building strategies</li> <li>• Google adwords (pay-per-click)</li> <li>• Display advertising on websites</li> <li>• Email marketing</li> <li>• Mobile marketing</li> <li>• Online PR</li> <li>• Online fundraising appeals</li> </ul>
<b>Budget</b>	<p>Set a budget. Compare expected returns with the costs and provide a brief cost benefit analysis.</p> <p>Consider quotes from digital marketing companies who can provide quality design targeted at each platform, assist in choosing the best platforms for your particular audience, and buy digital marketing spots and a better rate on your behalf because of their larger purchasing power.</p> <p>It may be possible for NGO's and charities to avail of discounted rates and some companies do a certain amount of work pro bono.</p>
<b>Action Plan</b>	<ul style="list-style-type: none"> <li>• Identify the manager</li> <li>• Set a timeframe</li> <li>• Plan your activity</li> <li>• Stick to your budget</li> </ul>
<b>Evaluation</b>	<p>Identify and build in feedback mechanisms and regular reviews to enable you to assess the success of your digital marketing activities.</p> <p>If you use an online newsletter facility, you can see the rate of emails that were opened. Digital advertising can be measured by click through rates. Google analytics can be used to measure the number of website visits generated by individual sources.</p>

**Here are some other sources of useful information for your social media and digital marketing work:**

[The Essential Guide to Online Advocacy for Non-Profits](http://www.advocacyinitiative.ie/learn/resources/eadvocacy.html) [ReachOut.com: Youth Mental Health | Ireland](http://www.wheel.ie/training/course/introduction-social-media-charities-dublin-17-september-2013)  
<http://www.advocacyinitiative.ie/learn/resources/eadvocacy.html><http://www.wheel.ie/training/course/introduction-social-media-charities-dublin-17-september-2013>

The National Disability Authority's website [www.accessibility.ie](http://www.accessibility.ie) contains tips on writing clearly. On using social media, the NDA advises to include:

- alternative contact channels in profile;
- captions or descriptions for photos;
- captions for videos –YouTube;

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**Cosc, 2<sup>nd</sup> Floor, Montague Court, Montague Street, Dublin 2.**  
**Tel: +353 1 4768680 Fax: +353 1 4768619**  
**go to [www.cosc.ie](http://www.cosc.ie)**



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