

The National Domestic Violence

HOTLINE

1.800.799.SAFE (7233) • 1.800.787.3224 (TTY)

Broadening engagement and connection through digital advocacy

July 2013 marked The Hotline's 3 millionth call — our most recent milestone in the journey to end domestic violence:

- 1st call answered in February 1996
- 1 millionth call answered in August 2003
- Launched loveisrespect.org to reach young adults in 2007
- 2 millionth call answered in October 2008

The Hotline is the only national organization that offers immediate services, directly to callers. As the need continues to grow, we must be able to respond directly with help and support.

loveisrespect: A unique and tested model

- loveisrespect, a project of The Hotline that focuses on the prevention of teen dating abuse, hosted our first trial of text and chat
- In 2011, Vice President Joe Biden premiered the service by sending the first text to one of our peer advocates
- These new entry points to service proved incredibly successful, greatly increasing our reach. They continue to be used today.

We saw a need, and a space to fill:

- 1 in 3 adolescents in the US is a victim of physical, sexual, emotional or verbal abuse from a dating partner
- 1 in 10 high school students has experienced physical violence from a dating partner in the past year
- Overall, 75% of all teens text and approximately 77% of teens have a cell phone

Measurable success followed:

- By June of 2013 we received almost 20,000 texts and 116,000 chats total, in addition to 105,000 calls.
- In our 1st quarter survey results from chat, 80% of respondents reported an increase in their knowledge of dating abuse
- With advocates cross-promoting information from loveisrespect.org, the website was impacted as well: in the first six months of 2013, traffic to the site doubled from the same time period the previous year.

Why Chat and Text for The Hotline?

Chat and text empowers victims to access services on their own terms and allows us to serve more people faster. For some victims it isn't safe to call, and these services allow them to interact with an advocate in different ways. It offers privacy for those more comfortable talking in a digital setting. And it allows us to reach more victims in the Deaf and Hard of Hearing community.

Online chat also expands our reach: many survivors and victims heavily use our website and social media accounts and are now able to get real-time help online. We're bridging devices as well: people are increasingly accessing the Internet through their phones only, and 70% of our callers have a cell phone with Internet and texting capability. These are vital new points of access.

Linking Text & Chat with Our Advocacy Across Social Media Channels

With our services accessible both through chat and mobile phones, more and more people can readily engage more deeply with the conversations already occurring across our social media channels.

The Hotline has a strong social media presence through our closely managed and monitored channels.

- Focused cross-channel engagement on Facebook, Twitter, YouTube and beyond
- A cutting edge website built with a responsive web design allowing victims, friends and family to easily interact with our features and resources via computer, tablet or smart phone
- A robust blog featuring innovative content that reflects the most current topics on the minds of our callers and in the media — from reproductive coercion to housing rights and the myth of the “cycle” of abuse
- Content with maximized “shareability” via social interaction buttons

Moving Forward

The clear success of the loveisrespect digital services, coupled with the logical need to expand venues for those seeking help at The Hotline, means we are targeting the launch of chat and text for October of 2013.

This deepening engagement with the digital space will allow us to bridge our traditional phone services with the robust presence we already have on the web. While continuing to lead the national dialogue around intimate partner violence, our comprehensive digital services will be as transformational as the initial creation of The Hotline, revolutionizing how victims are served, in our field and beyond.

SOCIAL MEDIA QUICK FACTS

The increasing importance of social media in advocacy

- As of May 2013, 4.75 billion pieces of Facebook content are shared daily
- Average Facebook user has 245 friends, and their friends have 359 friends
- One user can reach more than 150,000 Facebook users

With a robust following on all channels, our potential reach expands with every tweet and post

- From June through August 2013, our FB page “likes” grew by 832 people
- In June 2013 one post on our page reached 21.3K people and was shared on Facebook 381 times
- On average, status posts over the last 3 months have reached 6.3K people
- On average, a post with a link (ex. To our blog) reaches 2.9K people, and is liked, commented & shared by 145 people.