**Online Strategy Suggestions for the Women’s Resource and Interpersonal Violence Prevention Center**

Website suggestions:

* Redesign the Center’s website in terms of its layout. The current layout is outdated and needs to be revamped. A new look will enhance the visual aesthetic and appeal.
* Edit the information on certain hyperlinks and pages on the website. There was some outdated information about the department. The editing will eliminate any possible confusion.
* Rearrange the content so that the information is easily accessible. This can be done by separating topics like events, program initiatives, information about the Women’s Resource and Interpersonal Violence Center and the way it operates onto individual pages and links. That can again make the website easier to navigate and learn more about the Center.
* Either edit or delete the organizational chart link on the home page. It lists incorrect information about the director of the Center. This will eliminate any confusion about who students and faculty will be consulting with, if they choose to visit the Center.
* Add a universal drop-down menu that can direct users and visitors of the website to various web pages. This will create an even-flow of internet traffic so that people won’t waste time searching for information.
* Create a mobile app linked students can download and access quick information about the Center. This will bring more traction and views to the website.
* Add video and photo images of events and the Center to the website. This will give a more humanistic value to the website, debunking the myth of it being some stuffy place that’s top-secret.

Social media suggestions:

* Establish a social media presence online. This would include creating a Facebook page, Twitter Account, Instagram account and a blog. Students will be able to connect to the Women’s Resource and Interpersonal Violence Center on a more personal level through this initiative.
* On the Facebook page, create a link or widget for an Ask.fm account. Ask.fm is a known website that allows visitors to anonymously ask and send questions/comments/concerns. This can be used as a tool for individuals and friends to report things and ask questions in confidence.
* Start a blog that features posts about social problems any college student can face. The blog will address common concerns, success stories and trials that can help students who are feeling down or who need motivation, while providing a safe space for commentary and feedback..
* Follow major and local writers, journalists and organizations on various social media networks that support and have similar missions to the Center. This will help build professional relationships for the Center and provide opportunities for partnerships and collaborations.
* Monitor local, state and national newspapers and magazines online and link interesting articles to the social media pages that correlate to the Center’s mission and purpose. This can help add credibility to the website while spreading awareness about certain topics.
* Use Hootsuite to monitor social media sites in one place. This is an efficient way to track user interaction and monitor what’s being said on various accounts and pages.