

ENDGBV Social Media Outreach, Paid Advertising, and the NYC HOPE Resource Directory during COVID-19

October 2020

Key Takeaways

- Between March 18th and August 31st, NYC HOPE had 21 times more visits per day and saw 44 times more new visitors per day compared to the same time frame in 2019.
- Between March 18th and August 31st, over half (56%) of visits to NYC HOPE accessed information on gender-based violence services and 22% of visits accessed information to learn more about gender-based violence or helping other people who are experiencing gender-based violence.
- Between April 6th and August 17th, NYC HOPE had 2.3 times more visits per day and had 4.8 times more new visitors per day on days when NYC Emergency Management sent text messages to Notify NYC COVID-19 updates subscribers about it compared to other weekdays.
- ENDGBV's paid social media campaign, "We Understand", correlated to 13 times more visits to NYC HOPE through paid advertising on Google, Facebook, Twitter, and Instagram compared to the same time frame in 2019.
- ENDGBV collaborated with nine local community and educational institutions to feature NYC HOPE and the NYC Domestic Violence Hotline on their social media platforms.

The COVID-19 pandemic, which resulted in over 230,000 confirmed cases in NYC through August 2020,ⁱ has had a profound impact on the city and its residents. As New Yorkers were urged to stay at home to prevent the spread of coronavirus, there was widespread concern about how sheltering in place with an abusive partner or family member could put survivors of gender-based violence (GBV) at greater risk, further isolate them from critical support systems, and create a major barrier to accessing services.ⁱⁱ

- NYC HOPE is New York City's first-ever searchable online directory of citywide resources for GBV survivors that also features information about recognizing signs and getting help for GBV.
- In response to COVID-19-related service changes, ENDGBV updated the directory to include information about remote services.

Throughout the pandemic, the Mayor's Office to End Domestic and Gender-Based Violence (ENDGBV) has shared and updated critical information about resources and services available to GBV survivors. ENDGBV has employed digital platforms, outreach to essential businesses, texts sent through the NYC Emergency Management's [Notify NYC](#) COVID-19 updates program, paid advertising, and digital ads placed on [LinkNYC](#) kiosks to highlight resources such as the City's [NYC HOPE](#) online resource directory and 24-hour [NYC Domestic Violence Hotline](#).

NYC HOPE

Through these public awareness efforts, between March 18th and August 31st, NYC HOPE saw an increase to more than 628 average daily visits, compared to the 31 average daily visits the directory saw during the same time period in 2019.ⁱⁱⁱ The daily number of new visitors to NYC HOPE also increased—from an average of 4 visits per day in 2019, to 186 visits per day during the pandemic.^{iv} Altogether, between March 18th and August 31st, NYC HOPE had 104,881 visits and welcomed 82,318 visitors, of whom 31,020 were new visitors.

NYC HOPE during COVID-19

21 times more visits/day

44 times more new visitors/day

Search Phrases

ABUSIVE RESOURCES NYC FAMILY JUSTICE CENTER
FAMILY JUSTICE CENTER MANHATTAN FAMILY JUSTICE CENTER NYC FAMILY JUSTICE CENTER SERVICE PROVIDERS
HTTPS://WWW1.NYC.GOV/ASSETS/HOME/HTML/REDIRECTS/GETFOOD.HTML
HTTPS://WWW1.NYC.GOV/NYCHOPE/SITE/PAGE/HOME
HTTPS://WWW1.NYC.GOV/NYCHOPE/SITE/PAGE/NEIGHBORHOOD-RESOURCES
NYC FAMILY JUSTICE CENTER NYC FAMILY JUSTICE CENTER, STATEN ISLAND NYC FAMILY JUSTICE CENTERS
NYC HOPE NYCHOPE THE FAMILY JUSTICE CENTER

Between March 18th and August 31st, over half (56%) of visits to NYC HOPE accessed information on gender-based violence services: 29% accessed information on services in their neighborhoods; 25% accessed information on services at the Family Justice Centers (FJCs);^v and 2% accessed information on services from City, State and other resources.

And, 22% of visits to NYC HOPE accessed information to learn more

about gender-based violence or helping other people who are experiencing gender-based violence: 19% accessed information on recognizing signs of gender-based violence and 3% accessed information on helping others that provides tips on how to assist and talk to a gender-based violence survivor.

Notify NYC

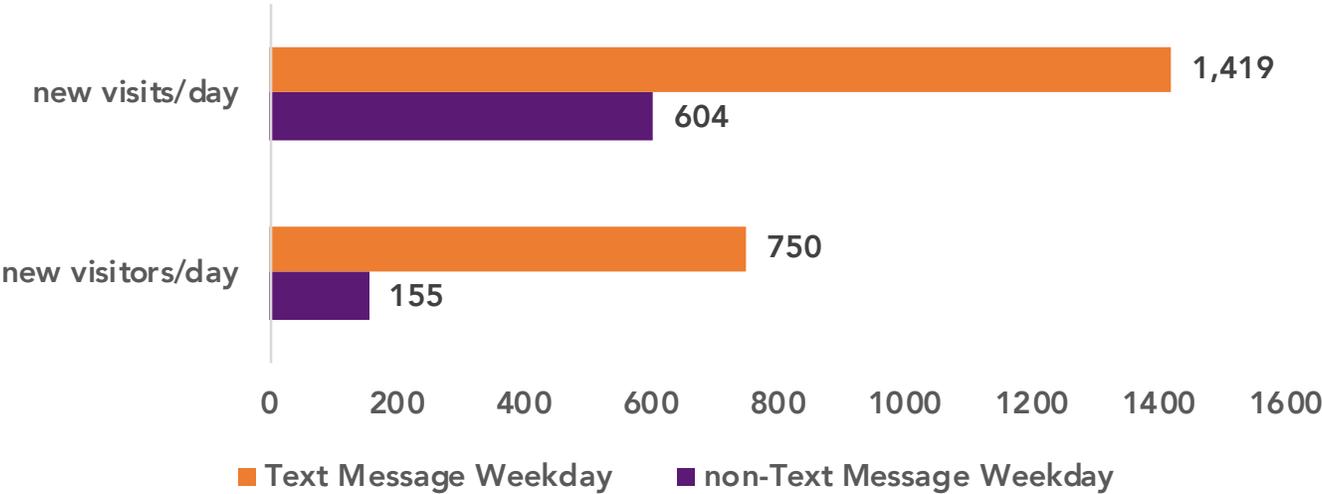
Notify NYC is New York City's dedicated emergency public communications program. Between April 6, 2020 and August 17, 2020, NYC Emergency Management sent text messages to Notify NYC COVID-19 updates subscribers^{vi} about NYC HOPE and the NYC Domestic Violence Hotline. NYC HOPE received a total of 14,189 visits and 7,495 new visitors within an hour of each of the 10 text messages^{vii} sent to New Yorkers.



9 of the 10 text messages went out between 9 a.m. and noon.

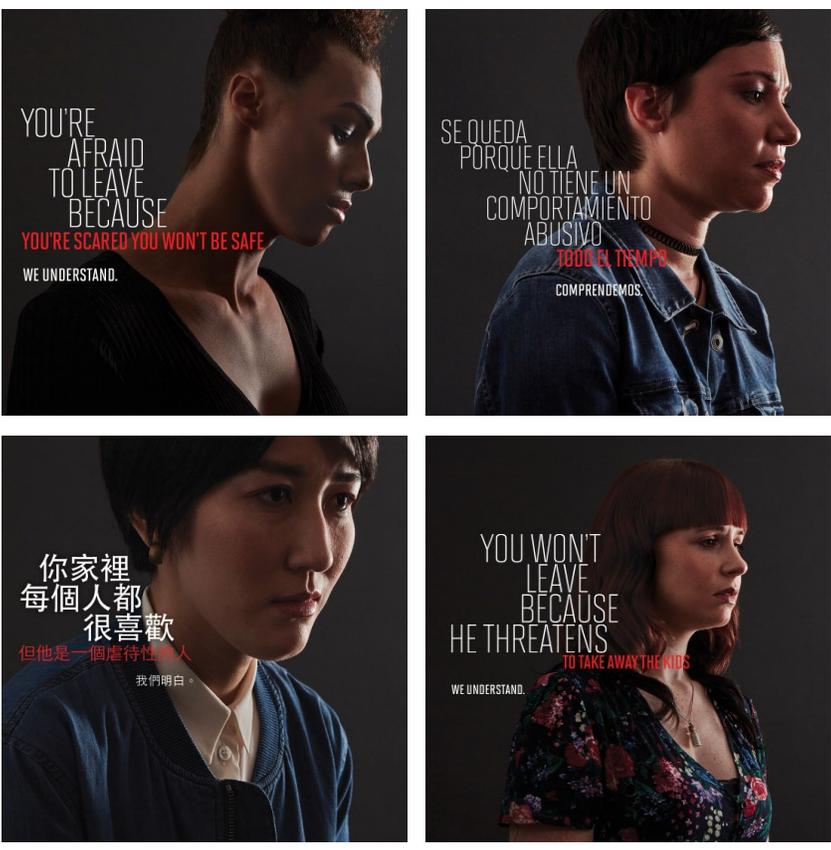
On days when text messages were sent, NYC HOPE had a daily average of 750 new visitors and 1,419 total visits. On all other weekdays between April 6th and August 17th, NYC HOPE had a daily average of 155 new visitors and 750 total visits. Altogether, NYC HOPE had 2.3 times more daily visits and saw 4.8 times more new daily visitors on days when NYC Emergency Management sent text messages compared to other weekdays between April 6th and August 17th.

Average Weekday Visits and New Visitors (April 6th-August 17th)



Paid Advertising

Selection of Ads



ENDGBV ran the “We Understand” paid social media campaign from April 1, 2020 through June 30, 2020. The campaign featured reasons why the solution to gender-based violence is not as simple as “just leaving”^{viii} in English, Spanish, and Simplified Chinese.^{ix} It sought to let survivors know that while the reasons they may remain in relationships are complicated, the connection to services and information about help are easy to access. ENDGBV purchased advertising on Google, Facebook, Instagram, and Twitter. The campaign correlated to 13 times more visits to NYC HOPE through links on Google, Facebook, Twitter, and Instagram as compared to the same time frame in 2019—63 average daily visits during the campaign, compared to 5 average daily visits the year before.^x

ENDGBV originally launched the “We Understand” campaign, alongside NYC HOPE, in February 2018, as a response to the Mayor’s Domestic Violence Task Force recommendations to heighten awareness of gender-based violence in NYC.^{xi} “We Understand” was the City’s first full scale gender-based violence awareness campaign in over a decade.

NYC HOPE during “We Understand”
13 times more visits/day through social media

Other Initiatives



On April 15, 2020, First Lady Chirlane McCray released a [public service announcement](#) about City resources for survivors that was shared on multiple platforms, including social media and the City's NYC Life and NYC Gov television channels.

ENDGBV placed messaging at the over 1,700 LinkNYC Kiosks across NYC,^{xii} highlighting NYC HOPE, the City's 24-hour Domestic Violence Hotline, and the continued operation of domestic violence shelters during the pandemic. The campaign started May 1st and ran through August 31st.

ENDGBV also facilitated the placement of multilingual posters with information about NYC HOPE and the NYC Domestic Violence Hotline in essential businesses such as groceries, pharmacies, laundromats, and check cashing locations.

As part of a targeted messaging campaign, ENDGBV collaborated with local community and educational institutions to feature NYC HOPE and the NYC Domestic Violence Hotline on their social media platforms.

Community and Educational Institution Partners

The Center	Chhaya Community Dev Corp	Columbia Mailman School of Public Health
Price Center of Staten Island	Muslim Sisters of Staten Island	John Jay College of Criminal Justice
BronxWorks	Jewish Community House of Bensonhurst	LaGuardia Community College

Concluding Remarks

COVID-19 puts into sharp focus the vulnerabilities that many people in our city face every day, especially gender-based violence survivors. This public health crisis also highlights the barriers and challenges that we know keep people from seeking help and finding safety. The City is here for survivors during this crisis and beyond. And we are committed to continuing to utilize public outreach efforts to ensure New Yorkers know how to access help.

ABOUT ENDGBV: The NYC Mayor’s Office to End Domestic and Gender-Based Violence (ENDGBV) develops policies and programs, provides training and prevention education, conducts research and evaluations, performs community outreach, and operates the New York City Family Justice Centers. The Office collaborates with City agencies and community stakeholders to ensure access to inclusive services for survivors of domestic and gender-based violence (GBV).

Endnotes

- i. “COVID-19: Data,” NYD Department of Health and Mental Hygiene (DOHMH), accessed August 31, 2020, <https://www1.nyc.gov/site/doh/covid/covid-19-data.page>.
- ii. Chandan, Joht Singh, Julie Taylor, Caroline Bradbury-Jones, Krishnarajah Nirantharakumar, Eddie Kane, and Siddhartha Bandyopadhyay. “COVID-19: a public health approach to manage domestic violence is needed.” *The Lancet Public Health* 5, no. 6 (2020): e309, [https://www.thelancet.com/journals/lanpub/article/PIIS2468-2667\(20\)30112-2/fulltext](https://www.thelancet.com/journals/lanpub/article/PIIS2468-2667(20)30112-2/fulltext).
- iii. The figures compare March 18, 2020-August 31, 2020 to March 18, 2019-August 31, 2019.
- iv. The figures compare March 18, 2020-August 31, 2020 to March 18, 2019-August 31, 2019.
- v. FJCs are co-located multidisciplinary service centers, situated in the five boroughs, providing vital social services, civil legal help, and criminal justice assistance for survivors of gender-based violence and their children.
- vi. NYC Emergency Management sent the text messages via the number 692-692 to subscribers who had texted “COVID” to 692-692 to receive the latest COVID-19-related updates from Notify NYC.
- vii. Text messages were sent on April 6, April 13, April 20, April 29, May 4, May 12, May 26, June 9, June 29, and August 17.
- viii. The campaign featured the following message: “Living in an abusive relationship is complicated. Love, children, family, community, money, safety mean it’s never as easy as ‘just leaving.’”
- ix. “We Understand,” NYC Mayor’s Office to End Domestic and Gender-Based Violence (ENDGBV), accessed August 31, 2020, <https://www1.nyc.gov/site/ocdv/programs/nychope.page>.
- x. The figures compare April 1, 2020- June 30, 2020 to April 1, 2019- June 30, 2019.
- xi. “First Lady Chirlane McCray Announces NYCHOPE, New Web Portal for Survivors of Domestic Violence,” City of New York, February 8, 2018, <https://www1.nyc.gov/office-of-the-mayor/news/087-18/first-lady-chirlane-mccray-nychope-new-web-portal-survivors-domestic-violence#/0>.
- xii. According to the LinkNYC website (<https://www.link.nyc/find-a-link.html>), there were 1,778 active Links in NYC as of August 31, 2020.



NYC[®] Mayor's Office to
End Domestic and
Gender-Based Violence