



spark

Digital Safety Campaign Service Description





Yearly Digital Safety Campaign Timeline

SparkC provides a Digital Safety Campaign packages of 3 comprehensive videos, and 16 social media friendly videos. The total package consist of 19 digital safety videos.

Phase 1 : 1 comprehensive, 4 social media videos

Phase 2: 1 comprehensive, 4 social media videos

Phase 3: 1 comprehensive, 4 social media videos

Phase 4: 4 social media videos

Script Construction

SparkC provides script construction template for all selected videos throughout the entire campaign. SparkC constructs the verbiage for the departments via website information, annual safety and security book, etc.

Phase Description

Each phase consists of about 2 months throughout the term year. The process to completion begins with SparkC and (Your University) deciding on the direction of the campaign and process logistics. The next page discusses the selection of content.



Phase 1 - Digital Safety Campaign

Phase 1 overview:

Phase 1 of the Digital Safety Campaign will consist of creating an introduction video for (Your University). It is vital that (Your University) community is knowledgeable about the safety and security resources provided at the university. The Phase 1 package will consist of the 1 comprehensive video and 4 social media videos.

Phase 1 comprehensive video - Time limit (1:45 - 3:00 minute video)

The comprehensive video will be constructed with a script that will elaborate on the mission, vision, command staff, and resources of (Your University). The goal of the Phase 1 comprehensive video is to introduce the department to the college community during the start of the 2017-2018 term year. This video will serve as the informational foundation for the college community, and announce that the Digital Safety Campaign is being launched.

Social Media Video (SMV)

The social media video serves as the visual safety tip. There are hundreds of quick safety tips that students must understand to increase their safety on campus. This format serves that need, with content being 50 seconds or less, this allows short and precise visuals to be created and provide valuable information. This caters to the quick attention spans of the population we are serving. The variation of topics provides a creative landscape for departments to effectively deliver any style of message. See below for topics.

Social media video topics - (0:30 - 0:50 seconds):

Smoke Free Campus
LiveSafe Application/Rave Guardian Application
Pedestrian Safety (Crosswalk)
Dorm Safety - Locking your doors
Theft Prevention - unattended electronics
Bicycle Theft
Weapons on Campus
Vehicle Theft
Student travel safety
Parking safety at night
False ID's
Prohibited Items on Campus
Prohibited Items in dorms
Opportunity Theft - personal belongings
Emergency contacts
Proactive at night - (Charge cell phone while out at night)
Crime-reporting methods
Misplaced Items - Lost and Found
Texting while driving around campus
See something, Say something
Use of blue light telephones around campus
Dating consent
Environmental Awareness
Personal Information Security
Identity Theft
Distracted Driving Awareness

****ADDITIONAL TOPICS CAN BE ADDED TO TAILOR TO YOUR DEPARTMENT****



Phase 1 - Digital Safety Campaign

SparkC Social Media Graphics

Client Sample:

The University of Toledo

@UToledoPD

#UTSafety



**The University of Toledo
Police Department**

Officers are viewed as a resource, educator, and partner in problem solving any unique challenges.

Visit UTPD @ www.police.utoledo.edu

Client Sample:

The George Washington University

@GWPOLICE

#GWSafety

Night Safety Tip



Report incidents to GWPD in a timely manner. The earlier we know about something, the earlier we can address it.



Division of Safety & Security

Police Department | Health & Emergency Management Services

SparkC will create social media graphics with approved content directly from the Annual Safety and Security report of YOUR UNIVERSITY. They will be posted actively on the Twitter, Facebook and Instagram of (YOUR UNIVERSITY) along with the digital safety videos.

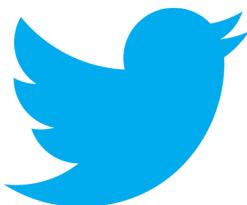


Phase 1 - Digital Safety Campaign

Casting Call Graphics



SparkC will create casting call graphics at the beginning of each phase to inform students, officers, and college community members of the talent acting opportunities within the campaign. One of the goals is to bring students closer to the department and allow them to contribute to the safety approach at the university. Creating a connection with the students improves trust and increases information sharing with the department around key campus safety issues.





Process to Completion

Step 1: Choosing of topics

Step 2: Script Construction/Finalization

Step 3: Volunteer Outreach/Logistics Confirmation

Step 4: Filming of Digital Safety Videos

Step 5: Video Editing/Preparation

Step 6: Phase package delivery

Step 7: Social Media/Community Delivery

SparkC will be strict in ensuring that ALL content is approved and cleared by (YOUR UNIVERSITY).



Additional Digital Safety Components

+ Yearly Social Media Management

SparkC will be providing social media management to market, track and manage all digital safety content that is produced in the 2017-2018 campaign. SparkC will be providing marketing digital safety content on a daily basis to ensure the departments account are active and relevant.

+ Market the service of 24/7 social media monitoring

** Most public safety social media account are not monitored 24/7, which leaves students ignored during vital communication periods. SparkC has trained digital safety/social media analyst that monitor your college social media community for alerts, responses from students, emergencies, community events, and additional information. We provide real-time 24/7 alerts to the public safety departments on alerts delivered or discovered through social media. Students prefer not to use additional safety applications, they want to connect directly through social media. SparkC will create graphics and notices to inform students that they are being valued and that @YOURUNIVERSITY is attentive to all notices via social media 24 hours a day.**

+ Social Media Analytics

SparkC will be providing the department with a social media analytical report at the end of each phase to show social media growth throughout the year (Total of 4 reports). The reports will includes followers growth, likes, impressions, retweets, student and college community communication.

Pricing for Digital Safety Campaign

\$13,250.00 for the entire term (9 months)

SparkC will invoice parallel to the timeline of the campaign phases. There are 4 phases throughout the entire yearly campaign, parallel to the beginning and ending of the current school year.

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