

During the implementation of the campaign, I placed four of my posters around a large Kinston restaurant frequented by many groups of people, veteran and non-veteran alike. I was only allowed to have it up for three days. In that time I received quite a few interactions with my campaign through several ways: liking my photos on social media, using the QR code on my two separate posters (helps keep track of who used the poster to access the webpage), completing a survey that was linked on social media and the webpage, and in one case one person reached out and asked if they could share it online with their crowd.

This is the data I collected; through Instagram business insights, to put simply, I reached 62 accounts, made 248 impressions, 31 profile visits, 11 website taps, and my following increased by +6.3%. I had 52 post interactions: 49 likes and 3 shares. My poster's QR codes had 11 unique visitors (discluding myself) and 15 visitors in total. My survey linked through my social media and webpage had a total of 17 responses to 7 questions.

The data suggests that the participants that were ultimately interested in the campaign easily made their way to the website and thus the survey. They navigated the components as expected. Out of the 17 responders, only two did not know someone in the military. What surprised me the most was that 10 of the respondents said they knew someone who was affected by these issues in the military, more than I expected, however, 11 expressed either "No" or "Possibly" when asked if they would help those victims in some way after viewing the campaign. And yet a lot were expressing interest on spreading the word. More data needs to be collected to understand this dynamic.

I think the people that had the opportunity to engage with the campaign once they read and interacted with it were best. I simply can not put it into words. Some of the responses I received to possible-short answers in the survey impacted me just as much as it impacted them. Reflecting on it, I think a way to improve on the campaign would be to have in-person interviews done with veterans, to get even more of backing or developed idea of what violence problems persist in the military. I had a few military members reply to the survey expressing their opinions. I did have a problem though I would seek to change on an expansion; originally, I intended this campaign to focus on minority populations in the military- like female and persons-of-color service members and veterans, however it was difficult locating data on persons-of-color in the military or even foundations or charities dedicated towards those populations. I included what I could throughout the different statistics, but the Department of Defense appeared to be quiet on publishing items of that nature. I don't think I made it quite to where I wanted to be with my goals and outcomes.



REACH

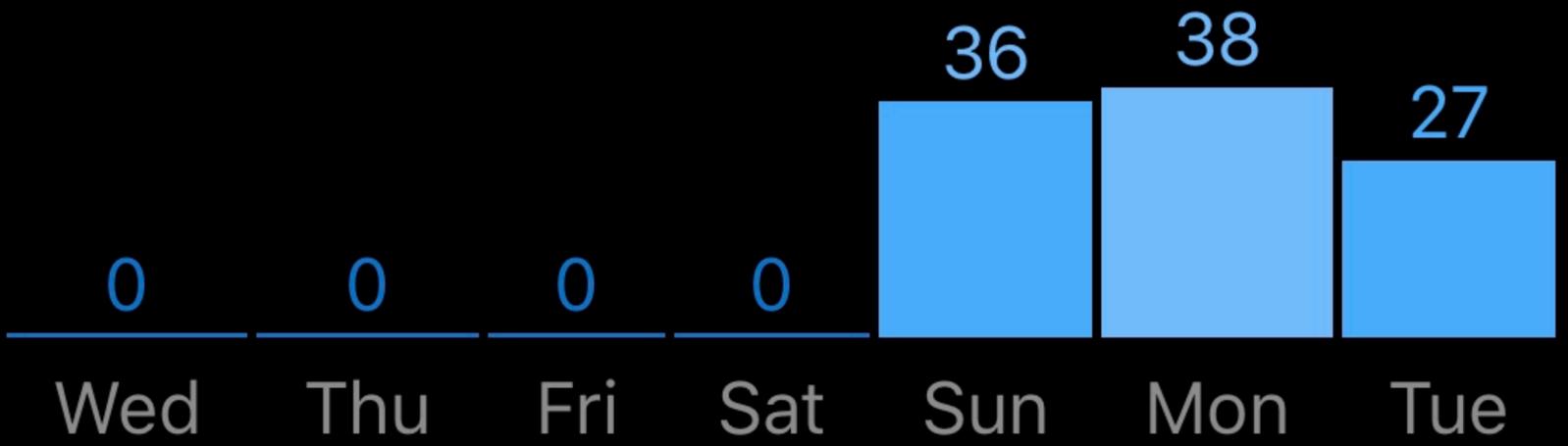
Last 7 Days



Accounts Reached

62 accounts

-- vs Sep 9 - Sep 15



Accounts reached from Sep 16 - Sep 22

Impressions

248

-- vs Sep 9 - Sep 15

Account Activity

42

Profile Visits

31

+933.3% vs Sep 9 - Sep 15

Website Taps

11

-- vs Sep 9 - Sep 15

Top Posts

[See All](#)

Based on reach



53 Reached



Content Interactions

52 interactions

-- vs Sep 9 - Sep 15

Post Interactions

52

-- vs Sep 9 - Sep 15

Likes

49

Shares

3

Story Interactions

0

0% vs Sep 9 - Sep 15

IGTV Interactions

0

0% vs Sep 9 - Sep 15

Top Posts

[See All](#)

Based on interactions



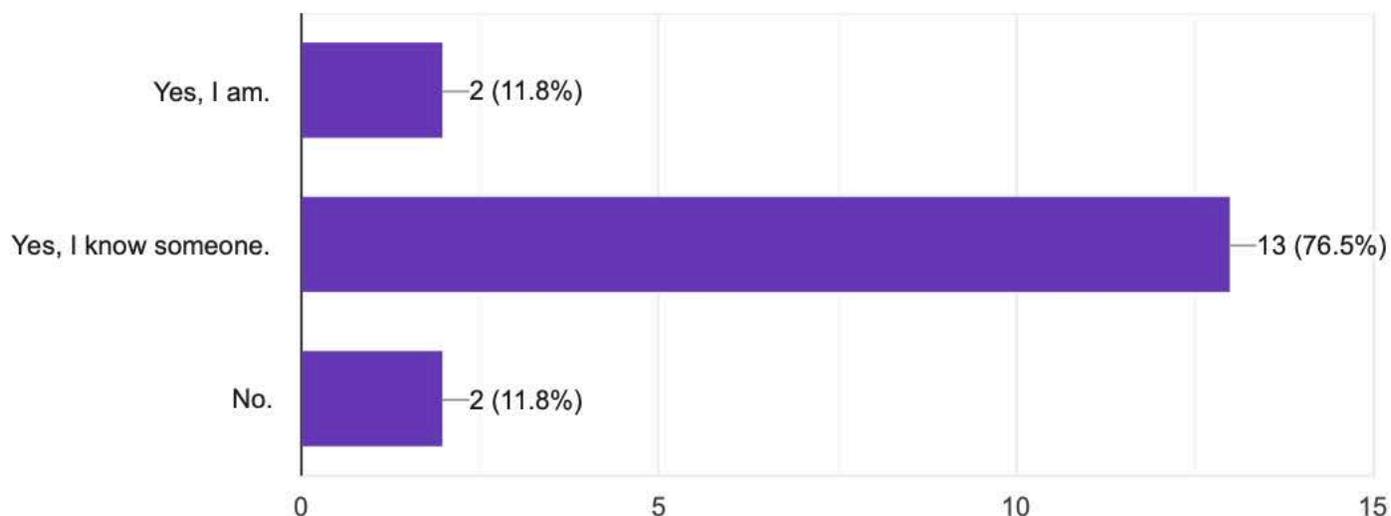
11 Likes
Sep 21



11 Likes
Sep 20

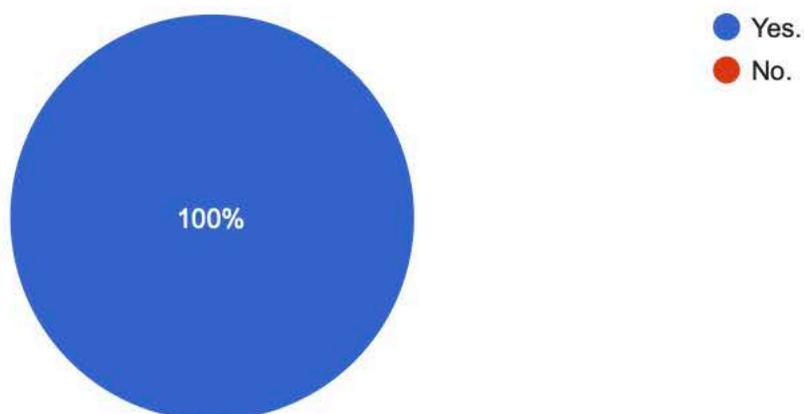
Are you or someone you know part of the United States military?

17 responses



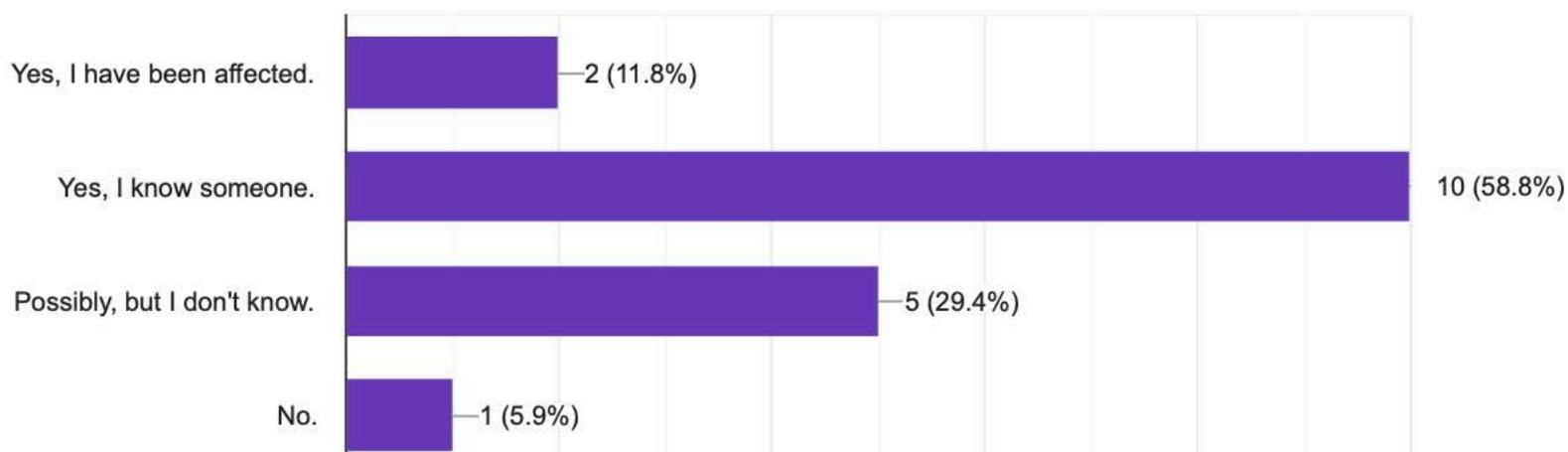
Did you hear about these issues before this campaign? (PTSD, Suicide, Homelessness, Homicide, and Sexual Assault/Harassment in the military).

17 responses



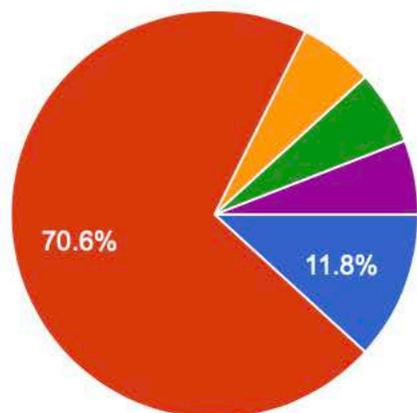
Have you or someone you know experienced or been affected by the issues in the military outlined in the campaign?

17 responses



Do you think the issues conveyed in the campaign are addressed in our society?

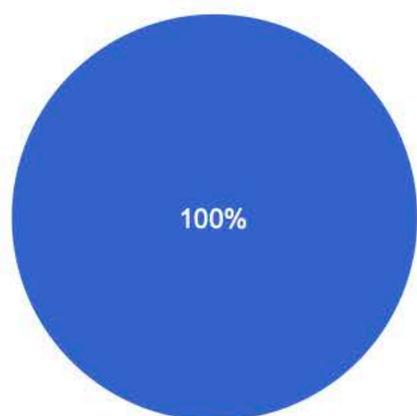
17 responses



- Yes.
- No.
- At times yes but most people have little experience around current and former service members. More should be done!
- Rarely
- Yes but could be more

Is there more that can be done?

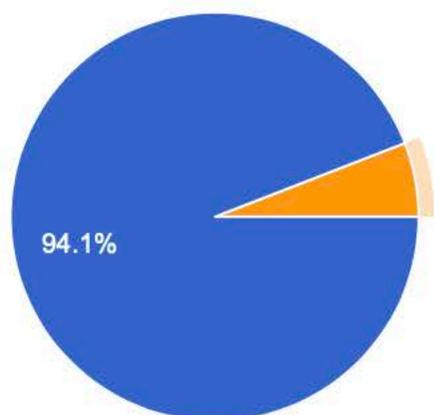
17 responses



- Yes.
- No.

Has this campaign educated you on the issues in the military?

17 responses

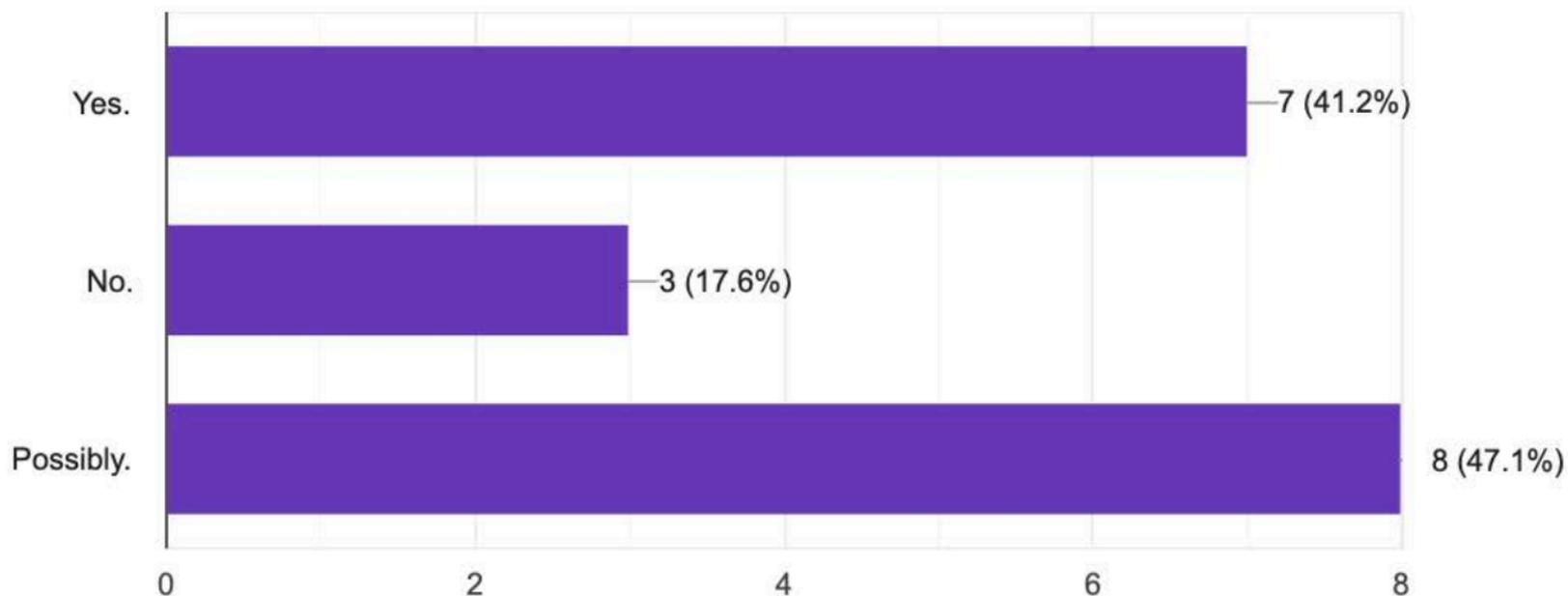


- Yes.
- No.
- Maybe.



Will you be doing your small part to help our active duty service men and women and our veterans after viewing this campaign?

17 responses

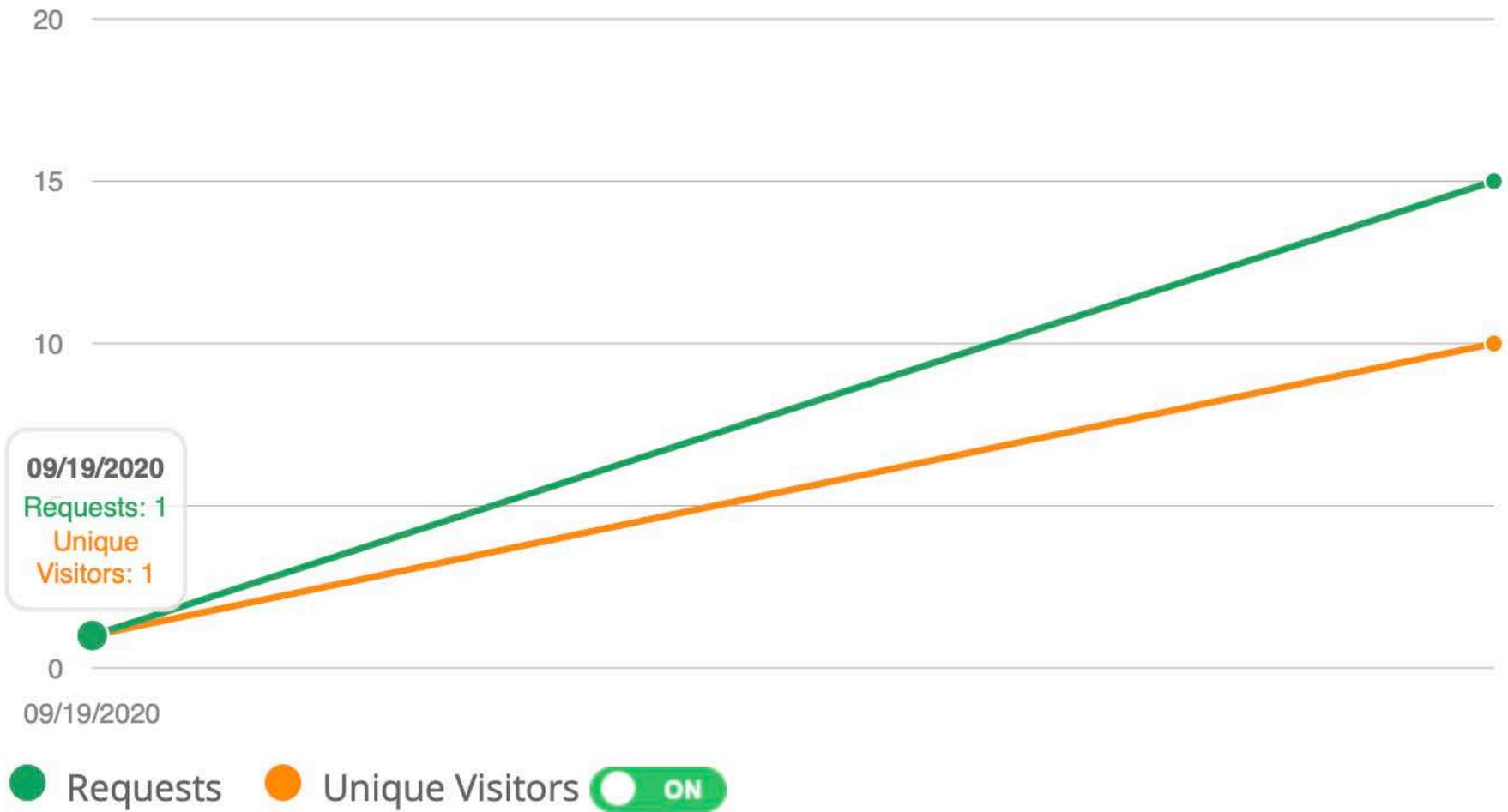




LET'S DO THE BRAVE B...

PAGE





Your QR Codes have been scanned 16 times in that time range. Unique Visitors: 11 (11) ?