Questions for Safechat SV

Portability	- What fonts does safechat sv use? - What are the hex codes for your colors?

Functionality	Promoting SMS Text Service
	- Are there any photos that SafeChat SV uses for the website?
	    - i.e. for the slider revolution background images
	- Does SafeChat have a phone number? Where would a website visitor find the number or get access to the text chat?
	    - Or maybe we can use a QR code? (faster than inputting #s)

Marketing	- We talked to Dr.JAK about other potential campaigns and I wanted to get your input on them:
	    - Holidays post → Recognize that DV rates spike during the holidays and give additional resources
	    - Storyboard of an Instagram reel campaign for a future project (either from SCU or for SafeChat to use)
	    - QR code to instagram & website → post around campus for people to scan

During the meeting, let's remind them of our thanksgiving break and we won't have a meeting on November 24th, which is Thanksgiving. Do they want to push it a week earlier or just update via email throughout the week?

Meeting Notes:
- Marketing - Alex
    - Scheduled next post for tomorrow
    - On Instagram there's already a texting SMS post: Does SafeChat want another one?
        - They have had no time to update SMS marketing on website
        - They say it's totally fine to make one
    - Partner mentioned that weekend social media analytics/data are generally higher
    - Holiday posting? (Dr.JAK's suggestion)
        - Great idea!
        - Don't have a post like that yet for this year
        - Any possible resources to include on the holiday post?
            - Partner will email Alex on what resources to include
    - Instagram reels are popular right now
        - Instead do a storyboard because our team doesn't has enough time to create Instagram reels
        - Partner has played around with making reels/posts
            - Community solutions team found that reels do increase marketing
        - SCU team can create a storyboard for future teams
            - Liked the idea
    - One physical poster of the QR code and instagram -> on SCU campus

- Alli is ok with the idea
- Teams before did it
    - Partner says that it will cost their funding money, print through canva to save money
- SCU team can use SCU printers and our SCU budget to print
    - Sounds good
    - Acknowledge that our partner does have backup funds just in case
- Functionality -> Isabella and Alexa
    - SMS texting marketing
        - Isabella shares the rough draft
        - What photos to put for background
            - AACI has purchased stock photos
                - They can't share them all, but we can email about a certain image and our partner will email back a specific image
        - QR code on slide?
    - Still working on the escape popup
    - Browser popup
        - Looks great so far
- Portability -> Kidus
    - Figma into html -> then use on Wordpress
    - Hex codes and Fonts located in here
        - https://docs.google.com/presentation/d/1H6jJeQDgvrVPm09g-i3UCY_5MH2W4_piJy1P-ODP2Qc/edit#slide=id.gba28f98bd0_0_69
- Next meeting? (technically would fall on Thanksgiving break)
    - Keeping email as main communication
        - Like this idea the best
    - Final presentation: Tuesday Nov.29 2:30pm