



Julie's Haven Phase 1: Virtual Launch

“Information Dissemination”

Social Media

- *Blogging
- *Instagram
- *Facebook
- *LinkedIn
- *Tik Tok
- *Twitter
- *Website

Literature

*Brochure distributed to potential partners: social service agencies, schools, other nonprofits whose mission/vision aligns with Julie's Haven. These brochures will highlight the mission and vision of Julie's Haven.

Phase 1 has the goal of Information Dissemination through a virtual launch on the Julie's Haven website. We will be leading with the theme that Awareness Protects. Julie's Haven is dedicated to providing young girls with information that opens their personal and social awareness to any potential sexual abuse, harassment, and violence. The website will show the JH emphasis on the Awareness Protects theme through its Purpose, Passion, Power program and its Information, Counseling, and Arts programs. Julie's Haven will use the website to carry articles and blogs that guide with real, usable information on sexual abuse and the life of young girls. We will showcase articles and blogs that speak directly to teen girls and to the challenges that impact their lives especially as it relates to physical and sexual abuse. The virtual launch of Julie's Haven will also launch its mission through social media platforms such as Instagram, Tik Tok, and Twitter to reach out to young girls in the forms that they commonly use to share their lives. Platforms like Instagram will regularly push out themes and captivating reels that can circulate and evolve as young girls share their perspectives on these themes. Facebook will be used to reach out as a short form, interactive version of the JH website. Julie's Haven hopes that through LinkedIn our Team and Board will attract other professionals to participate and spread the word about Julie's Haven. Lastly, JH will launch Electronic media kits and brochures to social service agencies, schools, and other nonprofits whose mission/vision aligns with Julie's Haven.

For more information on all Phases of Julie's Haven please email us at information@julieshaven.org.