

## Positive Social Norms Campaign Guide

### Campus Notes

- If you are completing the annual survey (UGA, UNG, Mercer, Spelman, Ga Tech, GSU, Emory, Oxford, KSU) please use those below. Valdosta, you are using your own Qualtrics Link for the 6 month. PSN Link, Georgia Southern you are using your Qualtrics annual survey.
- The goal is **200 surveys!!** Your CPP Coordinator will be updating you all weekly to keep the motivation up!

### Where to find PSN Campaign Materials

- There are extra materials for your use in the “PSN Materials” Folder. To access this folder visit our CPP toolkit, go to the CPP Hub, and click on “PSN Copies 2023”. If you need more flyers or posters or small cards, please print those at your discretion. There is also a folder labeled “PSN Digital” for use on tvs/displays throughout your campus.

### The Process

1. Gather Data
  - Gather research and evidence on the topic of your PSN Campaign.
2. Approval
  - This step can vary depending on your campus. Most of our current CPP schools had to go through the process to gain IRB approval.
3. Insight and feedback
  - Invite and receive feedback from your CPP members on what they think the campaign should look like.
4. Baseline survey
  - Collect info on students' own behaviors AND their perceptions of peers' behaviors
5. Implement the intervention (campaign)
  - After you've done the baseline survey you can move forward with implementing your PSN Campaign into the community (your campus).
6. Follow up survey to measure changes in perception
  - It's recommended to do a 30 day, 6 month, and annual follow-up survey to measure the impact of your campaign.

## Links

- <https://www.surveymonkey.com/r/PSNAnnualFa22>
- QR Code for PSN Annual Campaign Survey

