

# PLANNING YOUR OUTREACH: COMMUNITY MEMBERS & GENERAL PUBLIC

## Artwork

Find all official NCVRW [artwork here](#). It's free to use as is, and you can also customize it for use on social media or for other awareness efforts.

## Social Media Posts

### Facebook

Many organizations already have a Facebook business or cause profile. Rather than opening a new page or group specific to a particular topic, use these established profiles with built-in audiences to promote National Crime Victims' Rights Week activities and information. Post photos, videos, organizational content, invitations to upcoming events, and links to your website. Engage your audience by replying to their comments on posts and liking or sharing posts from other people and organizations in your network.

Use the Facebook Live feature to stream live events or answer questions in real time. You can also temporarily pin a post highlighting NCVRW to the top of your page to increase its visibility. Use the sample posts below or create your own to launch your NCVRW Facebook campaign. To download NCVRW-themed artwork sized specifically for sharing on Facebook, visit <https://ovc.ojp.gov/ncvrw2024/ncvrw-artwork/social-media-artwork>. Be sure to use applicable hashtags and add #NCVRW2024 to your NCVRW posts.

### 6 Tips for an Effective Facebook Post

- Keep your content concise; readers should be able to access the information they need easily.
- Include a link to a relevant article or website.
- Be timely.
- Post at varied times throughout your social campaign for maximum impressions.
- Post intentionally, as part of a consistent sharing strategy.
- Include an image or video (images and videos receive more engagement and are favored by Facebook's algorithm).

**Options, services  
and hope  
for crime survivors.**



## Sample Facebook Posts

### Leading up to NCVRW

- This year's National Crime Victims' Rights Week will be observed April 21-27, 2024. Join this week-long initiative that asks people in communities across the United States: What would you do if a survivor of crime turned to you for help? This year's theme asks us all to commit to creating safe environments for crime victims to share what happened to them. By doing so, we're able to offer support, options for life-saving services, and, most importantly, hope. Get started today by using the 2024 NCVRW Resource Guide. #NCVRW2024 [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- Want to get involved in National Crime Victims' Rights Week? Access the 2024 NCVRW Resource Guide to help plan and promote your community events between April 21–27, 2024. #NCVRW2024 [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- This year's National Crime Victims' Rights Week theme is "How would you help? Options, services, and hope for crime survivors." Join the conversation and learn about available resources and community events during April 21–27, 2024. [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- National Crime Victims' Rights Week begins Sunday, April 21, 2024. Visit the Office for Victims of Crime's #NCVRW2024 website to learn about available resources and ideas for events and activities. [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- #NCVRW2024 is almost here! This year's theme is "How would you help? Options, services, and hope for crime survivors." Discover information about available resources and community events by visiting the 2024 NCVRW Resource Guide: [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- During National Crime Victims' Rights Week, we recognize the crime victim advocates, allied professionals, and selfless volunteers who offer support, options for life-saving services, and, most importantly, hope. Learn more about how everyone plays a role in supporting survivors of crime and get involved by visiting @OJPOVC's #NCVRW2024 Resource Guide. [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)

### During NCVRW

- This week is #NCVRW2024! Are you prepared to offer support if a survivor of crime confides in you? We can all offer help. This National Crime Victims' Rights Week, the theme is "How would you help? Options, services, and hope for crime survivors." Learn how you and your community can get involved. [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- Download the #NCVRW2024 artwork and sample social media posts to help raise awareness for National Crime Victims' Rights Week. [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- Use the #NCVRW2024 Resource Guide to help your community learn about resources available to support survivors of crime. Victim services are available across the United States, and it's incumbent upon us all to be informed if a friend, loved one, colleague, or anyone else turns to us for help. [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- During this National Crime Victims' Rights Week, visit [ovcttac.gov](http://ovcttac.gov) for the tools and resources you need to help build your capacity to serve all victims of crime. #NCVRW2024
- Something you should know during this National Crime Victims' Rights Week: Victim compensation can help reimburse victims for medical services and other costs incurred because of a crime. Visit the @OJPOVC "Help in Your State" page for contact information for your state's crime victim compensation program: [www.ovc.ojp.gov/help-for-victims/help-in-your-state](http://www.ovc.ojp.gov/help-for-victims/help-in-your-state) #NCVRW2024
- Did you know that crime victims' rights may vary by state? Visit [victimlaw.org](http://victimlaw.org) during this National Crime Victims' Rights Week or anytime to research state, federal, or tribal law. #NCVRW2024
- Support is available for victims of crime. Call or text 855-4-VICTIM or visit [victimconnect.org](http://victimconnect.org) to access a map of victim services and learn about victims' rights and options. This nationwide service is confidential, and specialists are trained to provide compassionate, trauma-informed support to empower survivors as they navigate the physical, emotional, and financial tolls of victimization. Interpretation is available in more than 200 languages. #NCVRW2024



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- During #NCVRW2024 and throughout the year, use compelling artwork, awareness posters, and other resources to promote options, services, and hope for crime survivors and to challenge your network to be prepared to offer help. [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- Something to know during National Crime Victims' Rights Week: The Office for Victims of Crime-funded Tribal Resource Tool is a searchable directory of services available for all AI/AN survivors of crime and abuse in Indian Country. The tool includes services for all ages of AI/AN survivors and victims, forms of victimization, locations, and needs of victims, including justice, safety, healing, and support. Connect now. [www.tribalresourcetool.org](http://www.tribalresourcetool.org) #NCVRW2024

## Tech Tip

### *Embedding Links in Facebook*

To embed a link in a Facebook post, copy the URL into the text field and wait until Facebook generates a thumbnail and page description. Then delete the URL text, enter the rest of your content, and complete the post.

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# X (formerly Twitter)

X, formerly known as Twitter, is an information-sharing network where each post on general accounts is limited to 280 characters. If you set up a new account, choose a handle (username) that other users will recognize (often the name or abbreviation of your organization) and an easily identifiable profile picture. To be an active X user, follow other individuals and organizations, follow their followers, reshare their posts and promote them to your audience. Post on your own and be sure to link back to your website or your other social media pages and use images and graphics when possible.

Create longer-form messages by replying to your own posts and creating a "thread." Maximize your X presence by staying engaged in conversations on subjects that are important to your mission and by quickly responding to other users' posts and mentions of your organization or causes.

Adding a hashtag groups your post with related posts from other users and is a useful way to become part of a conversation. Make sure to use the most applicable tags, and add #NCVRW2024 to your NCVRW posts.

## Five Tips for X

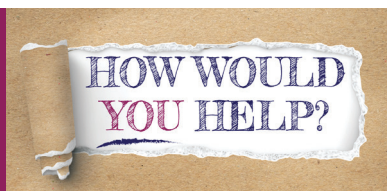
New users of X may have difficulty adhering to a character limit. Use the tips below to make your posts more concise:

- Use numerals ("9") instead of spelled-out numbers ("nine").
- Replace "and" with "+," "&," or "/" when appropriate.
- Use contractions.
- Substitute long words with shorter synonyms.
- Shorten links or remove "http:" and "https:" from the beginning of links, when possible. You can also consider using a link-shortening tool to make long URLs fit into limited space.
- If you need additional characters or want to share longer-form content, you can "thread" posts together.

## Sample X Posts

### Leading up to NCVRW

- This year's National Crime Victims' Rights Week theme is How Would You Help? Options, services, and hope for crime survivors. Join us during this week-long initiative from April 21- 27, 2024. #NCVRW2024 #victimsservices [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- Want to get involved in #NCVRW2024? Use the 2024 NCVRW Resource Guide to plan and promote your community events from April 21-27, 2024. #supportvictims [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024).
- Join the conversation! Use the hashtag #NCVRW2024 to learn about available resources and community events happening April 21-27, 2024. #victimsservices #victimrights
- National Crime Victims' Rights Week is almost here! Follow #NCVRW2024 to stay connected and find compelling artwork and resources to promote options, services, and hope for crime survivors at [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024).
- Visit the #NCVRW2024 Resource Guide at [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024) for ideas to observe National Crime Victims' Rights Week. #NCVRW2024 #victimsservices
- National Crime Victims' Rights Week begins Sunday, April 21, 2024. Visit [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024) for information about resources, events, and activities.
- Need inspiration for your #NCVRW2024 event? See the 2024 NCVRW Resource Guide for helpful tips on how to amplify the question, "How would you help?" and raise awareness of options, services, and hope for crime survivors: [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024).
- Plan your yearly efforts to help honor victims of crime in your community with the #NCVRW2024 Commemorative Calendar of crime victim-related observances at [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024).

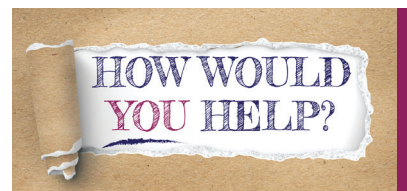


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## During NCVRW

- #NCVRW2024 starts today! Discover resources at [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024) to learn how you and your community can help promote awareness of options, services, and hope for crime survivors!
- It's National Crime Victims' Rights Week! Let's commit to asking ourselves: "How would you help?" Options, services, and hope are available for crime survivors. Learn more at [ovc.ojp.gov/ncvrw2024](http://ovc.ojp.gov/ncvrw2024). #NCVRW2024
- #NCVRW2024 starts today! Discover resources at [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024) for you and your community to raise awareness of options, services, and hope for crime survivors. #NCVRW2024
- Join the nationwide observation of #NCVRW2024 this week and ask yourself: How would you support a crime survivor who turned to you for help? Learn about available options and resources so you are prepared to provide support. #victimservices #victimsrights [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- Access @OJPOVC's #NCVRW2024 Resource Guide to learn about this year's theme of "How Would You Help? Options, services, and hope for crime survivors." #victimservices [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- Have you or someone you know been a victim of crime? The @OJPOVC #NCVRW2024 referral flyer lists national resources that can offer support. [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- Use @OJPOVC's searchable database of victims' rights at [www.victimlaw.org](http://www.victimlaw.org) to research state, federal, and Tribal laws. #NCVRW2024 #victimservices
- #NCVRW2024 starts today! Discover resources at [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024) to learn how you and your community can help promote awareness of victims' rights and services.
- Visit [www.ovcttac.gov](http://www.ovcttac.gov) for the tools and resources you need to help you and your community promote awareness of the needs of crime victims. #NCVRW2024
- Start your #NCVRW2024 activities with an official proclamation for your community at [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024).
- Support is available for victims of crime. Call 855- 4-VICTIM confidentially to learn about victims' rights and services or go to [victimconnect.org](http://victimconnect.org). #NCVRW2024 #victimservices #victimsrights
- During #NCVRW2024 and throughout the year, we want to let victims of crime know that they are not alone. There are options, services, and hope available across the U.S. Find tools to help you or your organization be prepared to help survivors: [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024).
- The Tribal Resource Tool is a searchable directory of services for survivors of crime in Tribal communities. The tool includes services for all ages of survivors and victims. Connect now. [tribalresourcetool.org](http://tribalresourcetool.org) #NCVRW2024 #victimsrights #victimservices

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# Other Social Media Platforms

## YouTube

YouTube is the second most-visited site on the internet, making it a powerful platform for sharing information. To begin, set up a YouTube channel for your organization, which will then link to any Google accounts you have. Choose a name that matches your brand, customize your channel URL, and post your channel URL on your website and social networking profiles. If applicable, register for a YouTube Nonprofit Program account, which gives you more features, including the ability to add clickable “asks” on top of videos and upload longer videos. Use YouTube to upload recordings of presentations and training from your organization as well as highlights of your National Crime Victims’ Rights Week events. Visit OVC’s [YouTube channel](#) for examples of videos to post.

Keep branding cohesive through the use of channel banner images and recognizable, branded video thumbnails.

## Instagram

Instagram is a photo- and video-sharing application that lets you upload and share images with your network. Download the Instagram app, set up an account, snap photos of your NCVRW events on your mobile devices, and give your followers a sneak peek before you post them on your website. Expand the audience for your photos by tagging the accounts of relevant individuals or organizations, adding keywords to your captions, and using relevant hashtags. Be sure to add #NCVRW2024 to relevant posts.

Instagram also has a Stories feature that allows users to post a series of photos and short videos that disappear after 24 hours. Stories are a great tool for polling your audience and increasing engagement through interactive Q&A “stickers” as you can share these responses on your Instagram Story. Stories are also an effective way to drive traffic to any link you choose, whether that’s an event registration, a resource, or an article. Stories can be archived after 24 hours and repurposed using the Highlights feature, which visitors can see on your profile. Instagram also has a feature called Reels for videos that can be posted directly to your feed along with photos. Both Stories and Reels allow for hashtags and tags, just like static images. Instagram images cannot include clickable links (although Stories can), so it is best to use a link-shortening service like Bitly to create a user-friendly URL to paste into your image captions. You can also use a service such as LinkTree or Linkin.bio in your page bio to direct users to specific links relevant to the posts you share. Instagram interfaces with X (formerly Twitter), Facebook, Threads, and other platforms.

## LinkedIn

LinkedIn is a professional network for individuals and organizations. To create a LinkedIn company page for your organization, follow the “setup wizard” to complete a company profile. Be sure to include header and profile images, keeping cohesive branding in mind, and focus on keywords from your mission statement throughout your description. Additionally, use LinkedIn Showcase pages to highlight specific initiatives, such as NCVRW.



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