

# PLANNING YOUR OUTREACH: VICTIM SERVICE PROVIDERS & ALLIED PROFESSIONALS

## Media Plans

### Crafting a National Crime Victims' Rights Week Media Plan

A well-thought-out media plan is an effective way to share your message and increase your organization's exposure. Engaging a wide audience for your NCVRW activities can be time-consuming and may feel overwhelming for an organization with a small staff. However, an active social media presence is easy to achieve and can vastly increase your connections and reach.

You can tailor the sample media plans described here to meet the needs and capacity of your organization and to set media and outreach goals for the entire year. It can take as much (or as little) time as you have to dedicate to it.

### Considerations When Crafting a Media Plan

- Who is your audience?
- What is your message? What do you want to accomplish?
- Where do you want to engage your audience (local, state, or national level)?
- What is the best method for communicating your message? (Your mode and method should be adapted for each communication.)
- When and how often should you communicate?
- Why is this message important to your audience?

### Important to Remember

- Social media is about two-way communication. To have successful engagement, consider following organizations in your network and then engage with their posts.
- Content is key. Posts should be relevant, timely, and consistent.
- Be intentional with what you share and post. Make sure your content fits into your overall messaging strategy and brand.
- Use #NCVRW2024 in your posts.

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# Crafting an NCVRW Media Plan

## Sample Plan 1

This is for organizations interested in building a stronger media presence and able to dedicate a small amount of staff time (approximately one hour) each week.

### *Throughout April*

Post on social media two or three times each week. Share posts by OVC and other relevant organizations, copy a sample post from this guide (see the Social Media Posts portion of this section) or craft your own content.

If you already have an established blog, write one post about your organization's NCVRW activities.

### *Set Achievable Goals*

Support your organizational activities by setting achievable, measurable goals, such as:

- increasing your followers by 5 percent.
- achieving an engagement rate of 1 percent or higher. (Engagements include likes, shares, retweets, URL clicks, and any other action a user takes on your post. You can find your engagement rate in any of the social platforms' reporting areas.)
- establishing online connections with other organizations by liking or following their pages.

## Sample Plan 2

This is for organizations interested in building a stronger media presence and forming relationships with local news outlets and able to dedicate a moderate amount of staff time (4–8 hours each week).

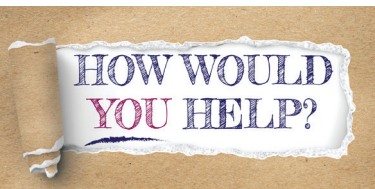
### *Throughout April*

- Post at least four times on social media each week. You can respond to another organization's post, inform the public about your resources, post a relevant news article, or use the sample posts on in the Social Media Posts portion of this section.
- Write one blog post about how your organization is participating in NCVRW this year.
- Write a news release about your organization's recognition of NCVRW.
- Submit a letter to the editor or an opinion-editorial to your local newspaper.

### *Set Achievable Goals*

Support your organizational activities by setting achievable, measurable goals, such as:

- increasing your followers by 10 percent.
- achieving an engagement rate of 1 percent or higher. (Engagements include likes, shares, retweets, URL clicks, and any other action a user takes on your post. You can find your engagement rate in any of the social platforms' reporting areas.)
- having a letter to the editor or an opinion-editorial published in the local newspaper.



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## Sample Plan 3

This plan is for organizations interested in reaching a wide audience, increasing visibility, and that can devote significant staff time (8-plus hours each week).

### *Throughout April*

- Post at least five to seven times per week on social media. Use a variety of tactics—share others' posts, respond to other organizations, post news articles, highlight neighboring events and services, schedule a live chat, use the sample posts in the Social Media Posts portion of this section, or craft your own NCVRW messages related to this year's theme, "How Would You Help? Options, services, and hope for crime survivors."
- Write two blog posts about NCVRW. Publish the first one the week before NCVRW, detailing the history of the week and what your organization is doing to commemorate the week. Publish the second post after NCVRW as a follow-up on your organization's events and national NCVRW events, such as the National Crime Victims' Rights Week Candlelight Vigil and 2024 National Crime Victims' Service Awards Ceremony.
- Submit a letter to the editor and/or an opinion-editorial for print in your local newspaper each week of the month.
- Write two or more news releases. Possible topics include your participation in the mayor's (or other local official's) proclamation, your own organization's NCVRW activities, and other events commemorating the week.

### *Set Achievable Goals*

Support your organizational activities with achievable, measurable goals, such as:

- Increasing your followers by 10–20 percent.
- Achieving an engagement rate of 2 percent or higher. Engagements include likes, shares, retweets, URL clicks, and any other action a user takes on your post. You can find your engagement rate in any of the social platforms' reporting areas.
- Connecting with professionals and community members in a variety of ways.

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# 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).

### 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 @OJPOVC's 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 @OJPOVC #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 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)



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## ***During NCVRW***

- This week is #NCVRW2024! Are you prepared to offer support if a survivor of crime confides in you? Is your organization? 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 [ovcctac.gov](http://ovcctac.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
- 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 @OJPOVC's 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 #victimssrights
- 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 @OJPOVC's #NCVRW2024 Resource Guide at [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024) for ideas to observe National Crime Victims' Rights Week. #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).

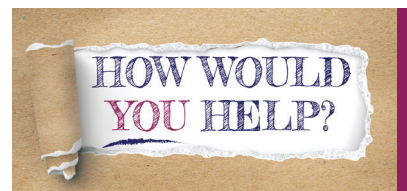


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## During NCVRW

- #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 [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/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 the #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).
- Visit the Tribal Resource Tool, a searchable directory of services for all ages of survivors and victims of crime in Tribal communities. 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.

## Podcasts

Podcasts are audio and/or video recordings that can be used as a powerful tool for communicating with your audience regardless of their location. To begin a podcast, you will want to identify a theme or topic and a hosting domain and/or platform for your recorded episodes.

A typical podcast may include a series of interviews, stories, lectures, conversations, or events and performances. Individual episodes should be released on a pre-identified reoccurring basis that is appropriate for the subject matter and intended audience. You can choose whether to broadcast your podcast indefinitely or for a set amount of time.

Promote your podcast on your website, blog, social, and email with #NCVRW2024 and the customizable NCVRW theme artwork available at [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024).



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# Blog

Consider sharing more in-depth messages with your community online through a blog. Post as frequently as you wish, with a goal of at least once a month. Be sure to provide a link to your blog on your Facebook, Twitter, and other social media pages.

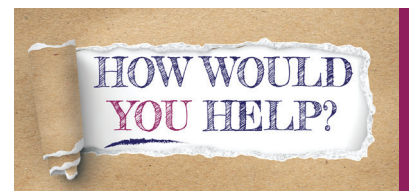
## Steps to an Engaging Blog Post

- Target your audience by using an appropriate reading level and relevant content.
- Check your facts. Use only statistics that come from reliable sources, and cite them.
- State your main points in your introduction and again in the conclusion.
- Limit your post to no more than 750 words.
- Time the release of your blog.

## Ideas for Blog Posts

- Information for crime victims, such as crime victim compensation, victims' rights, or where to turn for help.
- Details about an upcoming event or a recap following an event.
- Awareness days, weeks, and months.
- Suggestions for self-care.
- Personal stories, including suggestions for self-care and how victims used local resources to assist in their recovery.
- Tips about how anyone in the community can offer support and hope to crime survivors.
- Lists of important resources and services.
- Relevant interviews with important local officials or executives in the organization.

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## Sample Blog (510 Words)

How many people do you interact with every week? For many people, it's dozens: family, friends, coworkers, classmates. For others, the answer is hundreds; think about preachers, flight attendants, grocery store clerks, or bank employees. Even those who have a small circle of close contacts may interact with more people than they think. When you factor in activities like going to the store, getting a haircut, taking transit, or even playing a multiplayer video game online, the number starts to rise.

Why is that important? Each person you interact with is someone with unique lived experiences. And they may consider *you* someone they trust or can turn to for help. If someone confided in you about a crime committed against them, what would you do?

It's not as far-fetched as you might think. In 2022, there were [nearly 20 million](#) crime victimizations in the United States. More than 6.6 million were the result of violent crimes, including rape or sexual assault, robbery, aggravated assault, and simple assault, and of that 6.6 million, only about 42% were reported to police. A survivor could be your family member, coworker, friend, teammate, or even an acquaintance.

Here are some tips about how you can be prepared to help.

### **Offer support**

Start by listening with empathy and without judgement. When someone confides in you, the very act of giving them your time and paying attention can go a long way. Be sure to listen actively, focusing on what they say and showing that you hear them. Don't interrupt or spend time focusing on your response while they're talking.

Talking to someone can be a crucial step on a crime survivor's journey toward healing. In some cases, this may even be a step toward justice for them; there may be no viable recourse in the criminal justice system, and the act of telling someone who can listen in a meaningful way, can be powerful.

[Insert contact information for your organization, or your website, if you offer guidance on how the general public can navigate these conversations.]

### **Share resources**

Educate yourself on the resources that are available for crime victims and survivors in your community. You should familiarize yourself with the names of local victim service organizations and national hotlines. Think outside of the box, too. Learn about housing assistance, low-cost medical care, legal aid services in your area — the list goes on.

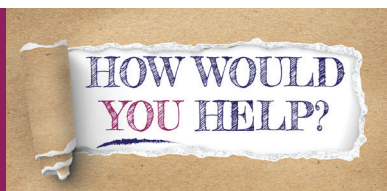
[Insert local resources.]

The VictimConnect Resource Center ([victimconnect.org](https://victimconnect.org)) also has an accessible map of resources across the U.S. and you can find a list of national hotlines at <https://ovc.ojp.gov/help-for-victims/toll-free-text-and-online-hotlines>.

### **Don't underestimate the power of hope**

The act of active listening, or an offer to help a crime survivor find appropriate resources if needed, can allow them to see that their future can be improved and that they can take steps to make it better. Hope is an essential component of mitigating some effects of trauma.

To learn more about options, services, and hope for crime survivors as well as access material to help spread awareness of victims' rights and resources, visit [ovc.ojp.gov/ncvrvw2024](https://ovc.ojp.gov/ncvrvw2024) today.



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