

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/ncvrw2025/artwork/social-media-artwork>. Be sure to use applicable hashtags and add #NCVRW2025 to your NCVRW posts.

6 Tips for an Effective Facebook Post

1. Keep your content concise; readers should be able to access the information they need easily.
2. Include a link to a relevant article or website.
3. Be timely.
4. Post at varied times throughout your social campaign for maximum impressions.
5. Post intentionally, as part of a consistent sharing strategy.
6. 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 of April 6-12, 2025

- This year's National Crime Victims' Rights Week will be observed April 6-12, 2025. Join this weeklong initiative themed "Connecting <KINSHIP> Healing"—recognizing that shared humanity should be at the center of supporting all survivors and victims of crime because it drives vital connections to services, rights, and healing. Get started today by using the 2025 NCVRW Resource Guide. #NCVRW2025 www.ovc.ojp.gov/ncvrw2025
- Want to get involved in National Crime Victims' Rights Week? Access the 2025 NCVRW Resource Guide to help plan community events that raise awareness of crime victims' rights and services. KINSHIP is where victim advocacy beings. #NCVRW2025 www.ovc.ojp.gov/ncvrw2025
- This year's National Crime Victims' Rights Week theme is "Connecting <KINSHIP> Healing." KINSHIP is the foundation of victim advocacy—it's what fuels the work of advocates and helps them form meaningful connections that promote healing and understanding. Learn about available resources to raise awareness of the importance of KINSHIP during April 6-12, 2025. www.ovc.ojp.gov/ncvrw2025

- National Crime Victims' Rights Week begins Sunday, April 6, 2025. Visit the #NCVRW2025 website to discover resources that will help you raise awareness of about victims' rights and services and learn more about this year's theme Connecting<KINSHIP>Healing. www.ovc.ojp.gov/ncvrw2025
- #NCVRW2025 is almost here! Through KINSHIP, we acknowledge that healing isn't linear and remain open to what each survivor needs. Discover resources for spreading the message of KINSHIP by visiting the 2025 NCVRW Resource Guide. www.ovc.ojp.gov/ncvrw2025
- During National Crime Victims' Rights Week, we are challenged to build a world where every connection holds the potential to heal. Learn more about NCVRW by visiting the #NCVRW2025 Resource Guide. www.ovc.ojp.gov/ncvrw2025

During NCVRW

- This week is #NCVRW2025! KINSHIP creates a bridge between survivors, between advocates, between organizations and the people they serve, and between community members working to create safe spaces for victims of crime. Learn how you and your community can embrace KINSHIP to ensure no one walks their healing path alone. www.ovc.ojp.gov/ncvrw2025
- Download the #NCVRW2025 artwork and social media resources to help spread a powerful message: When we stand in KINSHIP with survivors and victims of crime, we cultivate connections. And through connections, healing can begin. www.ovc.ojp.gov/ncvrw2025
- During this National Crime Victims' Rights Week, visit ovcttac.gov for tools, resources, and training that help your organization provide services to all victims of crime and survivors. #NCVRW2025
- Something you should know during this National Crime Victims' Rights Week: You may be eligible for victim compensation which can reimburse you for medical services and other crime-related costs. Visit the @OJPOVC "Help in Your State" page: www.ovc.ojp.gov/help-for-victims/help-in-your-state #NCVRW2025
- Did you know that crime victims' rights may vary by state? Understanding these rights helps us better support survivors' healing journeys. Visit victimlaw.org during this National Crime Victims' Rights Week or anytime to research state, federal, or Tribal law. #NCVRW2025
- Support is available for all victims of crime. Call 855-4-VICTIM to learn about your rights and options confidentially and compassionately. Visit victimconnect.org to learn more. #NCVRW2025
- During #NCVRW2025 and throughout the year, we strive to build a world where every connection holds the potential to heal. Use our awareness materials to raise awareness of crime victims' rights and services. www.ovc.ojp.gov/ncvrw2025