



Many organizations already have a [Facebook](#) business or cause page. Rather than opening a new page specific to a particular topic, use these established pages with a built-in audience to promote NCVRW activities and information. Post photos, videos, organizational content, invitations to upcoming events, and links back to your website. Like and re-share posts from other organizations in your network. Or share live events in real time with the Facebook Live feature. Use the sample status updates below or create your own to launch your NCVRW Facebook campaign. To download NCVRW theme artwork sized specifically for sharing on Facebook, visit [www.ovc.gov/ncvrw2018](http://www.ovc.gov/ncvrw2018). Make sure to use the most applicable tags, and add #NCVRW2018 to your NCVRW posts.

### » 5 Tips for an Effective Facebook Post

- Keep it short and informative; readers should not have to expand the post to read all of it.
- Include a link to a relevant article or website.
- Be timely and current.
- Post during non-peak hours for the best reach.
- Post intentionally, as part of a consistent sharing strategy.
- Include an image (images are proven to receive more engagement and are favored by Facebook's algorithm).

### Sample Facebook Posts

- Today marks the beginning of National Crime Victims' Rights Week. How do you plan to commemorate this week? Let us know! #NCVRW2018
- When victims feel understood and supported, they are more likely to seek services. Expand the Circle: Reach All Victims #NCVRW2018 [www.ovc.gov/ncvrw2018](http://www.ovc.gov/ncvrw2018)
- National Crime Victims' Rights Week highlights culturally competent services and justice for all. This year's theme is "Expand the Circle: Reach All Victims." Learn more at [www.ovc.gov/ncvrw2018](http://www.ovc.gov/ncvrw2018) and get involved.
- We must challenge ourselves to meet the myriad needs of our entire community. By making our services more accessible and welcoming, and by partnering with trusted community leaders and organizations, we can truly expand the circle to reach all victims. #NCVRW2018 [www.ovc.gov/ncvrw2018](http://www.ovc.gov/ncvrw2018)
- Communities' investment in crime victims expands opportunities for victims to disclose their victimization, connect with services, and receive the support they need. #NCVRW2018



- We all play a role in serving victims. Our efforts cannot succeed without local law enforcement, victim advocates, prosecutors, probation and parole officers, child and family services, community leaders, community members, educators, coaches, parents, and others. #NCVRW2018
- The theme for National Crime Victims' Rights Week 2018 is "Expand the Circle: Reach All Victims," which emphasizes the importance of inclusion in victim services. #NCVRW2018
- Find ways to partner with advocates in your community by viewing past National Crime Victims' Rights Week Community Awareness Projects via the National Association for VOCA Assistance Administrators. #NCVRW2018 [www.navaa.org/cap/previous.html](http://www.navaa.org/cap/previous.html)
- National Crime Victims' Rights Week begins April 8. Visit the Office for Victims of Crime's NCVRW website for information about resources and help in planning events and activities. #NCVRW2018 [www.ovc.gov/ncvrw2018](http://www.ovc.gov/ncvrw2018)
- Looking for information on victim services? Download the Help Series brochures from the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice. #NCVRW2018 [www.ovc.gov/pubs/helpseries](http://www.ovc.gov/pubs/helpseries)
- Visit [www.victimsofcrime.org/training](http://www.victimsofcrime.org/training) for training opportunities from the National Center for Victims of Crime. Learn from and network with others on a variety of crime victim topics. #NCVRW2018
- Visit the National Association of Crime Victim Compensation Boards for information on crime victim compensation in your state: [www.nacvcb.org/index.asp?sid=6](http://www.nacvcb.org/index.asp?sid=6) #NCVRW2018
- April 8-14, 2018, is National Crime Victims' Rights Week. Find webinars on victims' rights at OVC TTAC. #NCVRW2018 [www.ovcttac.gov/views/TrainingMaterials/dspWebinars.cfm](http://www.ovcttac.gov/views/TrainingMaterials/dspWebinars.cfm)

### ▶▶ Tech Tip

## Embedding Links in Facebook

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

- Do you know what victims' rights exist in your state? Visit [www.victimlaw.info](http://www.victimlaw.info) today to research state, federal, or tribal law. #NCVRW2018
- Visit [OVCTTAC.gov](http://OVCTTAC.gov) for the tools and resources you need to help build your capacity to serve victims of crime. #NCVRW2018
- Follow the National Crime Victims' Rights Week Resource Guide partners to see how organizations across the country are supporting victims. Meet the partners at [www.ovc.gov/ncvrw2018](http://www.ovc.gov/ncvrw2018) #NCVRW2018
- Learn how to help victims of financial crime with "Taking Action: An Advocate's Guide to Assisting Victims of Financial Fraud" #NCVRW2018 [www.victimsofcrime.org/taking-action](http://www.victimsofcrime.org/taking-action)
- April is National Child Abuse Prevention Month! Visit our partners at HHS to learn how you can help protect children. #NCAPM2018 [www.childwelfare.gov/preventing/preventionmonth](http://www.childwelfare.gov/preventing/preventionmonth)
- April is National Sexual Assault Awareness Month. Find out how to support victims of sexual assault in our schools, college campuses, workplaces, and community. #SAAM [www.nsvrc.org/saam](http://www.nsvrc.org/saam)

