



Twitter is an information-sharing network where each post, called a “tweet,” once limited to 140 characters, has now been expanded to 280. When you [set up your account](#), choose a Twitter handle (username) that other users will recognize (often the name or abbreviation of your organization). After you set up your account, begin following others, follow their followers, retweet their tweets, and promote them to your audience. Maximize your Twitter presence by staying engaged in conversations on subjects that are important to you, and by quickly responding to other users’ tweets and mentions of your organization or causes. Adding a hashtag groups your tweet 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 #NCVRW2018 to your NCVRW tweets.

» Tips for Tweeting

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

- Replace spelled out numbers (“nine”) with numerals (“9”).
- Replace “and” with “+,” “&,” or “/” when appropriate.
- Use contractions.
- Substitute long words with shorter synonyms.
- Shorten links with sites like [TinyURL](#) or [Bitly](#), or remove “http:” and “https:” from the beginning of links, when possible.

Sample Tweets

- National Crime Victims’ Rights Week begins on April 8. Visit www.ovc.gov for information about resources and events. #NCVRW2018
- National Crime Victims’ Rights Week is April 8-14, 2018. Follow #NCVRW2018 to stay connected and download awareness posters at www.ovc.gov
- Victims should be given the assistance they need to make informed decisions for their own lives. Follow #NCVRW2018 to get involved!
- Expand the Circle: Reach All Victims. Search #NCVRW2018 to learn how you can help victims of crime.
- We must reach victims where they are—physically, culturally, emotionally—for them to trust the system. Read the proclamation for #NCVRW2018.
- This year, we reaffirm our commitment to creating a victim service and criminal justice response that assists all victims of crime. View crime victim statistics and fact sheets on www.ovc.gov #NCVRW2018
- To reach all victims, we must remove barriers to reporting, safety, and accessing services that are faced by victims. #NCVRW2018



- National Crime Victims' Rights Week 2018 starts today! This year's theme is "Expand the Circle: Reach All Victims." Download posters at www.ovc.gov to promote #NCVRW2018.
- When victims of crime receive the services and support they need, they are more likely to remain engaged in their community. #NCVRW2018
- Download the #NCVRW2018 Resource Guide free at www.ovc.gov/ncvrw2018 for tips on observing National Crime Victims' Rights Week.
- Free resources are available to help victims of financial fraud this #NCVRW2018. Download at www.victimsofcrime.org/taking-action
- Download 3 free awareness posters for your #NCVRW2018 activities! www.ovc.gov/ncvrw2018
- Looking for ways to get involved in #NCVRW2018? Find tips on raising awareness at www.ovc.gov/ncvrw2018
- April is National Sexual Assault Awareness Month. Visit www.nsvrc.org/saam or follow @NSVRC for info! #NCVRW2018
- Find talking points and fact sheets with statistics for your #NCVRW2018 activities on www.ovc.gov/ncvrw2018
- Have you or someone you know been a victim of crime? The #NCVRW2018 "Info Referral Flier" lists national resources. www.ovc.gov/ncvrw2018
- Visit www.ovc.gov/ncvrw2018 to learn more about the National Crime Victims' Rights Week Partners. #NCVRW2018
- Need inspiration for your #NCVRW2018 event? See the NCVRW Resource Guide for #victim centered quotes. www.ovc.gov/ncvrw2018
- See the #NCVRW2018 Commemorative Calendar of 2018 crime victim observances www.ovc.gov/ncvrw2018 and support victims all year.

Highlighting the 2018 Crime and Victimization Fact Sheets

Craft a separate media plan using the 2018 NCVRW Resource Guide's Crime and Victimization Fact Sheets in conjunction with the Commemorative Calendar from "Developing Your Campaign," which lists notable awareness days, weeks, and months throughout the year. By pairing reliable statistics with corresponding awareness topics, you can easily create relevant content to raise awareness in your community.

For instance, during Older Americans Month in May, promote the *Crimes Against Older Adults Fact Sheet* and use its contents to inform other outreach efforts that month. Similarly, for America's Safe Schools Week in October, promote and use the *School and Campus Crimes Fact Sheets*, focusing on community schools, organizations, and facilities that interact with youth and young adults.



- Learn how to protect yourself from fraud this #NCVRW2018 and how to assist others: www.victimsofcrime.org/taking-action
- @OJPOVC offers a calendar of upcoming #victim assistance events. Learn more or add your training at ovc.ncjrs.gov/ovccalendar/about.asp #NCVRW2018
- April 8-14 is National Crime Victims' Rights Week. View OVC webinar recordings on victims' rights. www.ovcttac.gov/views/TrainingMaterials/dspWebinars.cfm#VictimsRights #NCVRW2018
- Do you know what victims' rights exist in your state? Visit www.victimlaw.info to research state, federal, or tribal law. #NCVRW2018
- Visit OVCTTAC.gov for the tools and resources you need to help build your capacity to serve victims of crime. #NCVRW2018
- Want to network with #victim advocates? Visit VictimsofCrime.org/training for info on the @CrimeVictimsOrg National Training in Orlando later this year. #NCVRW2018
- @OJPOVC hosts a searchable database of victims' rights laws. Learn more: www.victimlaw.org #NCVRW2018
- Stalking is a crime, not a joke. Get the facts: victimsofcrime.org/docs/src/stalking-fact-sheet_english.pdf #NCVRW2018
- @OJPOVC's TTAC offers free trainings on victim advocacy and assistance. Learn more here: www.ovcttac.gov #NCVRW2018
- By pooling expertise and resources we can support the healing and recovery of all crime victims and build thriving communities. Open your #NCVRW2018 activities with the proclamation on www.ovc.gov
- Scam Alert. Crooks use clever schemes to defraud millions of people every year. Read more: www.consumer.ftc.gov/scam-alerts #NCVRW2018

