

# Media Plans

## Crafting an NCVRW 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.

### **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 to communicate 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 #NCVRW2019 in your posts.



# CRAFTING AN NCVRW MEDIA PLAN



## Sample Plan 1

### **For those—**

- Interested in building a stronger media presence.
- Able to dedicate a small amount of staff time (approximately 1 hour) each week.

### **Throughout March and April—**

- Post on Twitter and Facebook two or three times each week. Share OVC's and other relevant organizations' posts, copy a sample post from this guide (see pages 6–10), or craft your own content.
- If you already have an established blog, write one blog post about your organization's NCVRW activities.

### **Set Achievable Goals**

Support your organizational activities with goals such as—

- Set a campaign goal of increasing your followers by 5 percent.
- Aim for an engagement rate goal 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.
- Establish online connections with other organizations by liking or following their pages.

## Sample Plan 2

### **For those—**

- Interested in building a stronger media presence and relationships with local news organizations.
- Able to dedicate a moderate amount of staff time (4 to 8 hours) each week.

### **Throughout March and April—**

- Post at least four times on Twitter and three times on Facebook 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 pages 6–10.
- 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.
- Optional: Submit a letter to the editor or an op-ed to your local newspaper.

### **Set Achievable Goals**

Support your organizational activities with goals such as—

- Set a campaign goal of increasing your followers by 10 percent.
- Aim for an engagement rate goal 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.



- Have a letter to the editor or an op-ed published in the local newspaper.

## Sample Plan 3

### **For those—**

- Interested in reaching a wide audience and increasing visibility.
- Able to devote significant staff time (8 or more hours) each week.

### **Throughout March and April—**

- Post at least once a day on Twitter and on Facebook. Use a variety of tactics: share others' posts, respond to other organizations, post news articles, highlight neighboring events and services, use the sample posts on pages 6–10, or craft your own NCVRW messages related to this year's theme, *Honoring Our Past. Creating Hope for the Future*.
- 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 U.S. Department of Justice's National Crime Victims' Service Awards Ceremony.
- Submit a letter to the editor and an op-ed for print in your local newspaper each month.
- Write two or more news releases. Possibilities for topics include announcing your organization's NCVRW activities, your participation in the mayor's proclamation, and other events commemorating the week.

## The Current Media Landscape

The media landscape and how we receive our news has changed over the past few decades and continues to evolve. Both social media and traditional media can be used to inform opinions about current events and causes that align with the mission of your organization. Social media is an efficient way to reach a wide audience and can be successful at a low cost. It allows organizations to increase dialogue with each other and with their community. Traditional media sources may give you the opportunity to interact with community members who have a smaller online presence.

NCVRW provides a vehicle for your organization to increase its media profile leading up to, during, and following the observance (April 7–13). The tools throughout this section are designed to help you create a comprehensive public awareness campaign for NCVRW as well as maintain an effective and constant presence throughout the year.

### **Set Achievable Goals**

Support your organizational activities with goals such as—

- Set a campaign goal of increasing your followers by 10–20 percent.
- Aim for an engagement rate goal 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.
- Connect with professionals and community members in a variety of ways.

