

# OTHER SOCIAL MEDIA PLATFORMS

## YouTube

YouTube is the world's second largest search engine and 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 and post your channel URL on your website, Facebook page, and other 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 trainings from your organization, as well as highlights of your NCVRW events. Visit [OVC's YouTube Channel](#) for examples of videos to post.

## Instagram

Instagram is a photo-sharing application that allows you to 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](#) them with keywords and hashtags to identify or organize them, and be sure to add [#NCVRW2019](#) to relevant posts. Instagram also has a "stories" feature that allows users to post a series of photos and videos that disappear after 24 hours. Instagram interfaces with Twitter, Facebook, 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, and focus on keywords from your mission statement throughout your description. Additionally, use LinkedIn Showcase pages to highlight specific initiatives, such as NCVRW.

## Periscope

[Periscope](#) is Twitter's live-streaming public video app. Similar to Facebook Live, it allows the user to broadcast and watch live videos in real time from around the world. The application has useful features, such as the ability to attend meetings remotely and share events with the public. You can choose whether to keep broadcasts indefinitely or let them expire after 24 hours. Use Periscope to share your NCVRW events with community members who are unable to attend in person.



# Additional Tips for Social Media Posts

In addition to the sample Facebook and Twitter posts listed here, use the following ideas to generate more NCVRW content for your social media sites.

- Download NCVRW Theme Artwork from the [NCVRW website](#), including NCVRW-specific Facebook and Twitter images.
- Post photos or videos of your organization's NCVRW planning sessions or events.
- Share posters from the Office for Victims of Crime's [gallery of awareness posters](#) on crime- and victim-related topics to your social media platforms.
- Post links to NCVRW op-eds or news releases from your local newspaper or television station's website.
- Post links to NCVRW statements or proclamations made by local or state officials, and include brief descriptions about these statements.
- Allow other Facebook, Instagram, and LinkedIn users to post stories, event reminders, pictures, and updates on your timeline by opening your Facebook, Instagram, and LinkedIn settings. If you allow the general public to engage with your content, be sure to monitor your timeline frequently for negative or offensive posts.
- Post bios and photos of your NCVRW event speakers on your Facebook page in advance of the events, and promote them on Twitter and your other social media channels.
- Ask your social media followers to repost your status updates on their social media networks.
- Post current and recent NCVRW videos on YouTube.

