
Media Plans

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 organizations 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 takes 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, national)?
- 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 engaging 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 #NCVRW2018 in your posts.



Sample **Plan 1**

For those—

- interested in building a stronger media presence.
- able to dedicate a small amount of staff time (approximately an hour) each week.

Throughout March and April—

- post on Twitter and Facebook 2-3x each week. Share OVC and other relevant organizations' posts, copy a sample status update from this guide (see pages 6-10), or craft your own content.
- if you already have an established blog, write 1 blog post about your organization's NCVRW activities.

Set Achievable Goals

Support your organizational activities with goals such as—

- gain 50 new followers.
- receive 10-20 retweets, shares, or likes per week.
- 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 (4-8 hours) each week.

Throughout March and April—

- post at least 4x on Twitter and 3x 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 1 blog post about how your organization is participating in National Crime Victims' Rights Week this year.
- write a news release about your organization's recognition of National Crime Victims' Rights Week.
- 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—

- gain 100 new followers.
- receive 25-30 retweets, shares, or likes per week.
- 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+ hours) each week.

Throughout March and April—

- post at least 1x 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—*Expand the Circle: Reach All Victims*.
- write 2 blog posts about National Crime Victims' Rights Week, one published the week before National Crime Victims' Rights Week about the history of the week and what your organization is doing to commemorate the week. The second, published after National Crime Victims' Rights Week, can be used to 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 2+ news releases—possibilities include announcing your organization's NCVRW activities, your participation in the mayor's proclamation, and other events commemorating the week.

Set Achievable Goals

Support your organizational activities with goals such as—

- gain 200 new followers.
- receive 40–50 retweets, shares, or likes per week.
- connect with professionals and community members in a variety of ways.

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 often the most 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 be more accurate and give you the opportunity to interact with community members who have a smaller online presence.

National Crime Victims' Rights Week provides a vehicle for your organization to increase its media profile leading up to, during, and following the observance (April 8–14). The tools throughout this section are designed to help you create a comprehensive public awareness campaign for National Crime Victims' Rights Week as well as maintain an effective and constant presence throughout the year.