



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 built-in audiences to promote NCVRW activities and information. Post photos, videos, organizational content, invitations to upcoming events, and links leading back to your website. Engage your audience by replying to their comments on posts and liking or sharing posts from other people and organizations in your network. Use the Facebook Live feature to stream live events or answer questions in real time. You can also temporarily pin a post highlighting NCVRW to the top of your page to increase its visibility.

Use the sample posts 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/ncvrw2019. Be sure to use applicable hashtags, and add #NCVRW2019 to your NCVRW posts.

6 Tips for an Effective Facebook Post | Sample Facebook Posts

- Keep your content concise; readers should be able to easily access the information they need.
- Include a link to a relevant article or website.
- Be timely.
- Post at varied times throughout your social campaign for maximum impressions.
- 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).
- Today marks the beginning of National Crime Victims' Rights Week. How do you plan to celebrate and commemorate this week? Comment to let us know! #NCVRW2019
- We must work together to create hope for the future of crime victims' services. Our efforts cannot succeed without the contributions of local law enforcement, victim advocates, prosecutors, probation and parole officers, child and family services, community leaders and members, educators, coaches, parents, and others. #NCVRW2019
- The victims' rights movement began through a shared hope for healing, a hope for change, and a hope to be heard. The legacy of commitment and passion lives on today. We remember the movement's first leaders as we honor our past and create hope for the future. #NCVRW2019
- When victims feel understood and supported, they are more likely to seek services, which leads to a stronger and more resilient community. #NCVRW2019 www.ovc.gov/ncvrw2019



- Did you know? In 1982, President Ronald Reagan established the President's Task Force on Victims of Crime, cementing a path for progress in the victims' movement. #NCVRW2019
- Building trust and open communication between communities and the victim services professionals who serve them is the first step in working together and creating hope for the future of crime victims' rights. #NCVRW2019
- #NCVRW2019 commemorates the crime victim advocates, allied professionals, and selfless volunteers who have courageously worked toward a future of inclusive and accessible resources and services. This year's theme is "Honoring Our Past. Creating Hope for the Future." Learn more at www.ovc.gov/ncvrw2019 to get involved.
- Communities' investment in crime victims expands opportunities for victims to disclose their victimization, connect with services, and receive the support they need. #NCVRW2019
- The #NCVRW2019 theme is "Honoring Our Past. Creating Hope for the Future," reminding us of our progress and inspiring us to keep pushing forward.
- To create a future where all victims are served and their voices heard, we must continue making victims services more accessible, welcoming, and culturally sensitive. #NCVRW2019
- 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. #NCVRW2019 www.navaa.org/cap/previous.html
- National Crime Victims' Rights Week begins Sunday, April 7. Visit the Office for Victims of Crime's NCVRW website for information about resources and help for planning events and activities. #NCVRW2019 www.ovc.gov/ncvrw2019
- 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. #NCVRW2019 www.ovc.gov/pubs/helpseries
- Visit 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. #NCVRW2019
- Looking to plan, promote, or locate victims' services events? Visit the National Calendar of Crime Victim-Assistance Related Events. <https://ovc.ncjrs.gov/ovccalendar> #NCVRW2019
- 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 #NCVRW2019
- April 7-13, 2019, is National Crime Victims' Rights Week. Find webinars on victims' rights on OVC TTAC. #NCVRW2019 www.ovcttac.gov/views/TrainingMaterials/dspWebinars.cfm
- Do you know what victims' rights exist in your state? Visit <https://victimlaw.org> today to research state, federal, or tribal law. #NCVRW2019
- Visit OVCTTAC.gov for the tools and resources you need to help build your capacity to serve all victims of crime. #NCVRW2019
- Follow the #NCVRW2019 Resource Guide partners to see how organizations across the country are supporting victims. Meet the partners at www.ovc.gov/ncvrw2019.



- Learn how to help victims of financial crime in “Taking Action: An Advocate’s Guide to Assisting Victims of Financial Fraud.” #NCVRW2019 www.victimsofcrime.org/taking-action
- April is National Child Abuse Prevention Month. Visit our partners at the U.S. Department of Health and Human Services to learn how you can help protect children. #NCAPM2019 #PreventionMonth www.childwelfare.gov/topics/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 #BelieveSurvivors www.nsvrc.org/saam

Tech Tip

Embedding Links in Facebook

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

