

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 to it.

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 for communicating 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 #NCVRW2020 in your posts.



CRAFTING AN NCVRW MEDIA PLAN

Sample Plan 1

For those—

- interested in building a stronger media presence, and
- 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 posts by OVC and other relevant organizations, copy a sample post from this guide, 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 by setting achievable, measurable goals such as—

- increasing your followers by 5 percent.
- achieving an engagement rate 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.)
- establishing online connections with other organizations by liking or following their pages.

Sample Plan 2

For those—

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

Throughout March and April—

- post at least four times on Twitter and four 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.
- 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.
- submit a letter to the editor or an opinion-editorial to your local newspaper.

Set Achievable Goals

Support your organizational activities by setting achievable, measurable goals such as—

- increasing your followers by 10 percent.
- achieving an engagement rate 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.)
- having a letter to the editor or an opinion-editorial published in the local newspaper.



Sample Plan 3

For those—

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

Throughout March and April—

- post at least once 5–7 times per week on Twitter and 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, or craft your own NCVRW messages related to this year's theme, *Seek Justice | Ensure Victims' Rights | Inspire Hope*.
- 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 followup 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 opinion-editorial for print in your local newspaper each month.
- write two or more news releases. Possible topics include your participation in the mayor's proclamation, your own organization's NCVRW activities, and other events commemorating the week.

Set Achievable Goals

Support your organizational activities with achievable, measurable goals such as—

- increasing your followers by 10–20 percent.
- achieving an engagement rate 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.)
- connecting with professionals and community members in a variety of ways.



Seek Justice | Ensure Victims' Rights | Inspire Hope