FACEBOOK f

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/ncvrw2020. Be sure to use applicable hashtags, and add #NCVRW2020 to your NCVRW posts.

6 Tips for an Effective Facebook Post

- 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 receive more engagement and are favored by Facebook's algorithm).

Sample Facebook Posts

- Join us throughout the week as we raise awareness for victims' rights. Learn how you and your community can get involved. #NCVRW2020

- Justice can take different forms for each individual victim. This year's #NCVRW2020 theme—Seek Justice | Ensure Victims' Rights | Inspire Hope—focuses on the rights of all victims of crime. www.ovc.gov/ncvrw2020

- 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 seek justice and inspire hope for the future. #NCVRW2020

- When victims feel understood and supported, they are more likely to seek services, which leads to a stronger and more resilient community. #NCVRW2020 www.ovc.gov/ncvrw2020

- #NCVRW2020 recognizes the crime victim advocates, allied professionals, and selfless volunteers who have worked toward a future of inclusive and accessible resources and services. This year's theme is "Seek Justice | Ensure Victims' Rights | Inspire Hope." Learn more at www.ovc.gov/ncvrw2020 to get involved.

- 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. #NCVRW2020

- National Crime Victims' Rights Week begins Sunday, April 19. Visit the Office for Victims of Crime's NCVRW website for information about resources and help for planning events and activities. #NCVRW2020 www.ovc.gov/ncvrw2020

Seek Justice | **Ensure** Victims' Rights | **Inspire** Hope

- Looking to plan, promote, or locate victims' services events? Visit the National Calendar of Crime Victim Assistance-Related Events. https://ovc.ncjrs.gov/ovccalendar #NCVRW2020

- April 19–25, 2020, is National Crime Victims' Rights Week. Find webinars on victims' rights on OVC TTAC. #NCVRW2020 www.ovcttac.gov/views/TrainingMaterials/dspWebinars.cfm

- Visit ovcttac.gov for the tools and resources you need to build your capacity to serve all victims of crime. #NCVRW2020

- 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 #NCVRW2020

- Do you know what victims' rights exist in your state? Visit https://victimlaw.org today to research state, federal, or tribal law. #NCVRW2020

- If you or someone you know has been a victim of elder fraud, reporting is the first step to getting results. https://justice.gov/stopelderfraud #NCVRW2020

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.

Seek Justice | **Ensure** Victims' Rights | **Inspire** Hope