

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.ojp.gov/ncvrw2021. Be sure to use applicable hashtags, and add #NCVRW2021 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

Leading up to NCVRW (posting dates: March 30–April 17, 2021)

- National Crime Victims' Rights Week will be observed April 18–24, 2021. Join us during this weeklong initiative to promote victims' rights, and honor crime victims and those who advocate on their behalf. Get started by using the 2021 NCVRW Resource Guide. #NCVRW2021 www.ovc.ojp.gov/ncvrw2021
- Curious about how you can get involved in National Crime Victims' Rights Week? Access @OJPOVC 2021 NCVRW Resource Guide to plan and promote your community events April 18–24, 2021. #NCVRW2021 www.ovc.ojp.gov/ncvrw2021
- 2021 National Crime Victims' Rights Week is April 18–24. Use the hashtag #NCVRW2021 to join the conversation and learn about available resources and community events. www.ovc.ojp.gov/ncvrw2021
- #NCVRW2021 recognizes the crime victim advocates, allied professionals, and selfless volunteers who have worked to protect victims' rights and provide critical services. This year's theme is "Support Victims. Build Trust. Engage Communities." Learn more at www.ovc.ojp.gov/ncvrw2021 to get involved.
- National Crime Victims' Rights Week begins Sunday, April 18. Visit the Office for Victims of Crime's #NCVRW2021 website for information about resources and ideas for events and activities. www.ovc.ojp.gov/ncvrw2021
- Looking to plan, promote, or locate victims' services events? Visit @OJPOVC's Events page at www.ovc.ojp.gov/events. #NCVRW2021



SUPPORT VICTIMS. BUILD TRUST. ENGAGE COMMUNITIES.

- April 18–24, 2021, is National Crime Victims’ Rights Week. Find webinars to help your organization engage communities and support victims on OVC TTAC. #NCVRW2021 www.ovcttac.gov/views/TrainingMaterials/dspWebinars.cfm

During NCVRW (posting dates: April 18–24, 2021)

- Join us throughout the week as we raise awareness about victims’ rights and services. Learn how you and your community can get involved. #NCVRW2021
- It’s National Crime Victims’ Rights Week. Join the Office for Victims of Crime [tag: @OJPOVC] and communities across the country to raise awareness about victims’ rights. #NCVRW2021 www.ovc.ojp.gov/ncvrw2021
- National Crime Victims’ Rights Week is April 18–24, 2021. This year’s theme—Support Victims. Build Trust. Engage Communities.—emphasizes the importance of leveraging community support to help victims of crime. #NCVRW2021 www.ovc.ojp.gov/ncvrw2021
- It’s National Crime Victims’ Rights Week. Download this year’s theme artwork, awareness posters, web artwork, and sample proclamation to help raise awareness. #NCVRW2021 www.ovc.ojp.gov/ncvrw2021
- It’s National Crime Victims’ Rights Week. Use this year’s online Resource Guide to raise awareness about victims’ rights and services within your community. #NCVRW2021 www.ovc.ojp.gov/ncvrw2021
- Visit ovcttac.gov for the tools and resources you need to build your capacity to serve all victims of crime. #NCVRW2021
- Crime victim compensation can help reimburse victims for medical services and other costs incurred as a result of a crime. Visit the @OJPOVC Help in Your State page for contact information for your state’s crime victim compensation program: <https://ovc.ojp.gov/help-for-victims/help-in-your-state> #NCVRW2021
- Do you know what victims’ rights exist in your state? Visit <https://victimlaw.org> today to research state, federal, or tribal law. #NCVRW2021
- If you or someone you know has been a victim of elder fraud, reporting is the first step. <https://stopelderfraud.ovc.ojp.gov> #NCVRW2021
- Support is available for victims of crime. Call 855–4–VICTIM to learn about victims’ rights and options, confidentially and compassionately. <https://victimconnect.org> #NCVRW2021
- During #NCVRW2021 and throughout the year, we want to let victims of crime know that they are not alone. Find compelling artwork, awareness posters, and other resources to raise awareness about victims’ rights and services. www.ovc.ojp.gov/ncvrw2021

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.

SUPPORT VICTIMS. BUILD TRUST. ENGAGE COMMUNITIES.

