

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/ncvrw2022/ncvrw-artwork/social-media-artwork](http://www.ovc.ojp.gov/ncvrw2022/ncvrw-artwork/social-media-artwork). Be sure to use applicable hashtags, and add #NCVRW2022 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: April 1–23, 2022)

- This year's National Crime Victims' Rights Week will be observed April 24–30, 2022. Join this week-long initiative to promote victims' rights and honor crime victims and those who advocate on their behalf. Get started by using the 2022 NCVRW Resource Guide. #NCVRW2022 [www.ovc.ojp.gov/ncvrw2022](http://www.ovc.ojp.gov/ncvrw2022)
- Want to get involved in National Crime Victims' Rights Week? Access @OJPOVC's 2022 NCVRW Resource Guide to help plan and promote your community events between April 24–30, 2022. #NCVRW2022 [www.ovc.ojp.gov/ncvrw2022](http://www.ovc.ojp.gov/ncvrw2022)
- This year's National Crime Victims' Rights Week theme is Rights, access, equity, for all victims. Use the hashtag #NCVRW2022 to join the conversation and learn about available resources and community events during April 24–30, 2022. [www.ovc.ojp.gov/ncvrw2022](http://www.ovc.ojp.gov/ncvrw2022)
- National Crime Victims' Rights Week begins Sunday, April 24, 2022. Visit the Office for Victims of Crime's #NCVRW2022 website to learn about available resources and ideas for events and activities. [www.ovc.ojp.gov/ncvrw2022](http://www.ovc.ojp.gov/ncvrw2022)
- #NCVRW2022 is almost here! This year's theme is Rights, access, equity, for all victims. Discover information about available resources and community events by visiting the 2022 NCVRW Resource Guide website. [www.ovc.ojp.gov/ncvrw2022](http://www.ovc.ojp.gov/ncvrw2022)



**RIGHTS, ACCESS, EQUITY, for all victims**  
Help crime survivors find their justice.

- National Crime Victims' Rights Week recognizes the crime victim advocates, allied professionals, and selfless volunteers who continuously work to protect victims' rights and provide critical services. Learn more and get involved by visiting @OJPOVC's #NCVRW2022 Resource Guide. [www.ovc.ojp.gov/ncvrw2022](http://www.ovc.ojp.gov/ncvrw2022)
- Looking to plan, promote, or locate victims' services events? Visit @OJPOVC's Events page at [www.ovc.ojp.gov/events](http://www.ovc.ojp.gov/events). #NCVRW2022
- Did you know that victims' rights may vary by state? Visit <https://victimlaw.org> today to research state, federal, or tribal law. #NCVRW2022
- Support is available for victims of crime. Call 855-4-VICTIM to learn about victims' rights and options, confidentially and compassionately. <https://victimconnect.org>. #NCVRW2022
- During #NCVRW2022 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/ncvrw2022](http://www.ovc.ojp.gov/ncvrw2022)

## During NCVRW (posting dates: April 24–30, 2022)

- This week is #NCVRW2022! Learn how you and your community can help raise awareness about victims' rights, resources, and services. [www.ovc.ojp.gov/ncvrw2022](http://www.ovc.ojp.gov/ncvrw2022)
- It's National Crime Victims' Rights Week! Join @OJPOVC and communities across the country to raise awareness and honor victims' rights. #NCVRW2022 [www.ovc.ojp.gov/ncvrw2022](http://www.ovc.ojp.gov/ncvrw2022)
- Download the #NCVRW2022 artwork and sample proclamation to help raise awareness for National Crime Victims' Rights Week. [www.ovc.ojp.gov/ncvrw2022](http://www.ovc.ojp.gov/ncvrw2022)
- Use the @OJPOVC #NCVRW2022 Resource Guide to help raise awareness about victims' rights, resources, and services within your community this week. [www.ovc.ojp.gov/ncvrw2022](http://www.ovc.ojp.gov/ncvrw2022)
- During #NCVRW2022, visit [www.ovcttac.gov](http://www.ovcttac.gov) for the tools and resources you need to help build your capacity to serve all victims of crime.
- Crime victim compensation can help reimburse victims for medical services and other costs incurred because of a crime. Visit the @OJPOVC "Help in Your State" page for contact information for your state's crime victim compensation program: [www.ovc.ojp.gov/help-for-victims/help-in-your-state](http://www.ovc.ojp.gov/help-for-victims/help-in-your-state) #NCVRW2022
- The OVC-funded Tribal Resource Tool is a searchable directory of services available for all AI/AN survivors of crime and abuse in Indian Country. The tool includes services for all ages of AI/AN survivors and victims, forms of victimization, locations, and needs of victims, including justice, safety, healing, and support. Connect now. [www.tribalresourcetool.org](http://www.tribalresourcetool.org) #NCVRW2022

## 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.

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