



Many organizations already have a Facebook business or cause profile. Rather than opening a new page specific to a particular topic, use these established profiles 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-themed artwork sized specifically for sharing on Facebook, visit www.ovc.ojp.gov/ncvrw2023/ncvrw-artwork/social-media-artwork. Be sure to use applicable hashtags and add #NCVRW2023 to your NCVRW posts.

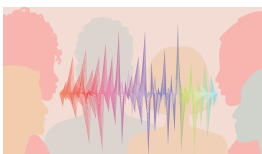
6 Tips for an Effective Facebook Post

- 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 of April 23–29, 2023

- This year's National Crime Victims' Rights Week will be observed April 23-29, 2023. Join this week long initiative that calls upon communities to amplify the voices of survivors and commit to creating an environment where survivors have the confidence that they will be heard, believed, and supported. Get started by using the 2023 NCVRW Resource Guide. #NCVRW2023 www.ovc.ojp.gov/ncvrw2023
- Want to get involved in National Crime Victims' Rights Week? Access @OJPOVC's 2023 NCVRW Resource Guide to help plan and promote your community events between April 23–29, 2023. #NCVRW2023 www.ovc.ojp.gov/ncvrw2023
- This year's National Crime Victims' Rights Week theme is Survivor Voices: Elevate, Engage, Effect Change. Use the hashtag #NCVRW 2023 to join the conversation and learn about available resources and community events during April 23–29, 2023. www.ovc.ojp.gov/ncvrw2023
- National Crime Victims' Rights Week begins Sunday, April 23, 2023. Visit the Office for Victims of Crime's #NCVRW2023 website to learn about available resources and ideas for events and activities. www.ovc.ojp.gov/ncvrw2023
- #NCVRW2023 is almost here! This year's theme is Survivor Voices: Elevate, Engage, Effect Change. Discover information about available resources and community events by visiting the 2023 NCVRW Resource Guide website. www.ovc.ojp.gov/ncvrw2023



Survivor Voices

Elevate. Engage. Effect Change.

- During National Crime Victims' Rights Week, we recognize the crime victim advocates, allied professionals, and selfless volunteers who continuously elevate and engage survivors to lift their voices, inform policy and practice, and thereby effect change. Learn more and get involved by visiting @OJPOVC's #NCVRW2023 Resource Guide. www.ovc.ojp.gov/ncvrw2023

During NCVRW

- This week is #NCVRW2023! Learn how you and your community can amplify the voices of survivors and commit to creating an environment where survivors have the confidence that they will be heard, believed, and supported. www.ovc.ojp.gov/ncvrw2023
- Download the #NCVRW2023 artwork and sample proclamation to help raise awareness for National Crime Victims' Rights Week. www.ovc.ojp.gov/ncvrw2023
- Use the @OJPOVC #NCVRW2023 Resource Guide to help elevate and engage survivor voices to effect change. www.ovc.ojp.gov/ncvrw2023
- During #NCVRW2023, visit 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 #NCVRW2023
- Did you know that victims' rights may vary by state? Visit victimlaw.org today to research state, federal or tribal law. #NCVRW2023

- Support is available for victims of crime. Call 855-4-VICTIM to learn about victims' rights and options, confidentially and compassionately. victimconnect.org. #NCVRW2023
- During #NCVRW2023 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 elevate survivor voices, engage survivor voices and effect change. www.ovc.ojp.gov/ncvrw2023
- 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 #NCVRW2023

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.

Survivor Voices

Elevate. Engage. Effect Change.

