

# PLANNING YOUR OUTREACH: COMMUNITY MEMBERS & GENERAL PUBLIC

## Artwork

Find all official NCVRW [artwork here](#). It's free to use as is, and you can also customize it for use on social media or for other awareness efforts.

## Social Media Posts

### Facebook

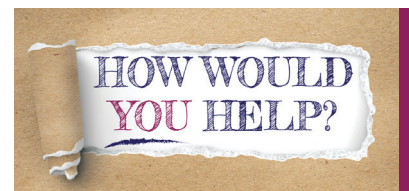
Many organizations already have a Facebook business or cause profile. Rather than opening a new page or group specific to a particular topic, use these established profiles with built-in audiences to promote National Crime Victims' Rights Week activities and information. Post photos, videos, organizational content, invitations to upcoming events, and links 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 <https://ovc.ojp.gov/ncvrw2024/ncvrw-artwork/social-media-artwork>. Be sure to use applicable hashtags and add #NCVRW2024 to your NCVRW posts.

### 6 Tips for an Effective Facebook Post

- Keep your content concise; readers should be able to access the information they need easily.
- 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 or video (images and videos receive more engagement and are favored by Facebook's algorithm).

**Options, services  
and hope  
for crime survivors.**



## Sample Facebook Posts

### Leading up to NCVRW

- This year's National Crime Victims' Rights Week will be observed April 21-27, 2024. Join this week-long initiative that asks people in communities across the United States: What would you do if a survivor of crime turned to you for help? This year's theme asks us all to commit to creating safe environments for crime victims to share what happened to them. By doing so, we're able to offer support, options for life-saving services, and, most importantly, hope. Get started today by using the 2024 NCVRW Resource Guide. #NCVRW2024 [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- Want to get involved in National Crime Victims' Rights Week? Access the 2024 NCVRW Resource Guide to help plan and promote your community events between April 21–27, 2024. #NCVRW2024 [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- This year's National Crime Victims' Rights Week theme is "How would you help? Options, services, and hope for crime survivors." Join the conversation and learn about available resources and community events during April 21–27, 2024. [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- National Crime Victims' Rights Week begins Sunday, April 21, 2024. Visit the Office for Victims of Crime's #NCVRW2024 website to learn about available resources and ideas for events and activities. [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- #NCVRW2024 is almost here! This year's theme is "How would you help? Options, services, and hope for crime survivors." Discover information about available resources and community events by visiting the 2024 NCVRW Resource Guide: [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- During National Crime Victims' Rights Week, we recognize the crime victim advocates, allied professionals, and selfless volunteers who offer support, options for life-saving services, and, most importantly, hope. Learn more about how everyone plays a role in supporting survivors of crime and get involved by visiting @OJPOVC's #NCVRW2024 Resource Guide. [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)

### During NCVRW

- This week is #NCVRW2024! Are you prepared to offer support if a survivor of crime confides in you? We can all offer help. This National Crime Victims' Rights Week, the theme is "How would you help? Options, services, and hope for crime survivors." Learn how you and your community can get involved. [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- Download the #NCVRW2024 artwork and sample social media posts to help raise awareness for National Crime Victims' Rights Week. [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- Use the #NCVRW2024 Resource Guide to help your community learn about resources available to support survivors of crime. Victim services are available across the United States, and it's incumbent upon us all to be informed if a friend, loved one, colleague, or anyone else turns to us for help. [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- During this National Crime Victims' Rights Week, visit [ovcttac.gov](http://ovcttac.gov) for the tools and resources you need to help build your capacity to serve all victims of crime. #NCVRW2024
- Something you should know during this National Crime Victims' Rights Week: 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) #NCVRW2024
- Did you know that crime victims' rights may vary by state? Visit [victimlaw.org](http://victimlaw.org) during this National Crime Victims' Rights Week or anytime to research state, federal, or tribal law. #NCVRW2024
- Support is available for victims of crime. Call or text 855-4-VICTIM or visit [victimconnect.org](http://victimconnect.org) to access a map of victim services and learn about victims' rights and options. This nationwide service is confidential, and specialists are trained to provide compassionate, trauma-informed support to empower survivors as they navigate the physical, emotional, and financial tolls of victimization. Interpretation is available in more than 200 languages. #NCVRW2024



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- During #NCVRW2024 and throughout the year, use compelling artwork, awareness posters, and other resources to promote options, services, and hope for crime survivors and to challenge your network to be prepared to offer help. [www.ovc.ojp.gov/ncvrw2024](http://www.ovc.ojp.gov/ncvrw2024)
- Something to know during National Crime Victims' Rights Week: The Office for Victims of Crime-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) #NCVRW2024

## 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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