

# Other Social Media Platforms

## YouTube

YouTube is the second most-visited site on the internet, making it a powerful platform for sharing information. To begin, set up a YouTube channel for your organization, which will then link to any Google accounts you have. Choose a name that matches your brand, customize your channel URL, and post your channel URL on your website and social networking profiles. If applicable, register for a YouTube Nonprofit Program account, which gives you more features, including the ability to add clickable “asks” on top of videos and upload longer videos. Use YouTube to upload recordings of presentations and training from your organization as well as highlights of your National Crime Victims’ Rights Week events. Visit OVC’s YouTube channel for examples of videos to post.

Keep branding cohesive through the use of channel banner images and recognizable, branded video thumbnails.

## Instagram

Instagram is a photo- and video-sharing application that lets you upload and share images with your network. Download the Instagram app, set up an account, snap photos of your NCVRW events on your mobile devices, and give your followers a sneak peek before you post them on your website. Expand the audience for your photos by tagging the accounts of relevant individuals or organizations, adding keywords to your captions, and using relevant hashtags. Be sure to add #NCVRW2025 to relevant posts.

Instagram also has a Stories feature that allows users to post a series of photos and short videos that disappear after 24 hours. Stories are a great tool for polling your audience and increasing engagement through interactive Q&A “stickers” as you can share these responses on your Instagram Story. Stories are also an effective way to drive traffic to any link you choose, whether that’s an event registration, a resource, or an article. Stories can be archived after 24 hours and repurposed using the Highlights feature, which visitors can see on your profile. Instagram also has a feature called Reels for videos that can be posted directly to your feed along with photos. Both Stories and Reels allow for hashtags and tags, just like static images. Instagram images and Reels cannot include clickable links (although Stories can), so it is best to use a link-shortening service like Bitly to create a user-friendly URL to paste into your image captions. You can also use a service such as LinkTree or Linkin.bio in your page bio to direct users to specific links relevant to the posts you share. Instagram interfaces with X (formerly Twitter), Facebook, Threads, and other platforms.

## LinkedIn

LinkedIn is a professional network for individuals and organizations. To create a LinkedIn company page for your organization, follow the “setup wizard” to complete a company profile. Be sure to include header and profile images, keeping cohesive branding in mind, and focus on keywords from your mission statement throughout your description. Additionally, use LinkedIn Showcase pages to highlight specific initiatives, such as NCVRW.

## Podcasts

Podcasts are audio and/or video recordings that can be used as a powerful tool for communicating with your audience regardless of their location. To begin a podcast, you will want to identify a theme or topic and a hosting domain and/or platform for your recorded episodes.

A typical podcast may include a series of interviews, stories, lectures, conversations, or events and performances. Individual episodes should be released on a pre-identified reoccurring basis that is appropriate for the subject matter and intended audience. You can choose whether to broadcast your podcast indefinitely or for a set amount of time.

Promote your podcast on your website, blog, social, and email with #NCVRW2025 and the customizable NCVRW theme artwork available at <https://ovc.ojp.gov/ncvrw2025/artwork/theme-artwork>.