

X (formerly Twitter)

X, formerly known as Twitter, is an information-sharing network where each post on general accounts is limited to 280 characters. If you set up a new account, choose a handle (username) that other users will recognize (often the name or abbreviation of your organization) and an easily identifiable profile picture. To be an active X user, follow other individuals and organizations, follow their followers, reshare their posts and promote them to your audience. Post on your own and be sure to link back to your website or your other social media pages and use images and graphics when possible.

Create longer-form messages by replying to your own posts and creating a “thread.” Maximize your X presence by staying engaged in conversations on subjects that are important to your mission and by quickly responding to other users’ posts and mentions of your organization or causes.

Adding a hashtag groups your post with related posts from other users and is a useful way to become part of a conversation. Make sure to use the most applicable tags and add #NCVRW2025 to your NCVRW posts.

Six Tips for X

1. Replace spelled-out numbers (“nine”) with numerals (“9”).
2. Replace “and” with “+,” “&,” or “/” when appropriate.
3. Use contractions.
4. Substitute long words with shorter synonyms.
5. Shorten links or remove “http:” and “https:” from the beginning of links, when possible. You can also consider using a link-shortening tool to make long URLs fit into limited space.
6. If you need additional characters or want to share longer-form content, you can “thread” posts together.

Sample X Posts

Leading up to NCVRW

- #NCVRW2025 will be observed April 6-12, 2025. Commemorate this year’s theme—Connecting <KINSHIP> Healing—recognizing that kinship with victims and survivors drives vital connections to services, rights, and healing. www.ovc.ojp.gov/ncvrw2025 #victimservices
- Preparing for #NCVRW2025? Access the 2025 NCVRW Resource Guide to plan events that raise awareness of crime victims’ rights and services. #supportvictims www.ovc.ojp.gov/ncvrw2025
- Connect with others working to support survivors. Use #NCVRW2025 to learn about available resources and community events happening April 6-12, 2025. #victimservices #victimsrights

- Learn about victim advocacy through KINSHIP. Access the #NCVRW2025 Resource Guide at www.ovc.ojp.gov/ncvrw2025 #victimservices
- #NCVRW2025 begins April 6! Discover how KINSHIP creates pathways to healing. Visit the 2025 Resource Guide for resources. www.ovc.ojp.gov/ncvrw2025
- Seeking #NCVRW2025 partnership ideas? The 2025 Resource Guide provides helpful approaches for developing partnerships to raise awareness of victims' rights, services, and resources. www.ovc.ojp.gov/ncvrw2025

During NCVRW

- #NCVRW2025 begins today! KINSHIP creates bridges between survivors, advocates, and communities. Learn how to foster connection and healing: www.ovc.ojp.gov/ncvrw2025
- Download the #NCVRW2025 artwork and social media resources to help spread a powerful message: When we stand in KINSHIP with survivors and victims of crime, we cultivate connections. And through connections, healing can begin. www.ovc.ojp.gov/ncvrw2025
- Visit www.ovcttac.gov for tools, resources, and training that help your organization provide services to all victims of crime and survivors. #NCVRW2025
- Consider beginning your #NCVRW2025 activities with an official proclamation. www.ovc.ojp.gov/ncvrw2025
- Support is available for all victims of crime. Call 855-4-VICTIM to learn about your rights and options confidentially and compassionately. Visit victimconnect.org to learn more. #NCVRW2025
- During #NCVRW2025 and throughout the year, we strive to build a world where every connection holds the potential to heal. Use our awareness materials to raise awareness of crime victims' rights and services. www.ovc.ojp.gov/ncvrw2025
- Crime victims' rights vary by state. Understanding these rights helps us better support survivors' healing journeys. Visit victimlaw.org during this National Crime Victims' Rights Week or anytime to research state, federal, or Tribal law. #NCVRW2025