



CAP TIPs is a series of periodic messages to assist in the planning and implementation of NCVRW Community Awareness Projects. Please feel free to send your individual questions or requests for assistance to Anne Seymour at annesey@atlantech.net

CAP TIP #9

To Improve Public Awareness

Using Social Media to Promote NCVRW

Introduction

Social media offers one of the most effective and free methods to promote 2016 NCVRW; its theme; rights and services available to crime victims and survivors; and your specific victim outreach and public awareness activities. The use of social media to promote 2016 NCVRW was the top selection of CAP TIP priorities of respondents who participated in NAVAA's Subgrantee webinar on February 4.

The NAVAA Community Awareness Project published three prior CAP TIPs in 2012 related to the use of social media to promote NCVRW and victims' rights and services:

1. Creating a Social Media Campaign
2. Tips for Engaging in Social Media
3. The Perils of Social Media

These can be accessed at <http://cap.navaa.org/captips.html>.

However, this CAP TIP features updated, current information and guidelines that are specific to 2016 NCVRW and its theme, "Serving Victims. Building Trust. Restoring Hope." It features a useful overview of "who uses social media in the U.S." and "ten tips and strategies" to help you determine how to best use social media to meet your project's goals and objectives.

One of the most helpful and instructive online tutorials "50 Social Media Tactics to Help Nonprofits Meet Their Mission," which features a slide show full of great tips and strategies (some of which are adapted to this CAP TIP). You can download this slide show at <http://www.slideshare.net/chadnorman/50-social-media-tactics-to-help-nonprofits-meet-their-mission>.

Who Uses Social Media?

According to “Demographics of Key Social Networking Platforms” published by the Pew Research Center in 2015, the percentages of adult internet users in the U.S. and percentages of adult US population who use major social media platforms are as follows:

SOCIAL MEDIA PLATFORM	% OF ADULT INTERNET USERS WHO USE	% OF ENTIRE US POPULATION WHO USE
Facebook	71%	58%
Twitter	23%	19%
Instagram	26%	21%
LinkedIn	28%	23%

It's useful to review this Pew Report for specific, helpful demographics about social media platform users (which can help you target your audience[s] for your NCVRW social media efforts):

<http://www.pewinternet.org/2015/01/09/demographics-of-key-social-networking-platforms-2/>.

In addition, a comScore report (2015) indicated that YouTube reaches over 81 percent of internet users in the US.

Ten Tips and Strategies

Since you will have only a limited time to create a full-blown social media campaign, these ten tips and strategies are designed to help you have the best social media impact with a limited investment of time and resources:

1. Pick your social media platforms
2. Develop a keyword list
3. Engage your NCVRW partners
4. Develop messages specific to the 2016 NCVRW theme
5. Use visuals
6. Ask end-users to take action
7. Be culturally-competent and conversational
8. Help your audience become experts
9. Be *strategic*
10. Track and assess

Pick Your Social Media Platforms

There are over 50 top social media platforms (see <http://60secondmarketer.com/blog/2010/04/09/top-52-social-media-platforms/>). While this CAP TIP will focus primarily on Facebook, Twitter, Instagram and YouTube, these tips can be easily adapted to other social media platforms.

You can use the 2016 NCVRW artwork to customize the background of each platform, for example:

- Customizing Twitter: <http://www.digitaltrends.com/social-media/how-to-make-a-twitter-background/>
- Customizing Facebook: <https://www.facebook.com/Create-Your-Own-Backgrounds-For-Your-Profile-Page-212825605401623/>

Develop a Keyword List

The process of planning your social media outreach and measuring its success is simplified by the use of keywords across all platforms. Here are examples of key words that will be used nationwide and that are specific to your agency/organization and community/state:

- Twitter hash tag: **#NCVRW2016** (it's a good idea to include this in *ALL* social media postings)
- Your *agency's name* and *web URL*
- National Crime Victims' Rights Week
- NCVRW or 2016 NCVRW
- Serving Victims. Building Trust. Restoring Hope; and individually:
 - Serving Victims
 - Building Trust
 - Restoring Hope.
- Crime victims & survivors
- Victims' rights
- Victim services

Engage Your NCVRW Partners

To increase your social media impact, it's helpful to educate your NCVRW partners and allied professional agencies and organizations about your social media outreach. You can provide them with:

- Your keyword list (see above)
- Twitter hash tag (**#NCVRW2016**)
- Information about how to sign up to receive your social media postings (and be encouraged to share and re-post them upon receipt).
- URL links to the online resources reviewed and recommended in this CAP TIP so they can share with their constituents

You can also ask your partners to include the following information as their email "signature" from now through NCVRW, April 10 – 16, 2016:

2016 National Crime Victims' Rights Week

April 10 – 16, 2016

#NCVRW2016

(a URL/website link with specific information about your special event[s])

Develop Messages Specific to the 2016 NCVRW Theme

In addition to victim/survivor outreach and public awareness resources that you develop for NCVRW, there are some excellent national resources that relate to the NCVRW theme. You can design your messages for a various social media platforms; for example, below is *one message that can be used across multiple platforms*:

Facebook



PHOTO

If you're a victim or survivor of crime, helpful free brochures are available that describe nine types of criminal victimization and where to get help: <http://ovc.gov/pubs/helpseries/index.html>. Visit (*your website URL*) for more information and assistance.

Twitter

Check out important tips, "What to Do if You are a Victim of Crime" <http://ovc.gov/pubs/helpseries/index.html>, #NCVRW2016, #ServingVictims

Instagram, Pinterest or YouTube



PHOTO OR VIDEO

Help and hope for victims of crime, <http://ovc.gov/pubs/helpseries/index.html>, (*your website URL*), #NCVRW2016 (**NOTE:** For YouTube, provide a video screenshot and voiceover with closed-captioning)

Ten suggestions for Twitter feeds/tweets are below, and each can be easily adapted for other social media platforms as described above:

1. Learn more about crime victim compensation in our state; visit <http://www.nacvcb.org/index.asp?sid=6> for more info, #NCVRW2016, #RestoringHope
2. Great free tips about crime prevention & personal safety, <http://www.ncpc.org/topics/violent-crime-and-personal-safety>, #NCVRW2016, #BuildingTrust
3. Learn the language of justice & survivor assistance, OVC Crime Victim Glossary of Terms, <http://www.ovc.gov/library/glossary.html>, #NCVRW2016
4. Learn about laws that protect crime victims & survivors, by topic, term & jurisdiction; <https://www.victimlaw.org/>, #NCVRW2016, #BuildingTrust
5. Crime victims & survivors have rights! OVC Crime Victims' Rights http://www.ovc.gov/rights/overview_rights.html, #NCVRW2016
6. What You Can Do if You Are a Victim of Crime http://www.ovc.gov/publications/infores/whatyoucando_2010/WhatUCanDo_508.pdf, #NCVRW2016, #BuildingTrust
7. Free awareness posters about crime victimization & helping survivors; (*URL from 2016 NCVRW Resource Guide*), #NCVRW2016
8. Free handbook about crime victims' rights, how to exercise them, and who can help, <http://www.nvcap.org/vrep/vrep.html>, #NCVRW2016, #ServingVictims
9. McGruff the Crime Dog offers free tips on home, neighborhood & travel safety, <http://www.ncpc.org/topics/home-and-neighborhood-safety>, #NCVRW2016
10. Ntn'l toll-free information & assistance lines for victims & survivors, http://ovc.ncjrs.gov/ncvrw2016/content/additional_Materials/2016_ncvrw_referral_flier_bw-508.pdf, #NCVRW2016, #ServingVictims

Use Visuals

A Simple Creative Idea

Let's start the discussion of using visuals with ***a simple, powerful idea that all CAP programs can easily do.***

All you need is the large, full-color NCVRW theme poster (this should have been mailed to you and, if you have not yet received it, you can order a copy by going to <http://1.usa.gov/1oWwlsJ> or contact Anne Seymour ASAP); multiple copies of the three small 8 ½" by 11" posters attached to this CAP TIP that include the NCVRW theme messages: Serving Victims. Building Trust. Restoring Hope; and a thick black Sharpie pen.

This visual project – which can be rendered in photographs, videos or both – simply involves asking people (elected officials, justice officials, crime victims/survivors, local dignitaries including news media professionals) to pick one of the three theme messages and think about what it means to them personally, and to our efforts to better serve crime victims and survivors. Ask them to write their brief message on one of the small posters, and then photograph them in front of the theme poster holding up their small message poster; or videotape them in front of the theme poster, holding up and orally stating their message. For example:

- **Serving Victims:** “Victim advocates like me know that victim service is not just a job, it’s a *calling* to help others who rely on us for help, hope and healing.”
- **Building Trust:** “As the (city) Chief of Police, I can build trust with victims and survivor by making sure they know their rights under law, and that our officers treat them with dignity and compassion and refer them to helpful services.”
- **Restoring Hope:** “When crime victims like me know that there are people who care and who want to help them, it restores our sense of hope and faith and helps us to seek justice.”

The photographs (including photo montages) and short videos can be posted in virtually *all* social media platforms, and can also be provided to traditional news media outlets as a NCVRW-theme story.

Other Ideas and Resources for NCVRW Visuals

The OVC Multimedia Library (<http://ovc.gov/library/psas.html>) features many videos/DVDs about a wide range of victim-related issues, and many of the videos have brief cuts that lend themselves to social media. At the end of the Library, there are seven video PSAs that were produced in 2005 but are timeless; they address general victims’ rights and services issues in 20-, 30- and 60-second formats (including one in Spanish).

The 2016 NCVRW five-minute theme video produced by OVC is available at <http://ovc.ncjrs.gov/ncvrw2016/theme-video.html>, and can be promoted via any social media platform.

Many victim assistance programs produce brief video “walk-throughs” of victim assistance services, showing their offices and staff and the criminal justice process.

Finally, **YouTube**. If you visit www.YouTube.com and insert “National Crime Victims’ Rights Week” in the YouTube search engine, you’ll find over 2800 results that can help you brainstorm effective social media visuals. They include:

- Coverage of special events
- PSAs
- Photo montages
- Special messages and speeches from dignitaries (mayors, prosecutors, survivors, etc.)
- The NCVRW theme video

Ask End-users to Take Action

In addition to providing helpful information to your audience, take the opportunity to *proactively engage them*. Consider specific actions you want them to take, for example:

- Attend 2016 NCVRW special event/activities
- Volunteer for victims and survivors
- Spread the word about victims’ rights & services
- Report crime
- Know what to do and resources to help when a family member, friend or co-worker is victimized

Be Culturally-competent and Conversational

What are the languages besides English that are spoken in your community? If needed, you can try and find volunteers to translate your social media messages into multiple languages that reflect your community and jurisdiction.

For social media involving videos, make sure you provide closed-captioning for people who are Deaf or hearing-impaired.

And for all your social media messages, read them out loud to a colleague or friend. The more “conversational” the tone is, the more likely it is to be appreciated and shared by your audiences.

Help Your Audience Become Experts

Consider for a moment what is *most important* for your audience to know. This may include messages specific to your agency or NCVRW events, or more general information such as:

- “Everyone *IS* or *KNOWS* a victim of crime”
- What to do if you are a victim of crime
- How to help someone you know who is a crime victim/survivor
- Victims *DO* have rights!
- Our community has victim services that are ready to assist

Once you determine your key messages, use the examples in this CAP TIP to deliver that message in a manner that is simple, concise and easy-to-understand, with URL links to “additional information.”

Be Strategic

*Time left before NCVRW + human resources + technology capacity
= the extent of your NCVRW social media campaign*

While this CAP TIP offers detailed tips and strategies for using social media to promote your NCVRW activities, it's okay to focus and limit your efforts in conjunction with your available resources.

It's also a really good idea to print out this CAP TIP; review all available options; and select the ones that best suit your specific community, agency/organization, NCVRW special events and activities, and target audience(s).

The many sample posts and web URL resources included in this CAP TIP can be shared with not only your target audiences, but also with your NCVRW partners. It's a good idea to provide the basic message with the information you wish to convey, and ask your partners to personalize it (i.e., on their Facebook pages, with their own Twitter handles, etc.).

Anne Seymour is available to help you develop specific, targeted social media messages for your NCVRW victim/survivor outreach and public awareness. Please contact her as needed!

Track and Assess

At the end of 2016 NCVRW, you will want to know if your social media campaign was helpful and successful. This will also help you consider future social media efforts for your agency/organization and community or state.

Most social media platforms will allow you to adjust your personal settings to be automatically notified when your content is viewed and/or shared. If you want additional data for your social media campaign, here are two helpful sources:

- Facebook: <https://www.facebook.com/help/search/?q=insights>
- Twitter: <http://www.socialbro.com/faq-find-mentions-twitter/>

For More Information

Please contact National Crime Victims' Rights Week Community Awareness Project Consultant Anne Seymour if you have any questions or if you need technical assistance in developing social media messages that are specific to your 2016 NCVRW special events and activities.

You can reach Anne via email at annesey@atlantech.net; or by telephone at 202.547.1732.



SERVING VICTIMS

#ncvrw2016



BUILDING TRUST

#ncvrvw2016



RESTORING HOPE

#ncvrvw2016