



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

Timing Your NCVRW Events and Media Outreach

Introduction

The old adage, “timing is *everything*,” applies to scheduling your NCVRW special events and traditional and social media outreach. While it’s nearly impossible to avoid scheduling an event when there is no “competition” from other worthwhile organizations, it *is* possible to plan ahead to maximize participation and media coverage.

This CAP TIP provides guidance to help you:

- Schedule your event for a day and time that has the least conflicts with other special events in your community
- Maximize participation
- Increase media coverage
- Post on social media during times when it is most effective

Check the Community Calendars!

Since 2017 NCVRW is scheduled two weeks after the first day of Spring, there will be many community activities scheduled to take advantage of (hopefully!) nice Spring weather. You will want to schedule your special events and media activities when there is the least possible competition from other worthwhile community activities.

The best strategy is to use any online search engine, and enter “(name of your city/county) Community Calendar.” There will be many available calendars whose events you can enter into a “master calendar” in order to select “the best date with the least competition.” For example, this online search in Washington, DC resulted in community calendars sponsored by:

- City (or county)
- 311 online
- Newspapers
- Television and radio stations
- Chamber of Commerce
- City magazine(s)
- United Way

- Online resources for targeted communities (i.e., senior citizens, LGBTQI, businesses, etc.)

It's important to remember that April is also Sexual Assault Awareness Month and National Child Abuse Prevention Month, in addition to NCVRW. It's helpful to check in advance with your allied victim assistance and justice organizations and agencies to avoid scheduling conflicts with other victim/survivor-related observances.

The Best Times to Sponsor Events to Maximize Participation

The "best times" are highly dependent on the audience you are trying to reach:

- If your event seeks to be "family-friendly," it should be scheduled after school; after work; and/or on Saturday.
- If your event seeks to engage city/county leaders and justice officials, a noon event located at your "city center" or centralized convenient location such as the courthouse or municipal building can draw a large lunchtime crowd.
- For evening events, some people appreciate the opportunity to return home after work before attending the event, so a 7:00 p.m. start-time is appropriate. NO events should run past 9:00 p.m. on a weekday evening.
- If you are holding your event in a popular public venue, ask the site staff for advice on which days and times tend to draw the best crowds, based upon their previous experiences.

FINALLY, if your event is in an outdoor venue, be sure to have an alternative site ready to go if the weather is inclement.

The Best Times That Can Increase Media Coverage of Your NCVRW Events

Tuesday, Wednesday or Thursday between 10 a.m. and 2 p.m. are generally optimal, because news departments are fully staffed during the middle of the week and the Monday rush is behind them. Events scheduled at noon can be featured on any "Live at Noon" television broadcasts, as well as the evening news. There will generally be many more community activities planned for Saturdays (again, check your "community calendar"!); and it's a good idea to avoid Sundays unless your special event is affiliated with a faith community.

Be aware, however, that a major breaking news story can upstage your event and eliminate the chance of getting coverage.

Ten Tips to Increase News Media Coverage

The website SHAREABLE offers ten tips to increase media coverage of your special event:

1. Create a press list
2. Frame your message
3. Write a press release
4. Create a media advisory
5. Contact reporters directly
6. Create a publicity plan
7. Prepare your spokespeople
8. Designate a media liaison
9. Make your own media
10. Keep the story alive

<http://www.shareable.net/blog/10-steps-to-get-media-for-your-sharing-event>

Please review the 2017 CAP TIP # 2, “Previous CAP TIPs,” for detailed information and guidance on media outreach.

The Best Times to Post on Social Media

Two reliable online sources (referenced below) offer valuable information and general agreement about the best times to post on five leading social media platforms:

1. **Facebook:** The best time to post is 3:00 p.m. on Wednesday. Other optimal times include 12:00 to 1:00 p.m. on Saturdays and Sundays, and 1:00 to 4:00 p.m. on Thursdays and Fridays. On Fridays, Facebook use spikes by 10 percent.
2. **Twitter:** The best times to post on Twitter are weekdays from 12:00 to 3:00 p.m. and 5:00 p.m.
3. **LinkedIn:** The best time to post on LinkedIn is mid-week between 5:00 and 6:00 p.m.
4. **Pinterest:** Pinterest users skew heavily female and are most active in the evening. The best time to post on Pinterest is in the evening any day of the week, especially Saturdays, from 8:00 to 11:00 p.m.
5. **Instagram:** The best times to post on Instagram – which is meant for use on mobile devices – are Mondays and Thursdays at any time *except between 3:00 and 4:00 p.m.*

<https://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic#sm.0001u6wuku15j5elpqhurxtalam2m>

<http://coschedule.com/blog/best-times-to-post-on-social-media/>

For More Information

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