



Engaging a wide audience regarding your organization's NCVRW activities can be time-consuming. This goal may feel overwhelming for organizations with small staff, while large organizations may have staff members dedicated to social media and media relations. An active social media presence is not difficult and can vastly increase connections and exposure. It takes as much time as you have to dedicate. To this end, the following sample media plans require various levels of involvement. Use these plans or develop your own to fit your time constraints and staff availability. You can also use these plans to set media and outreach goals for the entire year.

Considerations when Crafting a Media Plan:

- Who is your audience?
- What is your message? What do you want to accomplish?
- Where do you want to engage that audience? What is the best method to communicate your message? (Your mode and method should be adapted for every communication.)
- When should you share? How often should you share?
- Why is this message important to your audience? Why should they care?

Important to Remember:

- Social media is about two-way communications. To have successful engagement, follow organizations in your network, and share and retweet their posts.
- Content is key. Posts should be relevant, timely, and consistent for best reach.
- Be intentional with what you share and post. Make sure your content fits into your overall messaging strategy.
- Use #NCVRW2017 in your posts.

Sample Plan 1

For those:

- ✓ Interested in building a stronger media presence
- ✓ That have a staff member able to dedicate a little bit of time (no more than **1 hour**) each week

Throughout March and April:



- Post on **Twitter** and **Facebook 2-3x** a week! Share another organization's posts or copy a sample status update from this guide. (See "Social Media" in this section.)
- If you already have an established blog, write **1 blog post** regarding your organization's NCVRW activities.

Set **goals** that support your organizational activities.

Some examples might include:

- Gain **50** new followers
- Receive **10-20 retweets**, shares, or likes per week
- Establish **online connections** with other organizations by liking or following their pages

Sample Plan 2

For those:

- ✓ Interested in building a stronger media presence and a relationship with local news organizations
- ✓ That have a staff member able to dedicate some of their time (**4-8 hours**) each week

Throughout March and April:

- Post at least **4x on Twitter** and **3x on Facebook** every week! You can respond to another organization's post, inform the public about your resources, or post a relevant news article.
- Write **1 blog post** about how your organization is participating in National Crime Victims' Rights Week this year.
- Submit a **Letter to the Editor** or an **Op-Ed** to your local newspaper.
- Optional: Write a **news release** on your organization's recognition of National Crime Victims' Rights Week.

Set **goals** that support your organizational activities.

Some examples might include:

- Gain **100** new followers
- Receive **25-30 retweets**, shares, or likes per week
- Have a **Letter to the Editor** or an **Op-Ed** published in the local newspaper

Sample Plan 3

For those:

- ✓ Interested in reaching a wide audience and increasing visibility
- ✓ That have a staff member who is able to devote significant time (**8+ hours**) each week

Throughout March and April:

- Post at least **1x day on Twitter** and on **Facebook!** Use a variety of tactics: share others' posts, respond to other organizations, post news articles, highlight neighboring events and services, or send out your own NCVRW messages related to this year's theme, Strength. Resilience. Justice.
- Write **2 blog posts** about National Crime Victims' Rights Week, one published the week before National Crime Victims' Rights Week about the history of the week and what your organization is doing to commemorate the week. The second, published after National Crime Victims' Rights Week, can be used to follow up on your organization's events and national NCVRW events, such as the Crime Victims' Service Awards Ceremony.
- Submit a **Letter to the Editor** and an **Op-Ed** for print in your local newspaper each month.
- Write **2+ news releases**; possibilities include announcing your organization's NCVRW activities and your participation in the mayor's proclamation.

Set **goals** that support your organizational activities.

Some examples might include:

- Gain **200** new followers
- Receive **40-50 retweets**, shares, or likes per week
- **Connect with professionals** and community members in a variety of ways. ★