

## Social Media Guidelines

Social media messaging should be a significant part of any messaging campaign. Social media provides free platforms where your messages can be shared widely very quickly and easily by your followers and their friends. When sharing information about post-conviction resources on social media, keep the following elements in mind:

- **Audience:** Who are you trying to reach with your message?
- **Message:** Is it consistent, engaging, informative, and actionable?
- **Style:** Does the messaging reflect the voice and tone of your organization? Has it been checked for grammar and spelling errors?
- **Platform:** Are you using the proper social media platform to convey your message? (See *Social Media Messaging: How to Write Your Post*, below.)

### General Posting Tips:

- **Add images/videos to your posts.** Posts including photos, graphics, and/or videos typically get more views than word-only posts. Free generic images can be found at [Unsplash](#), [Canva](#), and other sites.



*Image above: Twitter restitution post with visual*

- **Hashtags:** Hashtags can be used to group your posts by a common theme, either created by you for a special event or using a current hashtag to make your posts more searchable by users who are interested in the topic. Think of them as a beacon pointing others toward your message who are searching for your topic.
  - To include a hashtag in your post, simply use the # sign and then add letters or words to it. Note: do not leave spaces, or use any type of punctuation mark in your hashtag. (Numbers are fine.) For example, using #VictimRights, you can find posts on Facebook, Instagram, Twitter and LinkedIn which are related to victims' rights.



- Always check for usage of current hashtags before adding to your posts. Some are intrinsically related to a completely separate topic or already in use for a particular event. You can use the Search function on any platform to find out what people are already saying about a #topic.
- **Best hashtags for post-conviction:**
  - NCVLIPC
  - #postconvictionrights
  - #postconviction
  - #restitution
  - #victimsrights
  - #financialrecovery
  - #criminaljustice
- **Word limits are different for each platform.** Regardless, keep your message short and to the point; no one will read a long paragraph.
- **Personal stories are better than statistics.** Our imaginations and interest are naturally drawn to individual names more than numbers. Keep your posts relatable!
- **Use victim-centered language, always.** Victims are propelling their cause forward, and should never be treated as a side character or afterthought in messaging.

## Creating an Event on Facebook

Consider [creating an event on your Facebook page](#) for your post-conviction campaign. This gives your organization the opportunity to advertise details, add photos, invite guests (and allow your guests to invite others) and creates a shareable page for additional marketing coverage on Facebook.

## Social Media Messaging: How to Write Your Post

It is important to stylize your posts based on the platform you are using. For example, Twitter has a 240 character limit (much shorter than Facebook), so messages must be very concise and may use more characters (numbers and symbols) than other platform posts. Youtube is for video content, and Instagram/Snapchat use largely visual content. LinkedIn is often reserved for more professional, formal posts.

**For specifics on best practices for posting on various social media platforms (including posting frequency, times, and other details), [check out this guide from ThriveHive.](#)**

## Sample Social Media Messaging for Your Post-Conviction Campaign:



### Facebook:

- A victim's trauma doesn't end at a guilty verdict for their offender. There are many events that can occur post-conviction that can directly impact victims, but victims can use their rights while navigating this process. Learn more - visit @NCVLI's Post-Conviction Resource Guide and find the information you need. <https://bit.ly/NCVLIpcResourceGuide> #victimsrights #NCVLIPC #PostConvictionRights #NCVLIPC
- If you were victimized by a crime, would you know your rights once the offender was sentenced? For resources on post-conviction rights enforcement, visit @NCVLI's Post-Conviction Resource Guide: <https://bit.ly/NCVLIpcResourceGuide> #victimrights #NCVLIPC #PostConvictionRights #postconviction #NCVLIPC
- Why is post-conviction important to understand for all who are involved in a crime? And what is post-conviction in the first place? Find answers and resources in @NCVLI's Post-Conviction Resource Guide here: <https://bit.ly/NCVLIpcResourceGuide>
- Post-conviction can be a decades-long process for a crime victim, often including multiple agencies and processes. Knowing their rights can be confusing for a victim. @NCVLI's Post-Conviction Resource Guide is here to help: <https://bit.ly/NCVLIpcResourceGuide> #PCResourceGuide #postconviction #victimsrights #NCVLIPC



### Twitter:

- If you're confused about what happens in the justice system once your offender is convicted, you're not alone. Empower yourself and learn more at @NCVLI's Post-Conviction Resource Guide: <https://bit.ly/NCVLIpcResourceGuide> #postconviction #victimsrights
- How do #victimsrights practitioners help victims and their families navigate through the post-conviction process? Find resources and information at @NCVLI's Post-Conviction Resource Guide: <https://bit.ly/NCVLIpcResourceGuide> #postconviction #navigatingpostconviction
- #Postconviction can be a decades-long process. What does this mean for victims? Learn more by visiting @NCVLI's Post-Conviction Resource Guide: <https://bit.ly/NCVLIpcResourceGuide> #victimsrights
- When the trial is over, how can you equip victims and their families to know their rights during #postconviction? @NCVLI's <https://bit.ly/NCVLIpcResourceGuide> is here to help. #victimsrights #postconvictionrights

Social Media Images for Use:

[Downloadable graphics can be found here.](#)

**Facebook:**



**Twitter:**



**Instagram:**

