



# CVIPI

Community Based Violence Intervention  
and Prevention Initiative

*A collaborative approach to addressing community violence*





## CVIPI Grantee Communications Toolkit

April 2024



### SOCIAL MEDIA HANDLES

As a grantee of OJP, we encourage you to share news about your agency's grant award on social media, along with stories about the impact of your work. Please feel free to tag us on any of the following platforms:

-  **X** (formerly known as Twitter): [@OJPGov](https://twitter.com/OJPGov)
-  **Facebook:** [@DOJOJP](https://www.facebook.com/DOJOJP)
-  **LinkedIn:** Connect at [LinkedIn.com](https://www.linkedin.com) (search Office of Justice Programs)
-  **YouTube:** [@OJPOCOM](https://www.youtube.com/OJPOCOM), videos, stories and news about your work on social media to increase your reach.

### HASHTAGS



- #CVIPI
- #CVIStrengtheningCommunities
- #OJPStories



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## Need help coming up with social media posts?

We have some suggestions to help get the creative ideas flowing, as well as some pre-written posts that just need basic information plugged into them.

### IDEAS TO WRITE YOUR OWN:



#### Funding-Related

- How has funding from OJP contributed to helping combat violence in your community? Write a post with what the funding did for your organization.
- How has OJP funding your organization changed perceptions – local or otherwise – of violence in your community?
- While OJP acknowledges there is still a lot of work to be done, how has OJP funding impacted community violence intervention progress in your organization?



#### Story Telling/Personal Impact

- Is there an individual that is willing to tell their story about how OJP funding helped them through your organization? Write it in a post.



#### Organization Successes

- How does your organization combat community violence?
- Create a graphic that shows how CVI has impacted your organization.



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## SOCIAL MEDIA POST EXAMPLES:

These will work for X (formerly known as Twitter) and can be adapted to fit any social media network. OJP is on X, Facebook, LinkedIn, and YouTube. These are meant to serve as examples, and we encourage our grantees to share your work and please tag OJP.

## EXAMPLE POSTS FOR X (FORMERLY TWITTER):

- We're excited to be at the CVIPI Conference in Chicago! *<Insert organization fact here>*  
Learn more about CIVPI here: [ojp.gov/program/cvipi](https://ojp.gov/program/cvipi)
- Community violence intervention is a part of the solution to curbing violent crime in the U.S. [@OJPgov](#) and *<insert your organization here>* are working together to strengthen safety and save lives.
- Community violence interventions are practices grounded in research and have shown a promising track record of reducing shootings and saving lives. *<Insert how your organization is doing this, possibly in a thread>*
- What is CVIPI? [@OJPgov](#) and *<insert your organization>* are taking a collaborative approach to help ensure jurisdictions have access to expertise and resources to address community violence. <https://www.youtube.com/watch?v=8R4TfuKvGOQ>
- Gun violence is exacting a heavy toll in pockets of America. With support from [@OJPgov](#), *<insert your organization>* is working hard to strengthen our community and advance safety and justice.
- *<Insert your organization>* is committed to reducing gun violence in our community. With the help of [@OJPgov](#) tools, we can. <https://www.ojp.gov/program/cvipi>



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## EXAMPLE POSTS FOR LINKEDIN:

- Excited to be participating in the CVIPI Conference in Chicago, showcasing our organization's commitment to advancing community safety. Did you know that [<Insert organization fact here>](#)? Learn more about CVIPI and our involvement here: [<link>](#)
- Collaboration is key to tackling community violence. We [organization] are proud to partner with the U.S. Department of Justice, Office of Justice Programs (OJP) in implementing evidence-based interventions aimed at reducing violent crime.
- Grounded in research, community violence interventions offer a promising approach to reducing gun violence. Check out how [<insert organization>](#) is contributing to this effort: [<link to organization's initiatives>](#).
- Gun violence remains a pressing issue in many communities. Together with the U.S. Department of Justice, Office of Justice Programs (OJP), [<organization name>](#) is dedicated to strengthening community resilience and advancing justice.



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## SOCIAL MEDIA GRAPHICS:

The below graphics are provided for use on your social media accounts. These include ready-to-use graphics and graphics with image placeholders to add in your own photos.

**CVIPI**  
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**CVIPI GRANTEES IN THE U.S.**

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**COLLABORATION IN COMMUNITY SAFETY**

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**WORKING IN PARTNERSHIP**

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**COMMUNITY SAFETY IN ACTION**

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**STRENGTHENING COMMUNITIES**

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## **GENERAL TIPS:**

We encourage you to highlight the many achievements of your organization related to OJP investments to demonstrate the impact your work has had on your community, including best practices that we can help lift nationwide.

## **TO CONTACT OUR MEDIA TEAM:**

If your entity is issuing a press release and you would like us to amplify the news or you would like to request an OJP leadership quote, contact your OJP grant manager and [ojpmedia@usdoj.gov](mailto:ojpmedia@usdoj.gov).

Remember to review your award conditions and work with your grant manager to ensure appropriate disclosure and disclaimer language about funding is included.

Send compelling videos/images to include in OJP multimedia materials at [ojpmultimedia@usdoj.gov](mailto:ojpmultimedia@usdoj.gov).

## **STAYING IN TOUCH WITH OJP:**

Stay on top of OJP priorities, news, and outreach by signing up for [email alerts](#), [following us on social media](#) and [reading OJP articles](#).

## **PRESS RELEASE TEMPLATE:**

A sample press release template can be found here: [FY 23 Grant Awards News Release Template | Office of Justice Programs \(ojp.gov\)](#)