

2024 National Research Conference

ADVANCING JUSTICE THROUGH SCIENCE



Social Media Toolkit

We're eager for you to participate at NIJ's 2024 National Research Conference! The theme of our 2024 conference is **"Advancing Justice Through Science,"** and we're honored to have your support in sharing critical research to create meaningful improvements in safety and justice.

We created this media toolkit to help you promote the conference, NIJ, and your panel topics via social media, website, email, or other channels. Feel free to tailor the sample language and graphics to your own needs; we encourage you to be specific about your presentation content and/or topics of interest.

Language and graphics represent the main areas of conference participation:

- Presenter
- Exhibitor
- Attendee

Display the conference toolkit graphic several ways:

- In personal and/or professional social media posts, email newsletters, website, etc.
- In your organization's social media posts, email newsletters, website, etc.
- In your email signature

General Guidance

- Use the conference hashtag: #NIJ2024
- Link to the conference webpage if possible: <https://nij.ojp.gov/events/conference>
- Tag/mention NIJ and OJP:
 - 📘 Facebook: [@National Institute of Justice](#)
 - ✖ X/Twitter: [@OJPNIJ](#)
 - 🌐 LinkedIn: [@U.S. Department of Justice, Office of Justice Programs \(OJP\)](#)
- Tag/mention your organization's social handles
- Social media language can be shared **BEFORE, DURING,** and **AFTER** the conference
- Share photos taken at the conference — those posts are more likely to get likes and be shared.

We appreciate your support and look forward to seeing you in September!

Cover Photo Credit: Ultima_Gaina/istockphoto.com

Presenters:

Sample Language and Graphics

Email, Website, Newsletter

I'm presenting at the National Institute of Justice's 2024 National Research Conference happening September 16-18 in Pittsburgh, where I'll share my work on [INSERT TOPIC]. The conference theme is "Advancing Justice Through Science," and will bring together researchers, practitioners, policymakers, and advocates to discuss how the latest research evidence can be implemented to promote safety, equity, and justice for all. Register to join me and learn about the work NIJ does to infuse science into criminal and youth justice policy and practice: <https://nij.ojp.gov/events/conference>

Social Media – Before the Conference

Sample Post 1 (Facebook/LinkedIn): I'm excited to present at the @National Institute of Justice's 2024 National Research Conference happening September 16-18! The theme for #NIJ2024 is "Advancing Justice Through Science," and the goal is to bring researchers, practitioners, policymakers, and advocates together to explore how scientific evidence can promote safety, equity, and justice for all. Register to join me and learn about the work NIJ does: <https://nij.ojp.gov/events/conference>

Sample Post 1 (X/Twitter): I'm presenting at #NIJ2024! The theme is "Advancing Justice Through Science," and the conference brings researchers and practitioners together to explore how evidence can promote safety, equity, and justice via policy and practice. Learn more and join me: <https://nij.ojp.gov/events/conference>

Sample Post 2 (Facebook/LinkedIn): If you haven't heard, the @National Institute of Justice is hosting a 2024 National Research Conference that will cover many critical criminal justice issues, like mental health, victimization, racial disparities, artificial intelligence, missing persons cases, and crisis response. I'm thrilled to participate in the discussion [INSERT PANEL TITLE]. Want to join me? Register now! <https://nij.ojp.gov/events/conference>

Sample Post 2 (X/Twitter): Looking forward to sharing my work on [TOPIC] at #NIJ2024 and discussing how research evidence can inform the actions needed to improve safety and justice. See more about this @OJPNIJ event: <https://nij.ojp.gov/events/conference>

Sample Post 3 (Facebook/LinkedIn): I'm excited to join a panel of experts at the upcoming @National Institute of Justice 2024 National Research Conference for [INSERT PLENARY/TALK TITLE]. What are some points you think should be included in this discussion? Please share! #NIJ2024

Sample Post 3 (X/Twitter): I'm excited to join a panel of experts at the upcoming @OJPNIJ 2024 Research Conference for [INSERT PLENARY/TALK TITLE]. What are some points you think should be included in this discussion? Please share! #NIJ2024

Sample Post 4 (Facebook/LinkedIn): September 16-18 at the @National Institute of Justice's Research Conference, I'll be joining other experts on the [PLENARY/LIGHTNING TALK], "[INSERT TITLE]." The research we'll be discussing on [INSERT ISSUE] is critical for [INSERT DESCRIPTION]. Interested in #NIJ2024 or NIJ in general? Check it out: <https://nij.ojp.gov/events/conference>

Sample Post 4 (Twitter): Sept. 16-18 at the @OJPNIJ Research Conference, I'll be joining other experts on the [PLENARY/LIGHTNING TALK], "[INSERT TITLE]." The research we'll be discussing on [INSERT ISSUE] is critical for [INSERT DESCRIPTION]. More info on #NIJ2024 here: <https://nij.ojp.gov/events/conference>

Social Media – During the Conference (X Only)

Sample Post 1 (X/Twitter): It's finally here! I'm speaking at the @OJPNIJ National Research Conference this week. I encourage everyone to follow the hashtag #NIJ2024 for key takeaways and important discussions.

Sample Post 2 (X/Twitter): I'm on a panel for #NIJ2024: [INSERT TITLE]. This kind of collaboration is how we'll advance justice through science.

Sample Post 3 (X/Twitter): Attention #NIJ2024 attendees! Interested in learning more about [PANEL TOPIC]? I'll be speaking on a panel today at [TIME/LOCATION] to discuss [DESCRIPTION/ISSUE]. I encourage everyone to join and bring questions!

Social Media – After the Conference

Sample Post 1 (Facebook/LinkedIn): It was an honor to join @OJPNIJ at the #NIJ2024 Research Conference and share my expertise on [TOPIC]! These conversations must continue. What ideas do you have for future research/practice? [INCLUDE A PHOTO IF YOU TOOK ONE.]

Sample Post 1 (X/Twitter): It was an honor to join @OJPNIJ at the #NIJ2024 Research Conference and share my expertise on [TOPIC]! These conversations must continue. What ideas do you have for future research/practice? [INCLUDE A PHOTO IF YOU TOOK ONE.]

Sample Post 2 (Facebook/LinkedIn): Wrapped up the @National Institute of Justice's 2024 National Research Conference, where we convened to advance justice through science. I encourage you to stay engaged with NIJ's work, as we all have a stake in this mission: <https://nij.ojp.gov/> [INCLUDE A PHOTO IF YOU TOOK ONE.]

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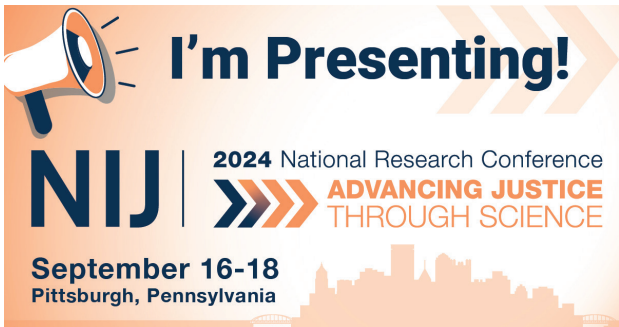
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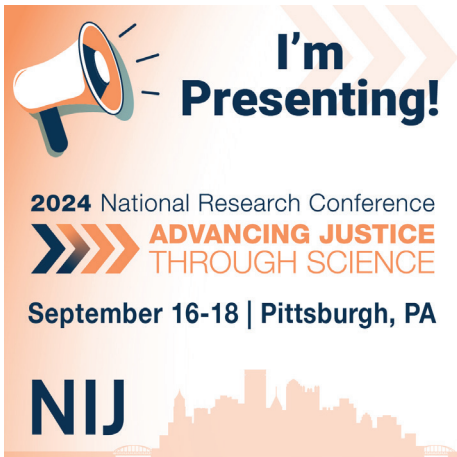
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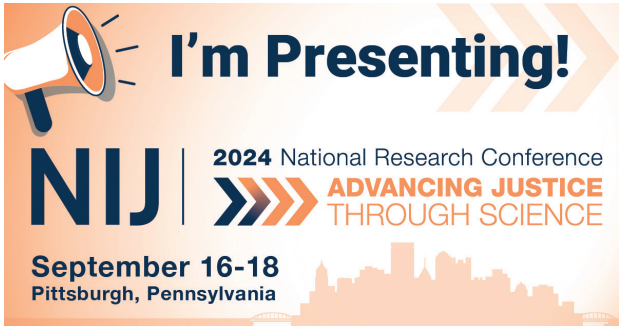
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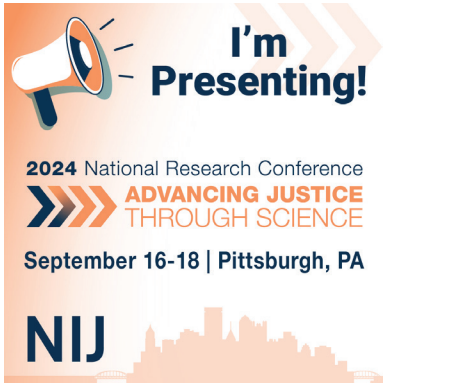
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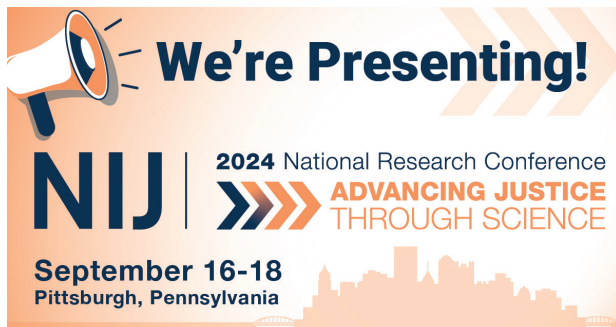


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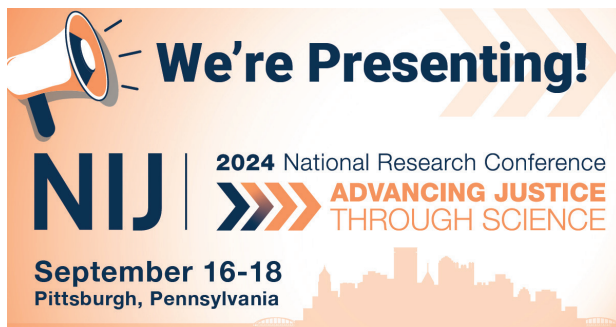
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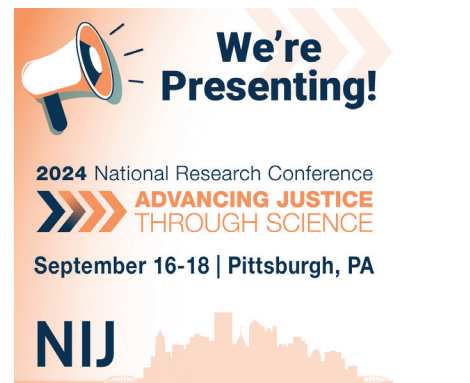
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Exhibitors:

Sample Language and Graphics

Email, Website, Newsletter

I'm exhibiting at the National Institute of Justice's 2024 National Research Conference happening September 16-18 in Pittsburgh. I'll showcase my work on [INSERT TOPIC/ORGANIZATION]. The conference theme is "Advancing Justice Through Science," and will bring together researchers, practitioners, policymakers, and advocates to discuss how the latest research evidence can be implemented to promote safety, equity, and justice for all. Register to join me, or learn about the work NIJ does to infuse science into criminal and youth justice policy and practice: <https://nij.ojp.gov/events/conference>

Social Media – Before the Conference

Sample Post 1 (Facebook/LinkedIn): I'm excited to showcase my work on [INSERT TOPIC/ORGANIZATION] at the @National Institute of Justice's 2024 National Research Conference happening September 16-18! The theme for #NIJ2024 is "Advancing Justice Through Science," and the goal is to bring researchers, practitioners, policymakers, and advocates together to explore how scientific evidence can promote safety, equity, and justice for all. Register to join me, or learn about the work NIJ does: <https://nij.ojp.gov/events/conference>

Sample Post 1 (X/Twitter): I'm exhibiting at #NIJ2024! The theme is "Advancing Justice Through Science," and we're bringing researchers and practitioners together to explore how evidence can promote safety, equity, and justice via policy and practice. Learn more and join me: <https://nij.ojp.gov/events/conference>

Sample Post 2 (Facebook/LinkedIn): If you haven't heard, the @National Institute of Justice is hosting a 2024 National Research Conference that will cover many critical criminal justice issues, like mental health, victimization, racial disparities, artificial intelligence, missing persons cases, and crisis response. I'm thrilled to participate in the exhibitor showcase with [INSERT ORGANIZATION]. Want to join me? Register now before it fills up! <https://nij.ojp.gov/events/conference>

Sample Post 2 (X/Twitter): Looking forward to sharing my work on [TOPIC] at #NIJ2024 and talk with attendees about how we can help improve safety and justice. See more about this @OJPNIJ event: <https://nij.ojp.gov/events/conference>

Sample Post 3 (Facebook/LinkedIn): I'm excited to exhibit at the upcoming @National Institute of Justice 2024 National Research Conference and share [INSERT EXHIBIT DESCRIPTION]. What would you like to hear about us at #NIJ2024? Let's connect!

Sample Post 3 (X/Twitter): I'm excited to join @OJPNIJ at their Nat'l Research Conference as an exhibitor! I'll showcase [INSERT DESCRIPTION]. What would you like to hear about us at #NIJ2024? Let's connect!

Sample Post 4 (Facebook/LinkedIn): September 16-18 at the @National Institute of Justice's Research Conference, I'm exhibiting our services for [INSERT DESCRIPTION]. Interested in #NIJ2024 or NIJ in general? Check it out: <https://nij.ojp.gov/events/conference>

Sample Post 4 (Twitter): Sept. 16-18 at the @OJPNIJ Research Conference, I'll be joining other experts on the [PLENARY/LIGHTNING TALK], "[INSERT TITLE]." The research we'll be discussing on [INSERT ISSUE] is critical for [INSERT DESCRIPTION]. More info on #NIJ2024 here: <https://nij.ojp.gov/events/conference>

Social Media – During the Conference (X Only)

Sample Post 1 (X/Twitter): It's finally here! I'm exhibiting at the @OJPNIJ National Research Conference this week. #NIJ2024 attendees: Please stop by and say hello.

Sample Post 2 (X/Twitter): Attention #NIJ2024 attendees: Interested in learning more about [EXHIBIT DESCRIPTION]? I encourage everyone you to stop by and bring questions!

Social Media – After the Conference

Sample Post 1 (Facebook/LinkedIn): It was an honor to join @OJPNIJ at the #NIJ2024 Research Conference and share our work with [EXHIBIT DESCRIPTION]. [INCLUDE A PHOTO IF YOU TOOK ONE.]

Sample Post 1 (X/Twitter): It was an honor to join @OJPNIJ at the #NIJ2024 Research Conference and share our work with [EXHIBIT DESCRIPTION]. [INCLUDE A PHOTO IF YOU TOOK ONE.]

Sample Post 2 (Facebook/LinkedIn): Wrapped up the 2024 @National Institute of Justice's 2024 National Research Conference, where we showcased how [DESCRIBE SERVICE, PRODUCT, ETC., IS ADVANCING JUSTICE THROUGH SCIENCE]. I encourage you to stay engaged with NIJ's work as we all have a stake in this mission: <https://nij.ojp.gov/> [INCLUDE A PHOTO IF YOU TOOK ONE.]

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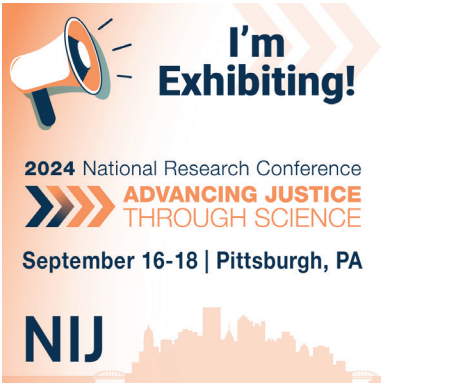
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Attendees:

Sample Language and Graphics

Email, Website, Newsletter

I'm attending the National Institute of Justice's 2024 National Research Conference happening September 16-18 in Pittsburgh. Topics I'm most interested in include [INSERT TOPICS]. The conference theme is "Advancing Justice Through Science," and will bring together researchers, practitioners, policymakers, and advocates to discuss how the latest research evidence can be implemented to promote safety, equity, and justice for all. Register to join me, or learn about the work NIJ does to infuse science into criminal and youth justice policy and practice: <https://nij.ojp.gov/events/conference>

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Sample Post 1 (X/Twitter): I registered for #NIJ2024! The theme is "Advancing Justice Through Science," and @OJPNIJ is bringing us together Sept 16-18 to explore how evidence can promote safety, equity, and justice via policy and practice. Learn more and join me: <https://nij.ojp.gov/events/conference>

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Sample Post 2 (X/Twitter): Looking forward to attending #NIJ2024 and learning about how the latest research evidence can improve safety and justice for all. See more about this @OJPNIJ event: <https://nij.ojp.gov/events/conference>

Sample Post 3 (Facebook/LinkedIn): September 16-18, I'll be joining researchers, practitioners, policymakers, and advocates across criminal and youth justice at the @National Institute of Justice's Research Conference. Interested in #NIJ2024 or NIJ in general? Check it out: <https://nij.ojp.gov/events/conference>

Sample Post 3 (Twitter): Sept. 16-18, I'll be joining researchers, practitioners, policymakers, and advocates across criminal and youth justice at @OJPNIJ's Research Conference. Interested in #NIJ2024 or NIJ in general? Check it out: <https://nij.ojp.gov/events/conference>

Social Media – During the Conference (X only)

Sample Post (X/Twitter): It's finally here! I'm at the @OJPNIJ National Research Conference this week, and I encourage everyone to follow the hashtag #NIJ2024 for live tweets on key takeaways and important discussions.

Social Media – After the Conference

Sample Post 1 (Facebook/LinkedIn): Wrapped up the @National Institute of Justice's 2024 National Research Conference, where we convened to learn about advancing justice through science. I encourage you to stay engaged with NIJ's work as we all have a stake in this mission: <https://nij.ojp.gov/> [INCLUDE A PHOTO IF YOU TOOK ONE.]

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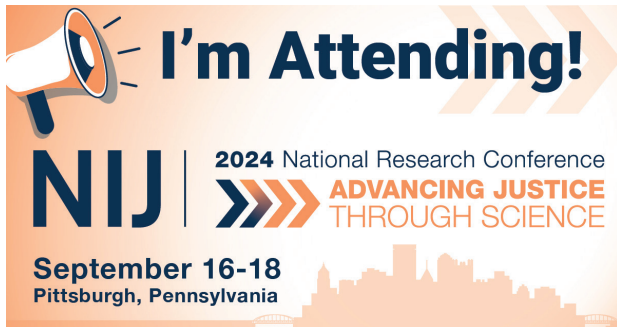
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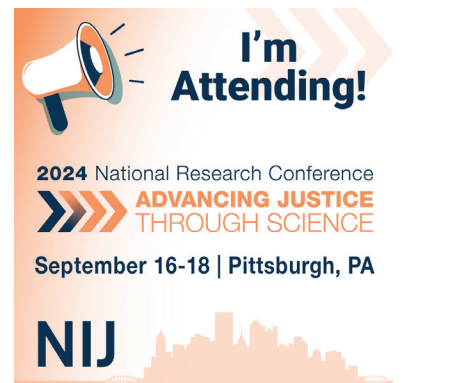
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