



Crime Prevention Month Social Media Toolkit





You can Take A Bite Out Of Crime® with **McGruff the Crime Dog®** during **Crime Prevention Month** this October!

Tackle 21st century crime by sharing McGruff's tips to create safe communities both online and off.

Follow McGruff on social media **@McGruffatNCPC** to keep up with the crime fighter and all his adventures this upcoming month.

The themes for this year's Crime Prevention Month are:

WEEK 1:
Mapping Out Crime

WEEK 2:
Home Safety

WEEK 3:
Fighting Fentanyl

WEEK 4:
Counterfeit Awareness

Take the first step to creating safe communities and commit to strengthening the path of crime prevention in your neighborhood. Sign this year's Crime Prevention Pledge and have your name featured on our website and social media channels!

The National Crime Prevention Council crime pups look forward to collaborating with you this month, and beyond, to Take A Bite Out Of Crime®.

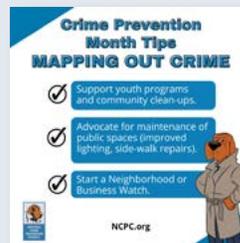
Crime Prevention Pledge:

Support NCPC's mission by signing our [Crime Prevention Pledge](#).

Through education, awareness, and commitment we can let criminals know we're watching. It is time to put a stop to violent crime in our communities.

Download Graphics

[Download graphics](#) to use on your social channels.



Week 1: Mapping Out Crime

Sign this year's crime prevention pledge! Help @McGruffatNCPC Take A Bite Out Of Crime® and commit to creating safe communities for ALL. nationalcrimepreventioncouncil.salsalabs.org/CrimePreventionPledge



.@McGruffatNCPC needs YOUR help! Let criminals know you're watching by participating in Crime Prevention Month. Get involved: ncpc.org/programs/crime-prevention-month/



#DYK: This week marks the start of Crime Prevention Month. Help @McGruffatNCPC Take A Bite Out Of Crime® by sharing this safety tip and visiting their website: ncpc.org/programs/crime-prevention-month/



Did you know? This week marks the start of Crime Prevention Month! Help @McGruffatNCPC Take A Bite Out Of Crime® by sharing this safety tip on your page or story.



This week marks the start of Crime Prevention Month! Share the safety tips below. Learn more: ncpc.org/programs/crime-prevention-month/



Hurry! We have to help @McGruffatNCPC Take A Bite Out Of Crime® during Crime Prevention Month! Check out the link below to learn more about what YOU can do to get involved: ncpc.org/programs/crime-prevention-month/



Crime prevention takes ALL of us. Sign this year's crime prevention pledge and help @McGruffatNCPC create safe communities. Add your name to the list: nationalcrimepreventioncouncil.salsalabs.org/CrimePreventionPledge



We've signed the Crime Prevention Month pledge, have you? Commit to helping @McgruffatNCPC create safe communities for ALL. Add your name to the list here: nationalcrimepreventioncouncil.salsalabs.org/CrimePreventionPledge



Did you know? This week marks the start of Crime Prevention Month! Help @McGruffatNCPC Take A Bite Out Of Crime® by sharing safety tips like the one below. Visit ncpc.org to learn more: ncpc.org/programs/crime-prevention-month/



Week 1: Mapping Out Crime



Activities

October 5: Coffee with a Cop Day

Suggested social copy: Public safety is everyone's business. Start the conversation with local law enforcement to keep your community safe.

#CoffeeWithACopDay

October 7-14: Fan Art Give Away

Suggested social copy for Facebook & Instagram: @McGruffNCPC is giving away a FREE license to Nord VPN as a part of the McGruff Fan Art Contest. Share your best artwork (physical or digital) of the iconic crime dog for a chance to win. Don't forget to use the #CrimePreventionMonth hashtag.

Suggested social copy for Twitter: @McGruffNCPC is giving away a FREE @NordVPN license as a part of the McGruff Fan Art Contest. Share your best artwork (physical or digital) with #CrimePreventionMonth to enter.



Example Posts

Week 2: Home Safety



Feeling safe is a human right. Follow @McGruffatNCPC this #CrimePreventionMonth to learn how you can create safe communities: ncpc.org/programs/crime-prevention-month/



Everyone should feel safe in their own community. This #CrimePreventionMonth follow our friend @McGruffatNCPC to learn more about public safety.



Crime prevention starts at home. Follow these tips from @McGruffatNCPC during #CrimePreventionMonth and beyond. Learn more via ncpc.org.



Crime prevention starts at home. Follow these tips from @McGruffatNCPC during #CrimePreventionMonth and beyond. Visit ncpc.org to learn more and sign this year's Crime Prevention Pledge: ncpc.org/programs/crime-prevention-month/

Example Post



Week 3: Fighting Fentanyl

Fentanyl. If you haven't heard of this drug, you will soon. Fentanyl laced pills are killing young people at an alarming rate. This week of #CrimePreventionMonth is dedicated to raising awareness of this poison. Learn more via @McGruffatNCPC.



Have you heard of Fentanyl? If you haven't, you might soon. Fentanyl laced pills are killing young people at an alarming rate. This week of #CrimePreventionMonth is dedicated to raising awareness of this poison. Learn more via @McGruffatNCPC: bit.ly/FentanylSummit



Fentanyl laced pills are killing young people at an alarming rate. Follow @McGruffatNCPC to learn more. #CrimePreventionMonth



The National Crime Prevention Council, home of @McGruffatNCPC, is hosting a Fentanyl Symposium with @DEAHQ, @USPTO, @DHSgov, @SAFEProject, and more on Oct.19. Save the date and livestream the event here: bit.ly/FentanylSummit



Save the date! The National Crime Prevention Council is hosting a Fentanyl Symposium with the Drug Enforcement Administration, Department of Homeland Security, the United States Patent and Trademark Office, SAFE Project, and more on Oct. 19. Livestream the event here: bit.ly/FentanylSummit



Mark your calendars! The National Crime Prevention Council, home of McGruff the Crime Dog® is hosting a Fentanyl symposium with various government agencies and community partners on Oct. 19. Livestream the event here: bit.ly/FentanylSummit



Activities

October 19: Fighting Fentanyl Summit

Week 4: Counterfeit

Fires 🔥. Skin rashes. And more. Fake products can cause real harm. Don't risk it, listen to @McGruffatNCPC and @USPTO and buy smart this #CrimePreventionMonth: ncpc.org/goforreal/



From catching fire to causing skin rashes, fake products can cause real harm. Don't risk it, listen to McGruff the Crime Dog® and the United States Patent and Trademark Office and buy smart this #CrimePreventionMonth: ncpc.org/goforreal/



Buying fake products can help organized criminals fund other illegal activities. Straight from @McGruffatNCPC's desk: You're Smart, Buy Smart #GoForReal and buy real products. #CrimePreventionMonth: ncpc.org/goforreal/



Fake technology products cause more than 70 deaths and 350,000 serious injuries every year. From McGruff the Crime Dog® himself: You're Smart, Buy Smart. #CrimePreventionMonth: ncpc.org/goforreal/



Activities

October 29: Wayside Farm Fun

Suggested social copy: Attention D.C., Maryland, and Virginia residents! McGruff the Crime Dog® and his crime fighting pups will be at Wayside Farm Fun on Oct. 29. They will be teaching kids and families about the dangers of counterfeit goods. Find out more: ncpc.org/programs/crime-prevention-month/

October 31: Halloween

Halloween Safety Tips

Suggested social copy: McGruff and Scruff love getting dressed up for Halloween. Follow these safety tips while trick or treating tonight.



Calendar of Activities

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5 Coffee with a Cop Day 	6	7	8
					Fan Art Give Away	
9	10	11	12	13	14	15
Fan Art Give Away						
16	17	18	19 Fighting Fentanyl Summit	20	21	22
23	24	25	26	27	28	29 Wayside Farm Fun
30	31 Halloween Safety Tips 					