

Be SMART

Social Media Basics

Be SMART Team

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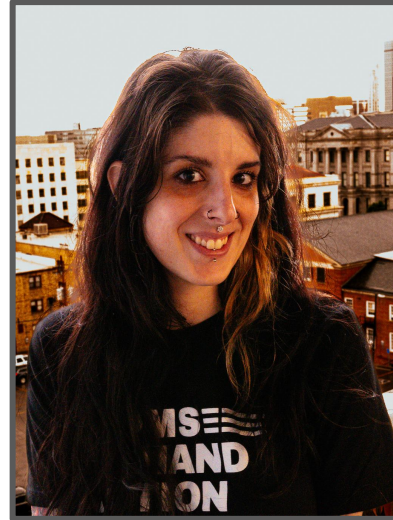
Staff



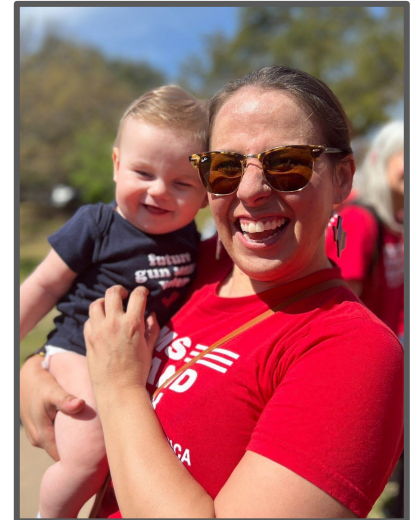
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Goals

Be SMART Social Media Training

Understand the **effectiveness** of using social media to spread the Be SMART message.

&

Learn how to **master the tools** at your fingertips to best tell your story.

Agenda

1

Why Social Media?

2

Let's Talk
Storytelling

3

Be SMART
Best Practices

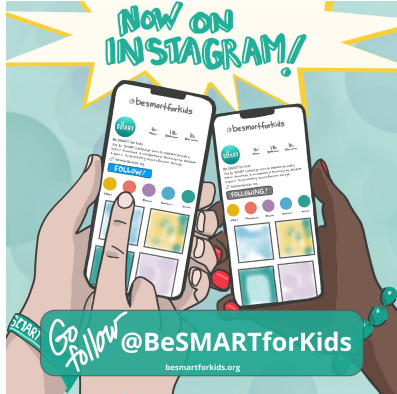
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Questions &
Resources

Why Social Media?

Why Social Media?

Reach, Educate, and Grow the Movement



Meets people where they are



Show instead of tell



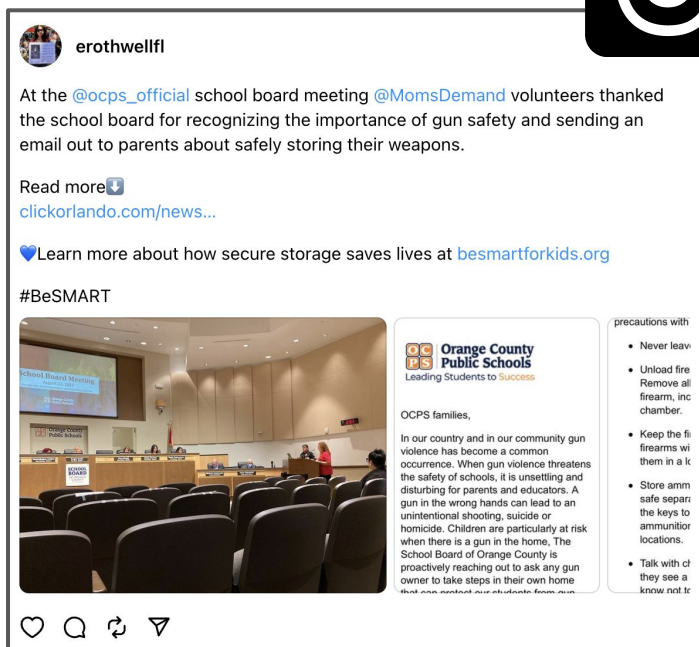
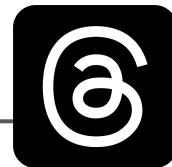
Grows the movement



Anyone can do it!

Widen Your Reach

Private & Public Platforms

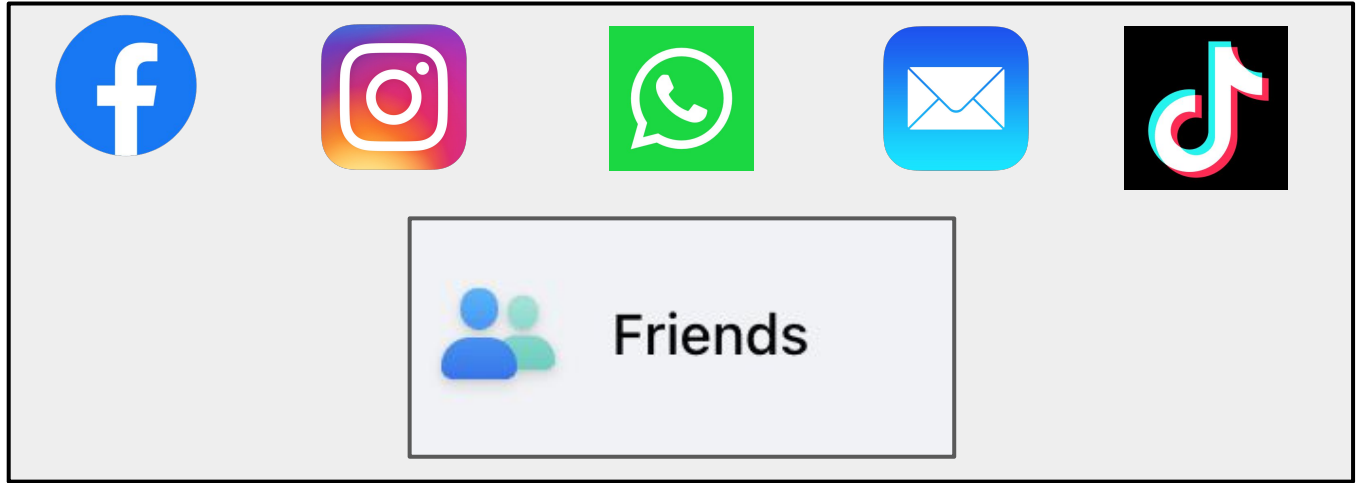


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Private Platforms

Audience: Your People

Facebook
Private Instagram
Private TikTok
Snapchat
Text
Messenger
WhatsApp
Email



Private Platforms

Trusted Messenger

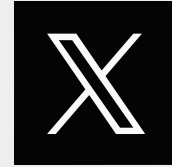
- You **know** your audience
- Make **connections** and build **bridges**
- **Educate** people who trust you
- **Inspire** others like you to join
- Share local **events, information,** and **resources**



Public Platforms

Audience: *all* of the People

Linkedin
Threads
Twitter/ X
Public Instagram
Public TikTok



1 billion on TikTok

Public Platforms

Widest Reach

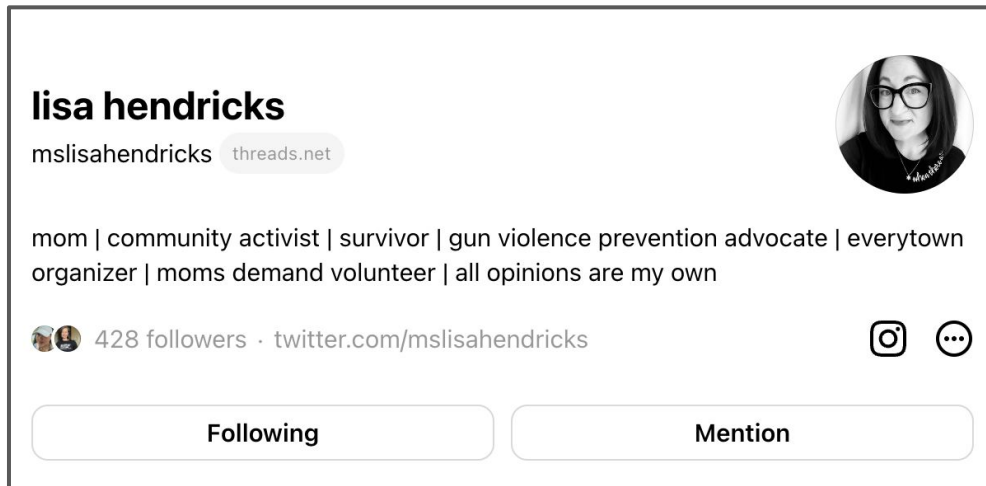
- Get out your **megaphone**; your reach has no limit
- **Personalize** your posts to sound authentically like you
- Join the larger conversation by using **#BeSMART**
- Share your posts to **other platforms**



Parts of a Profile

Reach, Educate, and Grow the Movement

- Email
- Profile Picture
- Banner Image
- Display Name
- Handle
- Bio
- Location



Let's Talk Storytelling

Storytelling

Best Practices for Messaging

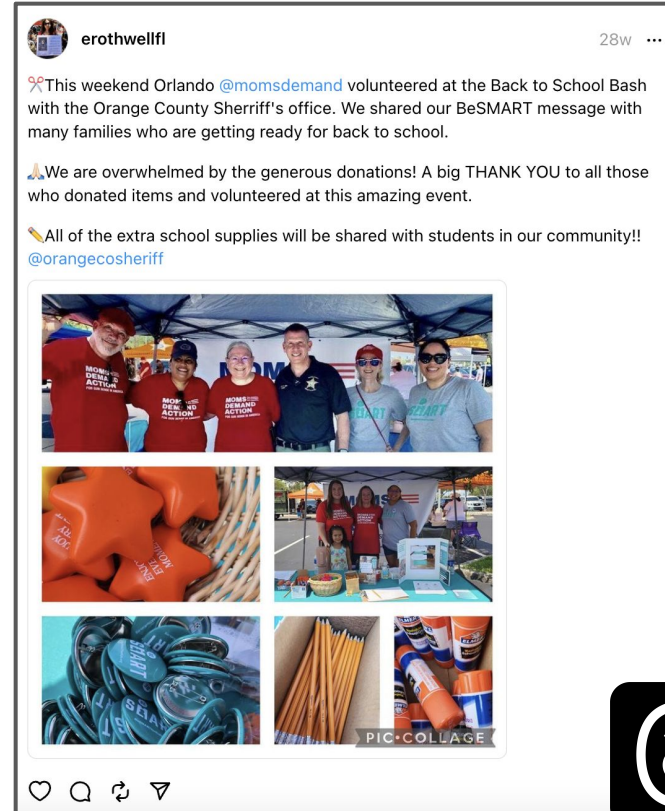
- You are most convincing when you ***sound like you!***
- People connect with **authenticity!**



Storytelling

Best Practices for Messaging

- **Personalize** your post!
- Use those **emojis**!
- Make fun **collages**!



Storytelling

Best Practices for Messaging

- If available, use a **toolkit** for inspiration
- Use **#BeSMART** to join the larger conversation



Storytelling

Best Practices for Taking Great Pictures

- **Clean** your camera lens
- Find nice **lighting**
- Consider what's in your **background**
- When possible—**show action!**
- You can always **crop or edit** your images later—don't miss the moment!



Storytelling

Best Practices for Taking Great Pictures

- If you're working with branded Moms Demand Action, take multiple pictures **with *and* without** the red shirts.
- Avoid pictures of **branded gun locks** and instead thank the office or organization that shared them.



Storytelling

Best Practices for Taking Great Pictures

You can take **“b-footage”** and still share a powerful message!



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Storytelling

Consider safety and privacy

- Keep **kids anonymous**.
- Don't post people's information without their **permission**.
- Consider name tags, license plates, numbers above doors, etc.



Be SMART Best Practices

Best Practices

Include a Call to Action

Text SMART to 644-33

- to volunteer

Follow:

"for more information, follow
www.besmartforkids.org"

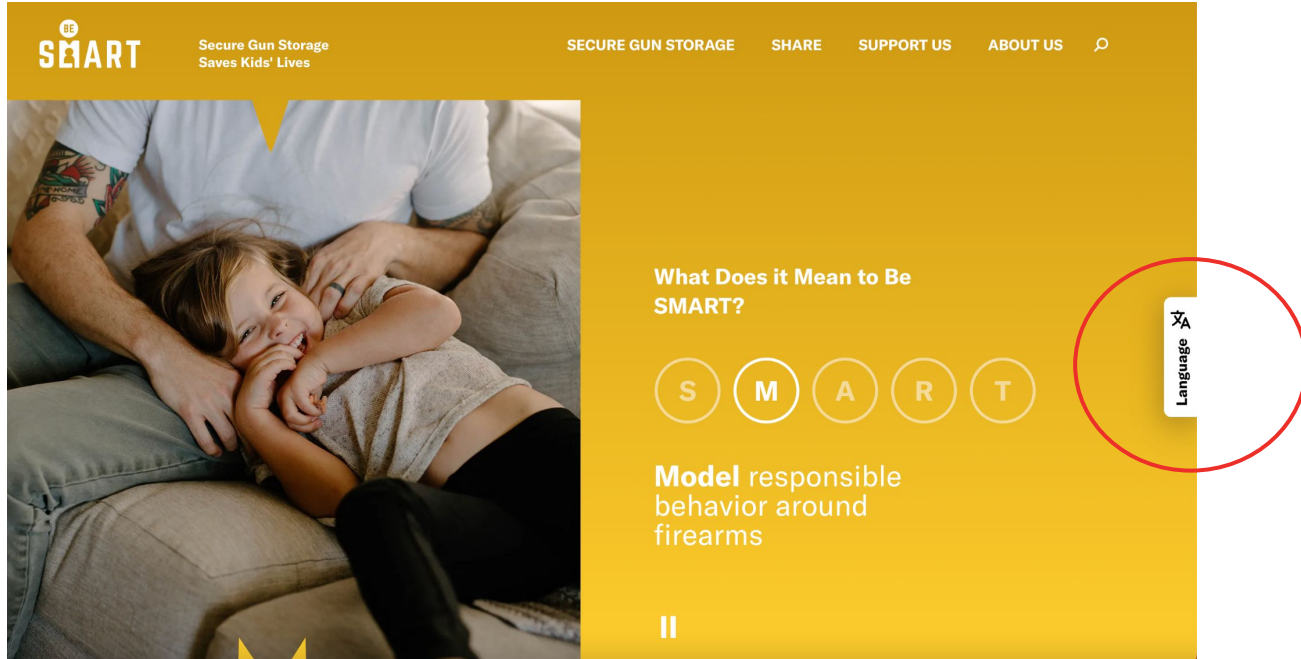
- Instagram account
- Facebook page



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Best Practices

Options for Languages



Best Practices

Share the most up-to-date statistics: use the graphics on the Be SMART website

Share

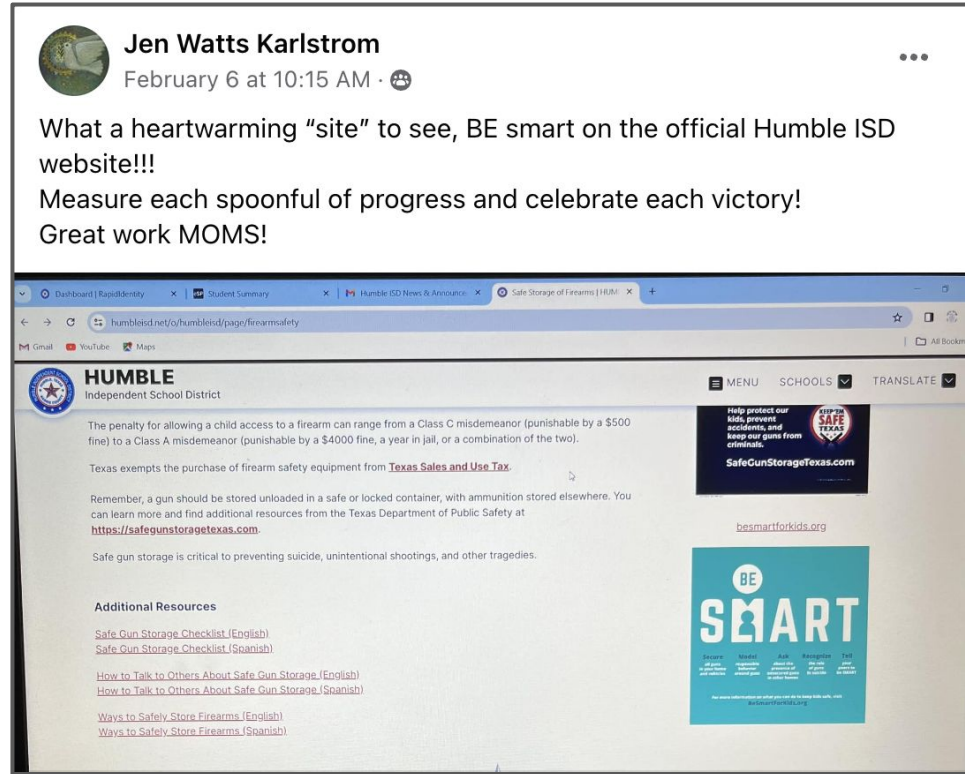
Share the following graphics on Facebook and Twitter, or download for Instagram.



Best Practices

Non-partisan 501(c3)

- We stay away from **political debates**
- We avoid posting about Be SMART + **legislation**
 - no need for state hashtag
- We *do* celebrate **wins**



Best Practices

"Secure storage"

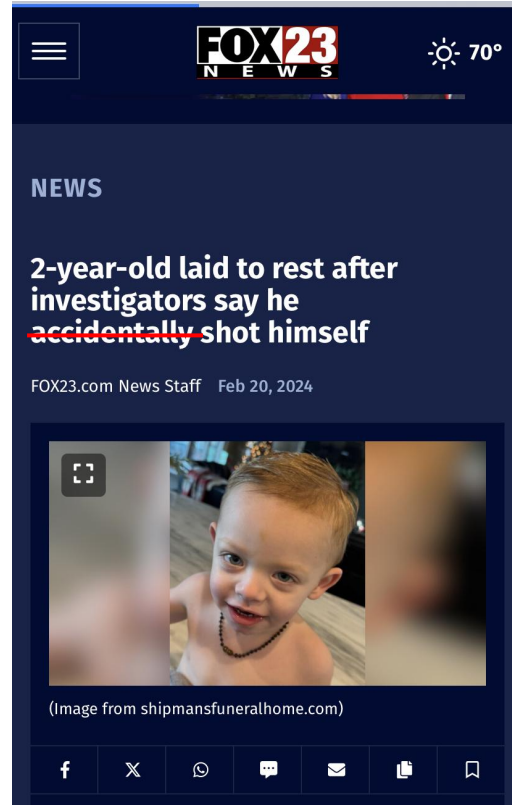
- **"Secure storage"** over "safe storage"
- Firearms should be **"locked and inaccessible"** to children and teens
- **"How are you storing your firearms"** over "Do you own firearms"



Best Practices

"Unintentional Shootings"

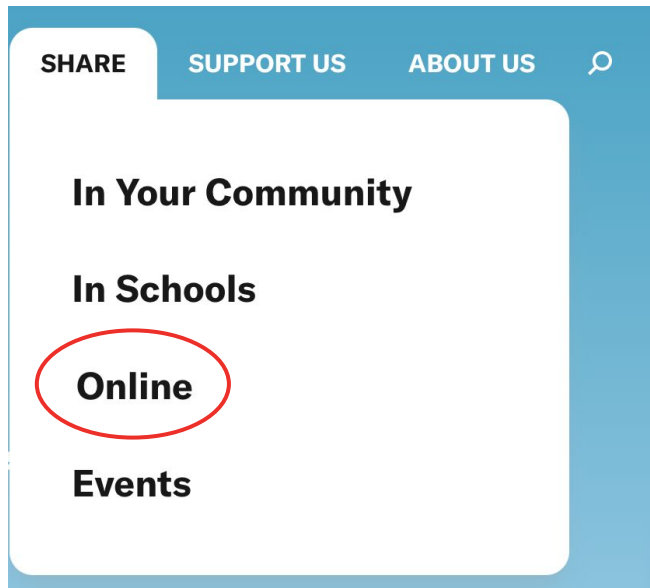
- We never say "accidental shooting," even if the Press does. We talk about **unintentional shootings**.
- We don't have to **traumatize** our audience to convince them that secure firearm storage is crucial.



Questions & Resources

Resources

Follow us: Be SMART website



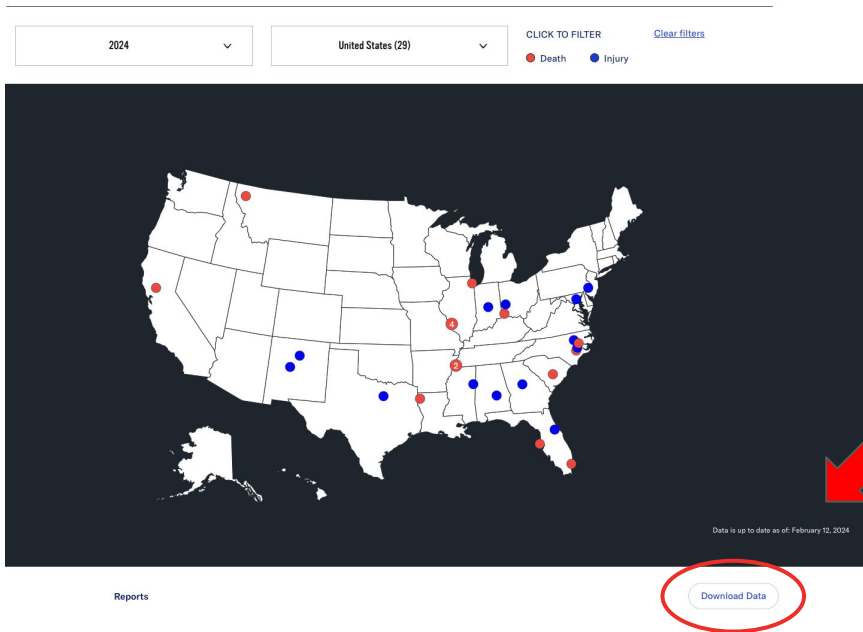
Resources

Follow us: Not An Accident website

- Tracks **unintentional shootings** by children or teens
- Compiled by the **Everytown Research & Policy** team
- You can **download** and **filter** the data
 - Organize by state, date, etc
 - Includes basic info, news article, and a summary

#NotAnAccident Index

In 2024 there were at least **29 unintentional shootings by children**, resulting in **13 deaths** and **17 injuries** nationally.



Resources

Follow us: **besmartforkids**



besmartforkids

Following ▾

Message



59 posts

2,289 followers

449 following

Be SMART for Kids

 besmartforkids

The Be SMART campaign aims to prevent suicides, school shootings, & unintentional shootings by children & teens - by promoting secure firearm storage.

 sprout.link/besmartforkids

Followed by whenmamaainthappy, pmangas, momsdemand + 44 more



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Resources

Follow us: www.facebook.com/BeSMARTforKids.org



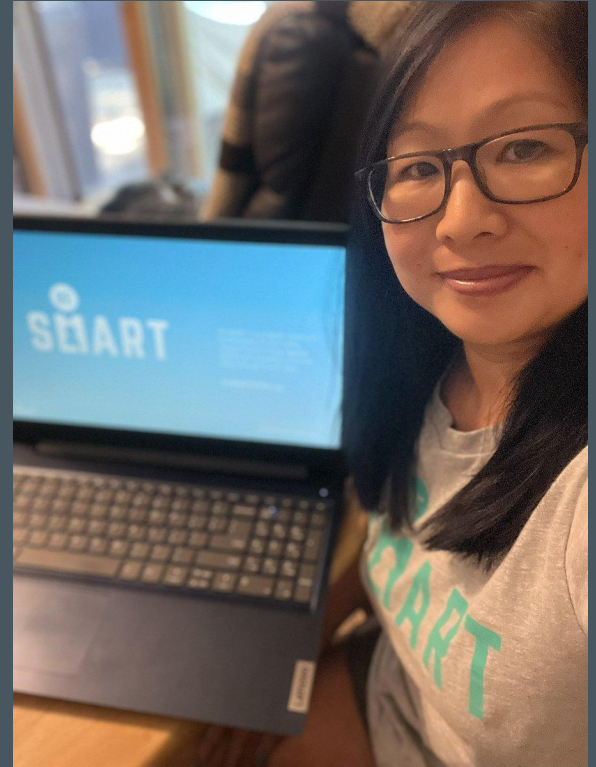
Thank you!

Look for a follow-up email.

Contact us at:

rtruszkowski@everytown.org

gdiaz@everytown.org



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