Be SMART Social Media Basics



Be SMART Team

Everytown Staff



Cathi GeeslinDirector of Public
Education Programs



Jenn HoppeSenior Director of
National Programs



Kirsten Knisely Programs Associate



Grassroots Social Media Team

Staff



Lisa HendricksDirector of Grassroots
Digital Advocacy



Rebecca TruszkowskiBe SMART Social Media Content,
Grassroots Social Media Team



Cat Macgregor Grassroots Social Media Team



Gaby Diaz Grassroots Social Media Team



GoalsBe 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 4

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





At the @ocps_official school board meeting @MomsDemand volunteers thanked the school board for recognizing the importance of gun safety and sending an email out to parents about safely storing their weapons.

Read more U

clickorlando.com/news...

Learn more about how secure storage saves lives at besmartforkids.org

#BeSMART





OCPS families.

In our country and in our community gun violence has become a common occurrence. When our violence threatens the safety of schools, it is unsettling and disturbing for parents and educators. A gun in the wrong hands can lead to an unintentional shooting, suicide or homicide. Children are particularly at risk when there is a gun in the home. The School Board of Orange County is proactively reaching out to ask any gun owner to take steps in their own home

precautions with

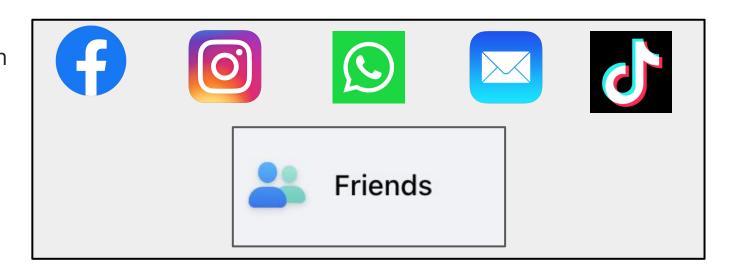
- Never leave
- Unload fire Remove all firearm, inc chamber.
- Keep the fill firearms wi them in a k
- Store amm safe separa the keys to ammunition
- Incations Talk with ch they see a
- know not to



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



Gaby Diaz is with

and 3 others.

August 16, 2019 · 🚢

I'm real tired today at the end of the week, but these ladies energize me. We spent an afternoon together with my buddy Kyle at Kingwood Guns on 494. He taught us all about the options to responsibly store guns—from \$5 gun locks to \$160 biometric safes.

Reducing gun deaths doesn't have to be a controversial conversation. For real, y'all.

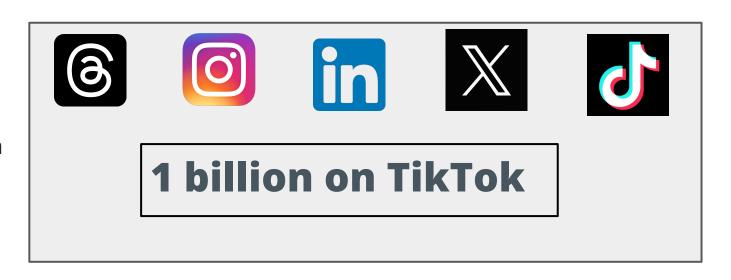




Public Platforms

Audience: all of the People

Linkedin
Threads
Twitter/ X
Public Instagram
Public 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

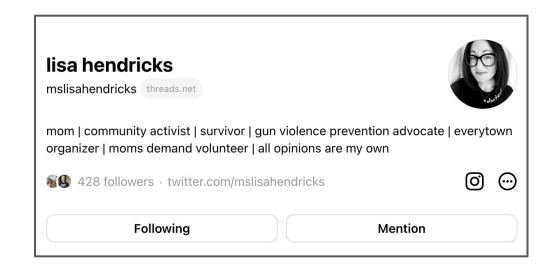




Parts of a Profile

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!







28w ...

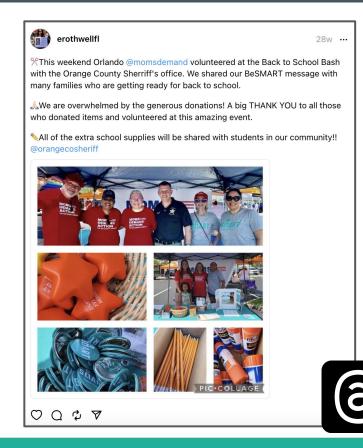


Storytelling Best Practices for Messaging

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



This Iowa @MomsDemand volunteer dropped off #BeSMART brochures to the county social services dept, picked up a box of gun locks from our sheriff and spoke at the school board meeting in support of Wear Orange. I'm so grateful to be part of this community effort to #EndGunViolence





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!





StorytellingBest 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!







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



Include a Call to Action

Text SMART to 644-33

to volunteer

Follow:

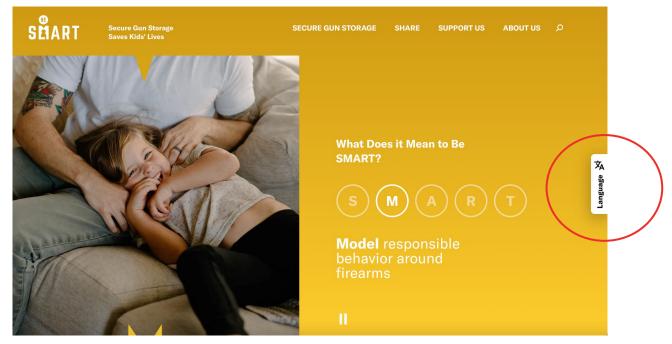
"for more information, follow www.besmartforkids.org"

- Instagram account
- Facebook page





Options for Languages





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.



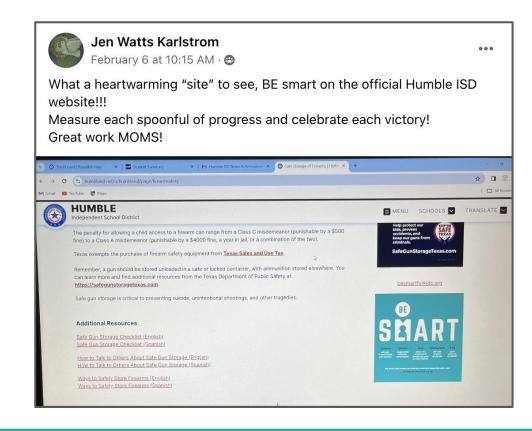






Non-partisan 501(c3)

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





"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"





"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.

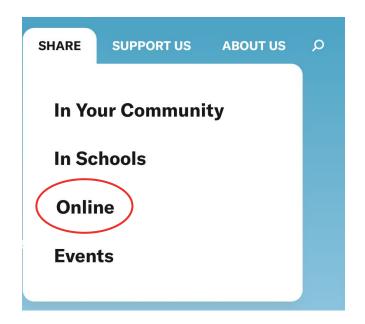




Questions & Resources



Follow us: Be SMART website





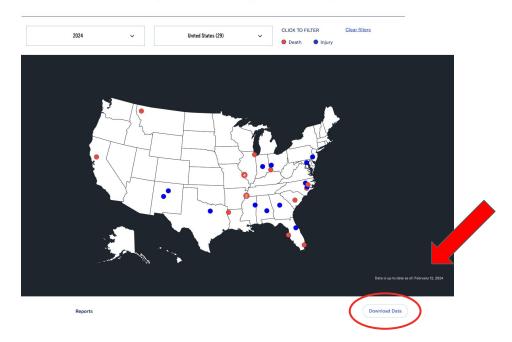


Follow us: Not An Accident website

- 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

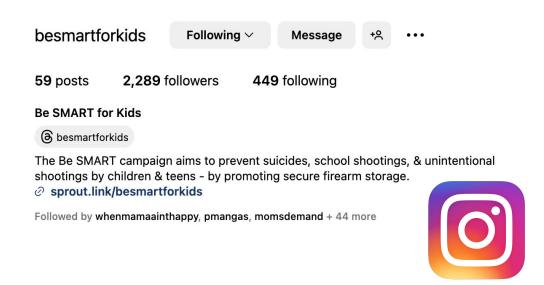
In 2024 there were at least **29 unintentional shootings by children,** resulting in **13 deaths** and **17 injuries** nationally.





Follow us: besmartforkids







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





Thank you!

Look for a follow-up email.

Contact us at:

rtruszkowski@everytown.org

gdiaz@everytown.org



