

Be SMART

Social Media Basics

Be SMART Team

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Media Team



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Grassroots Social
Media Team

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

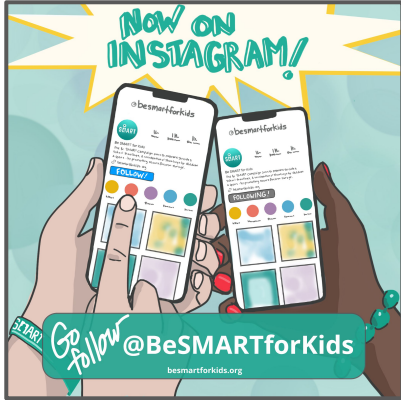
4

Questions &
Resources

Why Social Media?

Why Social Media?

Reach, Educate, and Grow the Movement



Meets people where they are



Show instead of tell



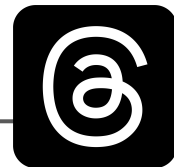
Grows the movement





Anyone can do it!

Widen Your Reach

Private & Public Platforms



 lesnmolearnloveandgrow




 lesnmolearnloveandgrow I got to train two new Be SMART Team Members today! Y'all, it takes a lot of courage to attend your first gun violence prevention meeting. It takes even more to decide that you'll begin sharing about the Be SMART program in your school district and throughout your community. These two moms want to know they're doing everything they can to keep their children safe, and they know it's worth being a little out of their comfort zone if it means preventing even one child gun death or injury.


The gun violence epidemic in our country is overwhelming, and it's a heartbreaking fact that firearms are the leading cause of death for children. Be SMART is here to empower parents with the resources they need to make sure children and teens do not have unsupervised access to guns.

SECURE all guns in your home and vehicles
MODEL responsible behavior around guns
ASK about the presence of unsecured guns in other homes
RECOGNIZE the risks of teen suicide
TELL your peers to Be SMART


Visit BeSMARTforKids.org for more information.


#BeSMART

 Liked by mamatrusz and others

May 3, 2023

 Add a comment... Post

 erothwellfi

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 
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 gun 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 that protect our students from gun

precautions with

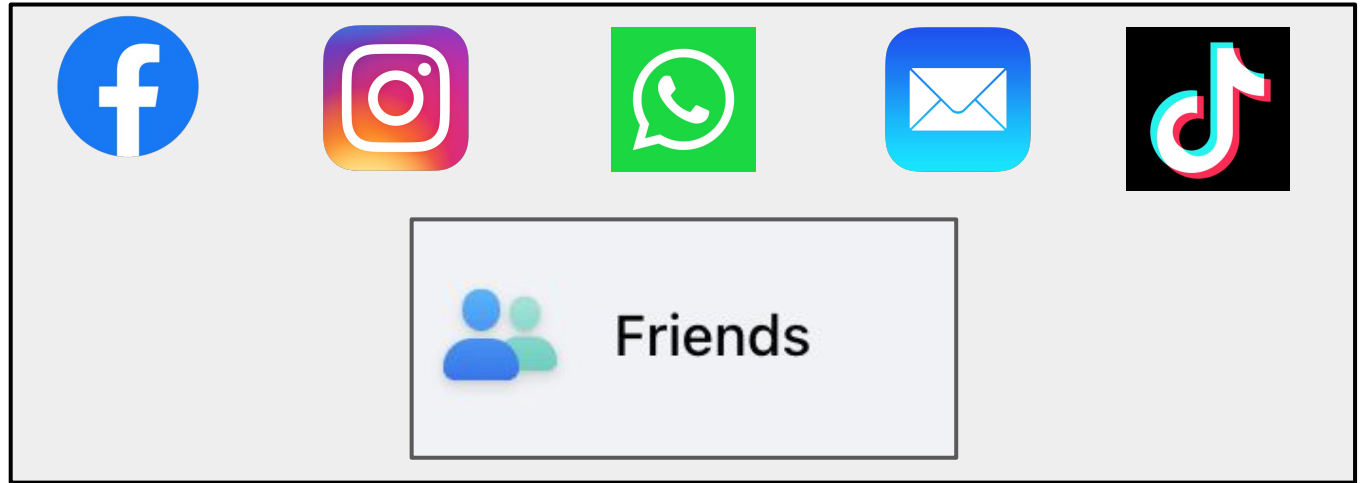
- Never leave
- Unload fire
Remove all
firearm, inc
chamber.
- Keep the fi
firearms wit
them in a l
- Store amm
safe separ
the keys to
ammunition
locations.
- Talk with c
they see a
know not fr



Private Platforms

Audience: Your People

Facebook
Private Instagram
WhatsApp
Text
Messenger
Email
Private TikTok
Snapchat



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**



A screenshot of a Facebook post. At the top right is a blue circular Facebook logo. The post header shows a profile picture of Gaby Diaz, followed by the text "Gaby Diaz is with [redacted] and 3 others." and the date "August 16, 2019" with a public icon. The main text of the post reads: "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." Below the text is a photograph of six women standing in front of the entrance to "KINGWOOD GUNS". The store's name is in large, dark, 3D letters above the entrance. A sign above the door says "OPEN". The door has a small sign that says "22323-F" and a logo. One of the women is wearing a white t-shirt with "SMART" written on it.

Gaby Diaz is with [redacted] 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.

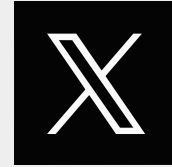


The photograph shows the exterior of a store named "KINGWOOD GUNS". The name is displayed in large, dark, 3D block letters above the entrance. Below the name, there is a sign that says "OPEN" in orange letters. The entrance features a glass door with a small sign that reads "22323-F" and a logo. Six women are standing in front of the entrance, smiling for the camera. One of the women is wearing a white t-shirt with the word "SMART" printed on it.

Public Platforms

Audience: *all* of the People

Threads
Public Instagram
Linkedin
Twitter/ X
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**



Public Platforms

Widest Reach

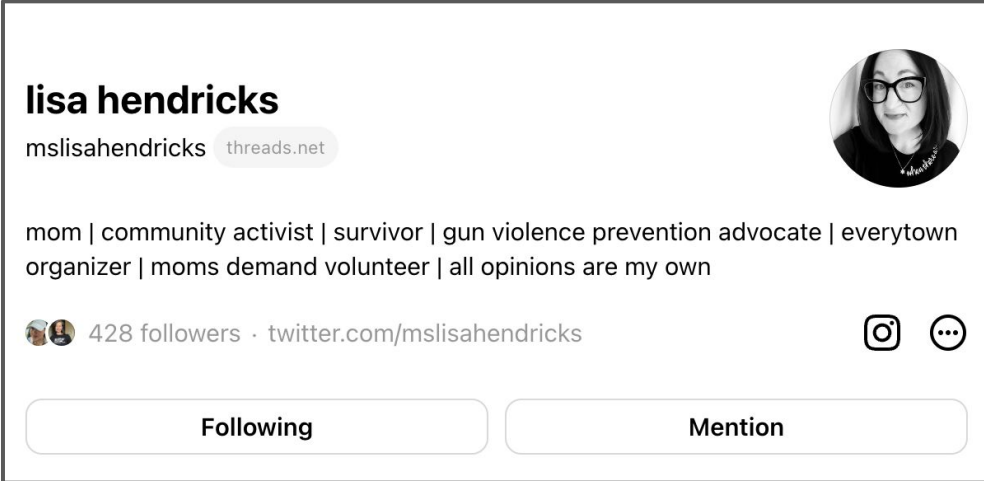
- When sharing on Instagram, be sure to **TAG THE ACCOUNT**
- Use **@BeSMARTforKids**



Parts of a Profile

Reach, Educate, and Grow the Movement

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



The screenshot shows a social media profile for Lisa Hendricks. The profile includes a circular profile picture of a woman with glasses, the name 'lisa hendricks', and the handle 'mslisahendricks' with a 'threads.net' domain. The bio reads: 'mom | community activist | survivor | gun violence prevention advocate | everytown organizer | moms demand volunteer | all opinions are my own'. It also shows '428 followers' and a link to 'twitter.com/mslisahendricks'. At the bottom, there are two buttons: 'Following' and 'Mention'.

lisa hendricks
mslisahendricks threads.net

mom | community activist | survivor | gun violence prevention advocate | everytown organizer | moms demand volunteer | all opinions are my own

428 followers · twitter.com/mslisahendricks

Following Mention

Let's Talk Storytelling

Storytelling

Best Practices for Messaging

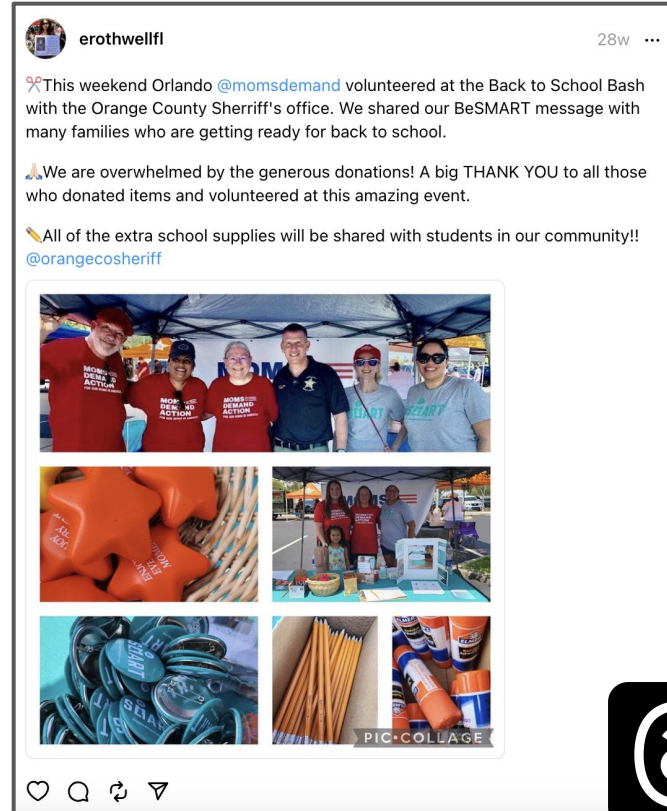
- You are most convincing when you *sound like you!*
- People connect with **authenticity!**



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!



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

Add to posts:

- Text **SMART** to **644-33** to volunteer
- "for more information, follow www.besmartforkids.org"

Follow:

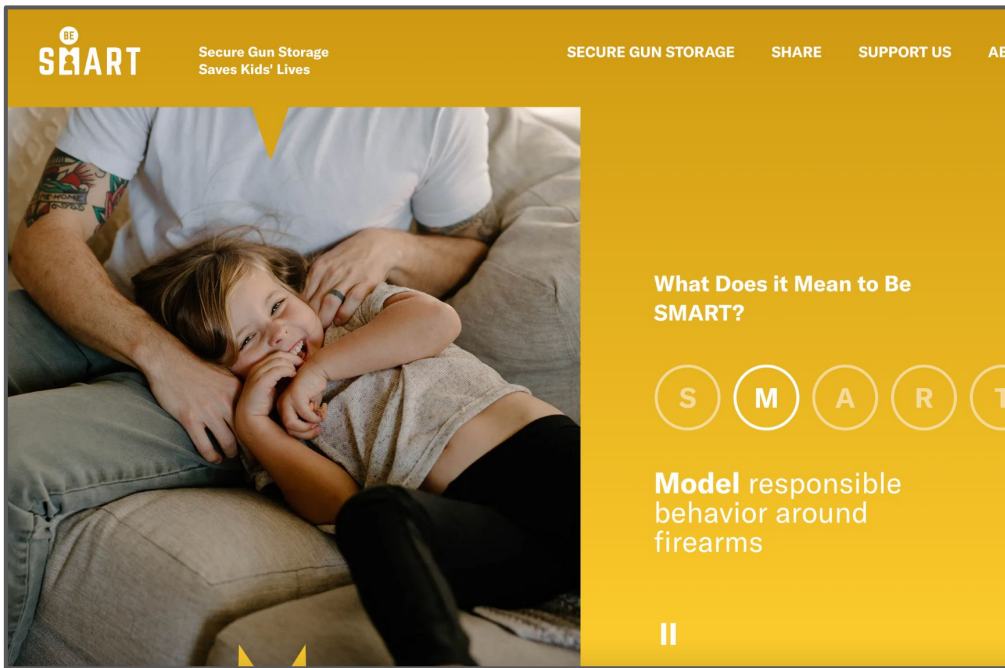
- Instagram account
- Facebook page

The collage displays the Be SMART for Kids website and social media presence. The website header includes the logo, tagline "Secure Gun Storage Saves Kids' Lives", and navigation links: SECURE GUN STORAGE, SHARE, SUPPORT US, ABOUT US. The Instagram profile for @besmartforkids shows 59 posts, 2,289 followers, and 449 following. The Facebook profile for Be SMART for Kids features a family photo and 11K likes, 12K followers, with buttons for Sign Up, Liked, and Message.



Best Practices

Options for Languages



Language

- Arabic
- Chinese (Simplified)
- English
- Hmong
- Japanese
- Korean
- Punjabi
- Russian
- Spanish
- Tagalog
- Vietnamese

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.

3/4

de las personas involucradas en tiroteos de colegios usaron armas de fuego que encontraron en su casa o la casa de un familiar.

Be SMART
Behavioral Health Assessment of Children, Prevention, Assessment & Support
Be SMART for Kids.org

Gracias por invitar a Miguel. Pero como sepa, él no le tiene energía a la comida o a las mascotas.

¡Gracias! Encantados de tenerlo.

Tengo una última pregunta. ¿Tienen armas en la casa y están aseguradas? Tu sabes como son los niños.

No tenemos armas, pero me da mucha tranquilidad que me preguntes eso porque yo también siempre pregunto.

SHARE

Be SMART
BeSMARTforKids.org

4.6 million children in the US live in a household with at least one loaded, unlocked gun.

Don't let your child be one of them.

Be SMART
Learn more about secure gun storage
BeSMARTforKids.org

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**

The image shows a Facebook post from Jen Watts Karlstrom, dated February 6 at 10:15 AM. The post text reads: "What a heartwarming 'site' to see, BE smart on the official Humble ISD website!!! Measure each spoonful of progress and celebrate each victory! Great work MOMS!". Below the post is a screenshot of a web browser displaying the Humble ISD website page titled "Safe Storage of Firearms (HSA)". The website content includes: "The penalty for allowing a child access to a firearm can range from a Class C misdemeanor (punishable by a \$500 fine) to a Class A misdemeanor (punishable by a \$4000 fine, a year in jail, or a combination of the two). Texas exempts the purchase of firearm safety equipment from [Texas Sales and Use Tax](#). Remember, a gun should be stored unloaded in a safe or locked container, with ammunition stored elsewhere. You can learn more and find additional resources from the Texas Department of Public Safety at <https://safegunstorage.texas.com>. Safe gun storage is critical to preventing suicide, unintentional shootings, and other tragedies. Additional Resources: [Safe Gun Storage Checklist \(English\)](#), [Safe Gun Storage Checklist \(Spanish\)](#), [How to Talk to Others About Safe Gun Storage \(English\)](#), [How to Talk to Others About Safe Gun Storage \(Spanish\)](#), [Ways to Safely Store Firearms \(English\)](#), [Ways to Safely Store Firearms \(Spanish\)](#). The page also features a "SafeGunStorageTexas.com" logo and a "BE SMART" graphic with a checklist: Secure, Unload, Lock, Ask, Register, Test.

Best Practices

“Secure storage”

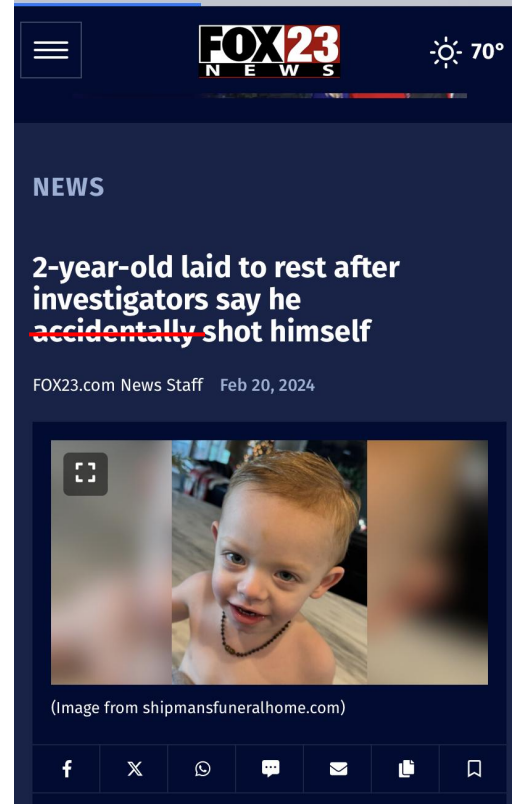
- “**Secure** storage” over “safe storage”
- Firearms should be “**locked and inaccessible**” to children and teens
- “**How are you storing your firearms**” over “Do you own firearms”



Best Practices

“Unintentional Shootings”

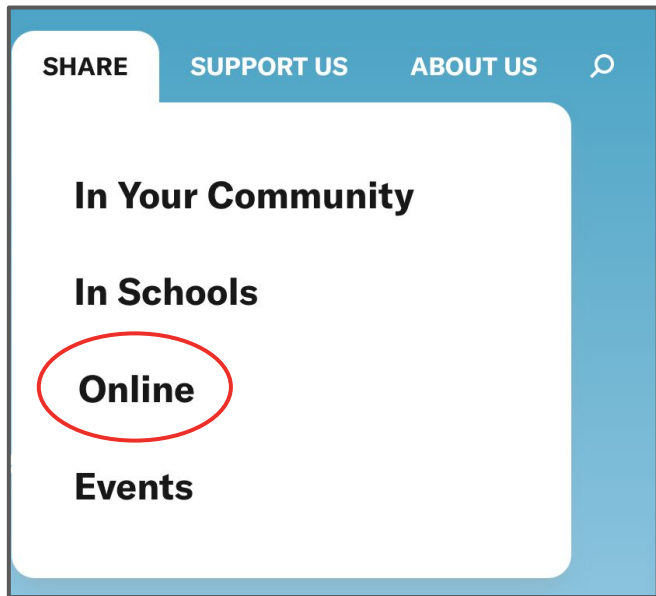
- We never say “accidental shooting,” even if the Press does. We talk about **unintentional shootings**.
- We don’t have to **traumatize** our audience to convince them that secure firearm storage is crucial.



Questions & Resources

Resources

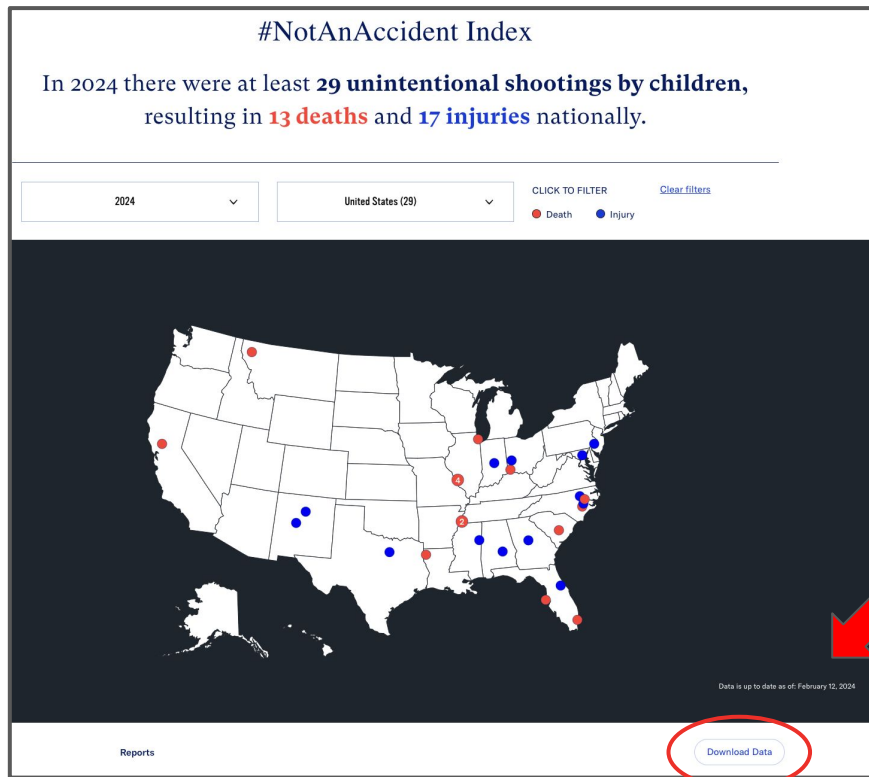
Follow us: Be SMART website



Resources

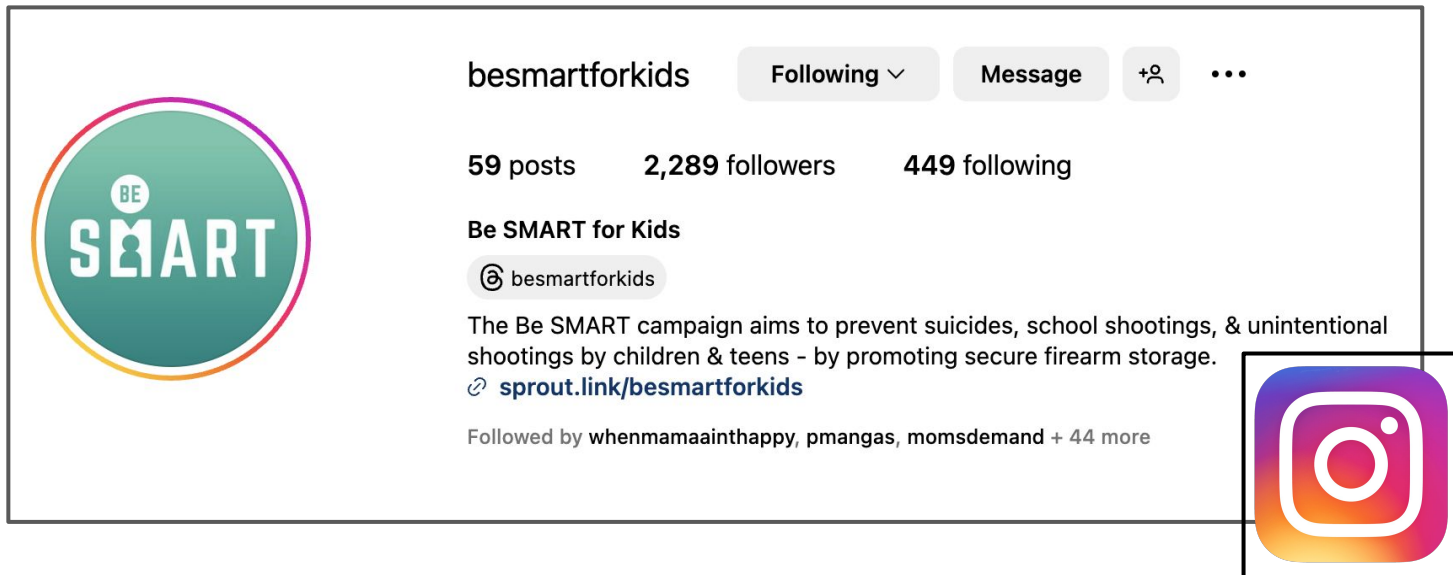
Follow us: Not An Accident website

- 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



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



Resources

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



A screenshot of a Facebook post. The post features a large photo of a smiling family: a man, a woman, and a young child. In the top left corner of the post, there is a blue circular icon with a white 'f' representing Facebook. In the bottom left corner, there is a green circular profile picture with the text 'BE SMART' inside. Below the profile picture, the name 'Be SMART for Kids' is displayed, followed by '11K likes · 12K followers'. On the right side of the post, there are three buttons: 'Sign Up', 'Liked', and 'Message'.

Thank you!

Look for a follow-up email!

Contact us at:

rtruskowski@everytown.org

gdiaz@everytown.org

