

Be SMART Social Media



Gaby
Moms Demand Action
Social Media Team

Be SMART Team

Everytown Staff



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Be SMART Social Media
Accounts Manager



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Goals

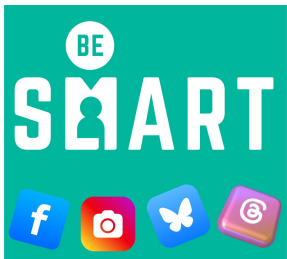
Be SMART Social Media Training

Practice the easy ways to **share** the Be SMART message
on the apps you already use.

&

Customize social media messages for a public audience
or a private message.

Agenda



1

Social Media Basics
Be SMART Accounts

2

Be SMART
Best Practices



3

Resources:
Graphics
NotAnAccident
Everyshot.org



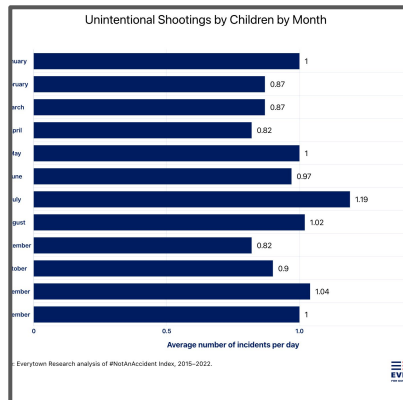
4

Questions

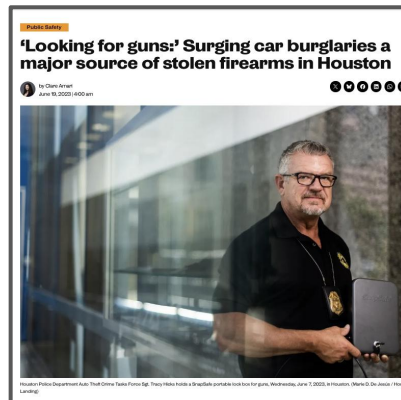


Why Be SMART?

Secure Model Ask Recognize Tell



Keep kids safe



Stolen guns



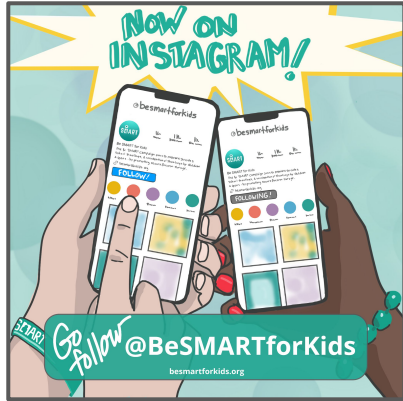
Prevent suicides



Care about community

Why Social Media?

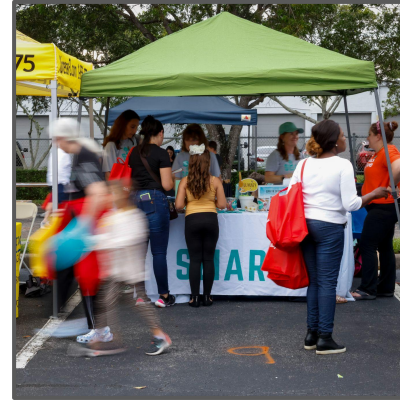
Reach, Educate, and Grow the Movement



Meet people where they are on social media



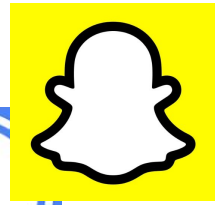
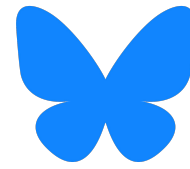
Show instead of tell



Grows the movement



Anyone can do it



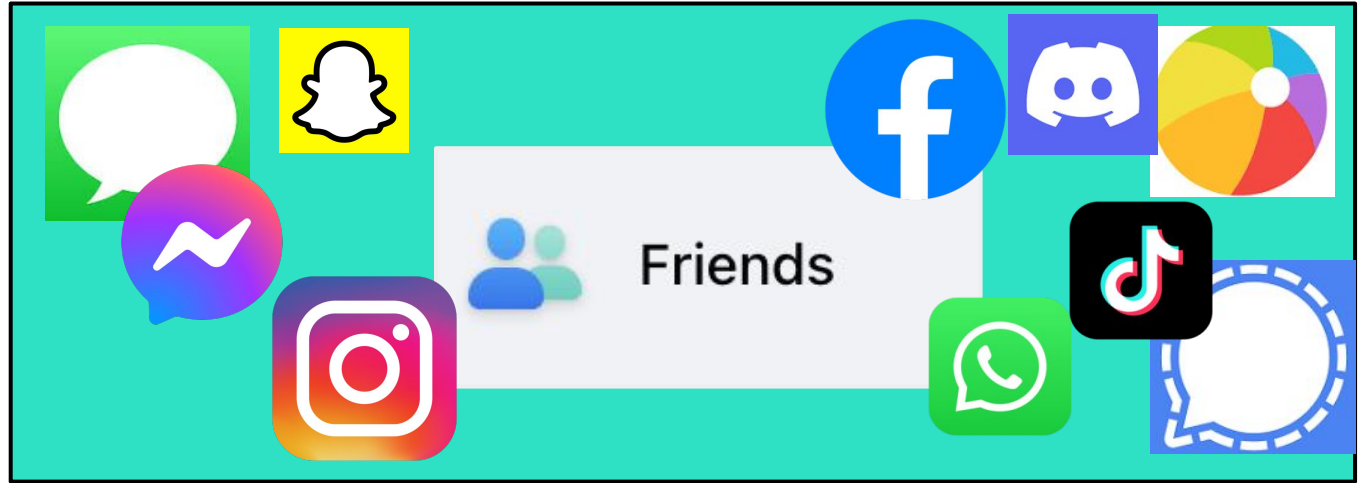
Which platforms
do you use
weekly?



Private Platforms

Audience: Your People

Facebook
Private Instagram
WhatsApp
Text
Messenger
Email
Private TikTok
Snapchat



Private Platforms

Trusted Messenger

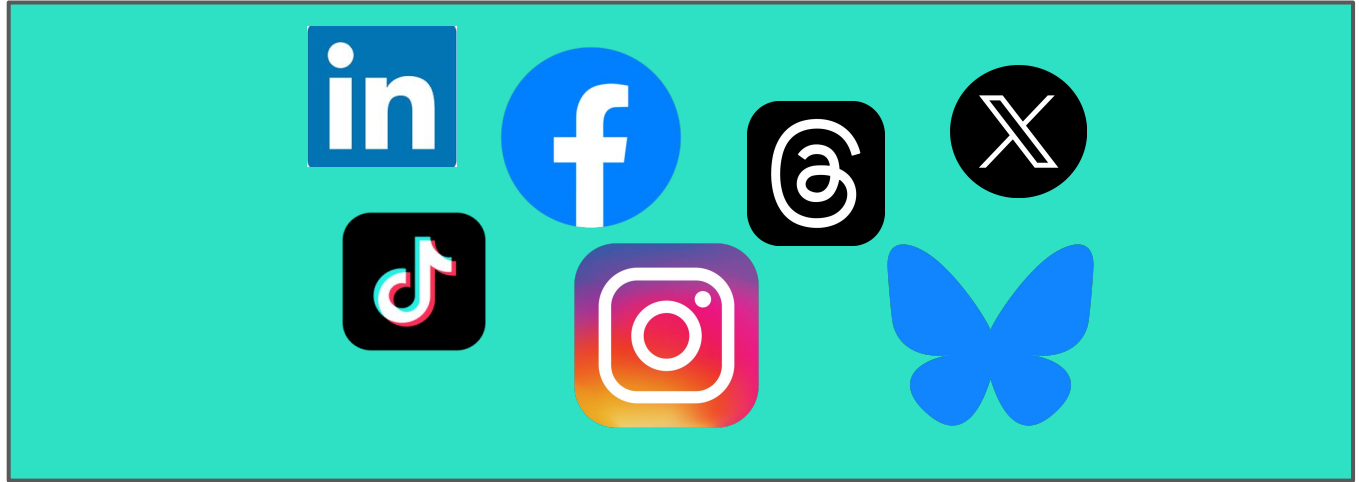
- You **know** your audience
- Make **connections** and build **bridges**
- **Reaching** people who trust you
- Share local **events, information,** and **resources**



Public Platforms

Audience: *all* of the People

Threads
Public Instagram
Linkedin
Bluesky
Public TikTok
Twitter/ X



Public Platforms

Widest Reach

- Your reach has no limit
- Join the larger conversation by using **#BeSMART**
- **Tag** @BeSMARTforKids
- Share your posts to **other platforms**



Be SMART Social Media Accounts

Follow and share!

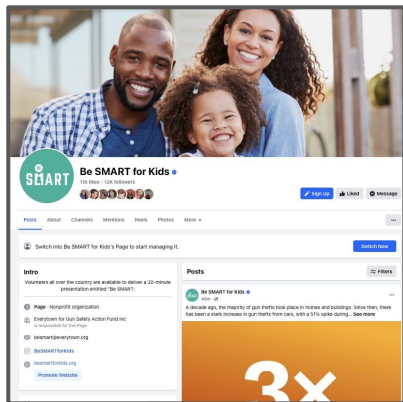


Share with:
1 person
1 group

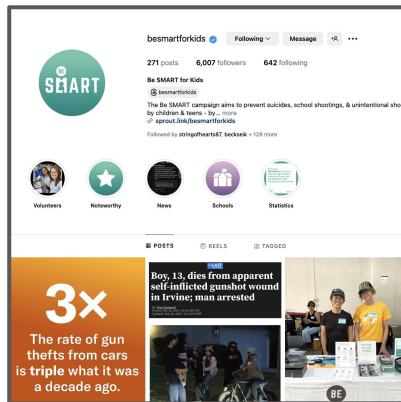


Be SMART Social Media Accounts

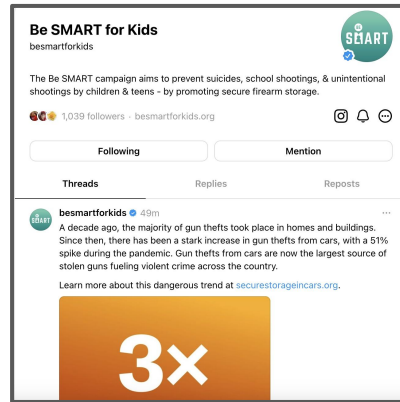
Follow and share!



Facebook



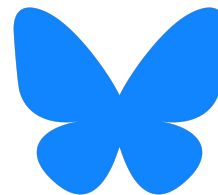
Instagram



Threads



Bluesky



BeSMARTforKids.org

Creating Content

1 Pick your message:

- Photo
- Graphic
- Event
- Call to Action
- Resource

2 Pick your audience:

- Private
- Public

3 Share

- 1-to-1
- Post
- Stories



BeSMARTforKids.org

Creating Content

4 Tag Be SMART

@besmartforkids
#BeSMART
besmartforkids.org

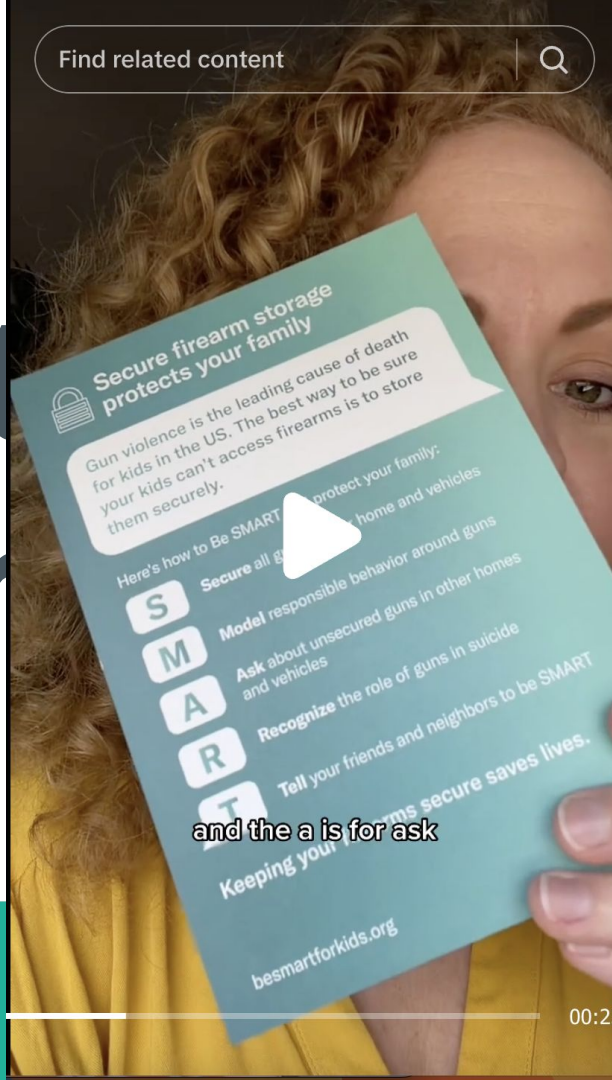
5 Share with your Chapter:

Social Media Lead
Be SMART Lead
Local Group Lead
Chapter Lead
Organizing Manager



Let's Talk Storytelling

What to content you?



es

and the a is for ask

00:25

BeSMARTforKids.org

Storytelling

Best Practices for Messaging

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



staceyrmoseley > NationalNightOut 08/07/24



Braved the heat with fellow San Fernando Valley [@momsdemand](#) & [@besmartforkids](#) volunteers at Burbank NationalNightOut talking safe storage and gun safety to lots of families.

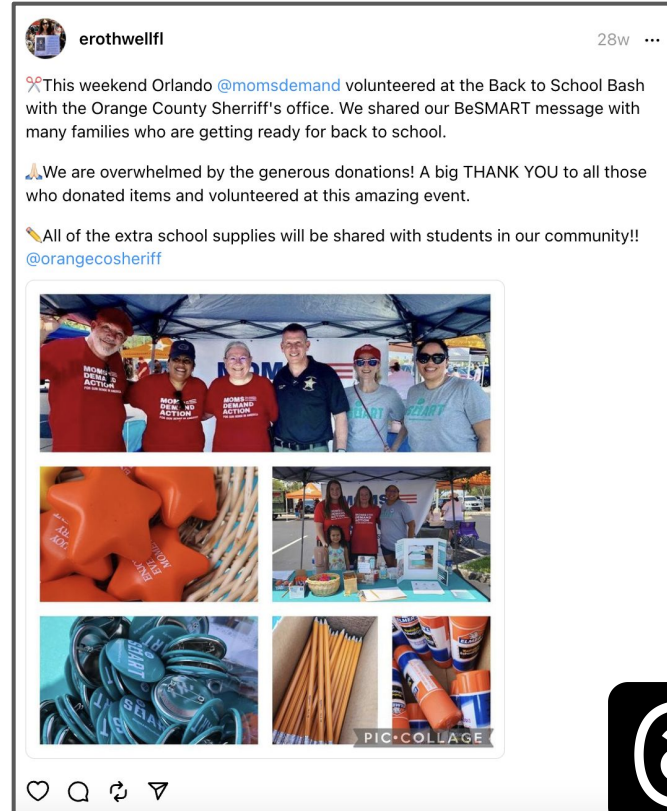


❤️ 23 💬 ↻ 2 🚩 2

Storytelling

Best Practices for Messaging

- **Personalize** your post
- Use those **emojis**



Storytelling

Best Practices for Taking Great Pictures

- **Clear room** on your device
- **Clean** your camera lens
- Consider what's in your **background**
- You can always **crop or edit** your images later; don't miss the moment



Find good lighting







Tell a story

Show action



Record the action



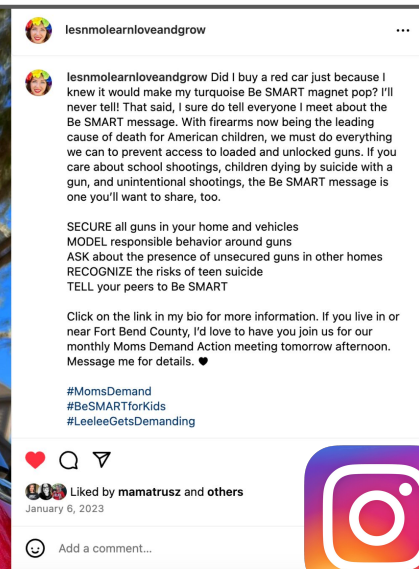
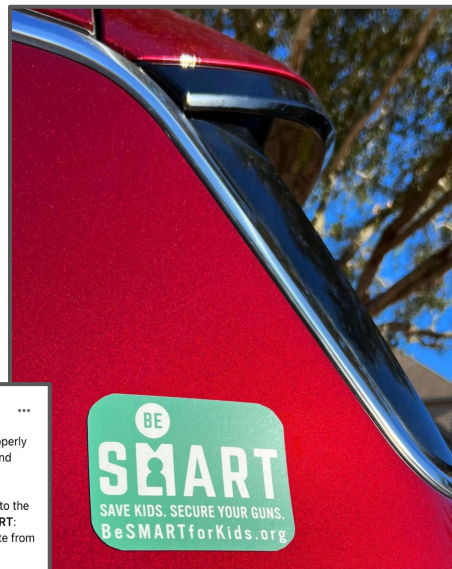
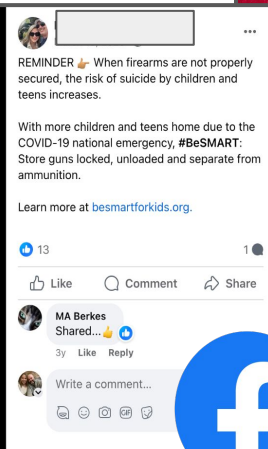


Fill the frame

Storytelling

The Details

You can take **“b-footage”** and still share a powerful Be SMART 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

Storytelling

Best Practices for Taking Great Pictures

- Take multiple pictures **with** and **without** the red shirts
- Don't focus on the **branded gun locks**; instead, thank the office or organization that shared them



Best Practices

Include a Call to Action

Add calls to action to posts:

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



kristinbowencohen 09/12/24

Mid-Missouri @MomsDemand volunteers are set up for the Boone County Ready Festival, sharing safe firearm storage info, gun locks—and having fun with other CoMo families.

Learn how to have conversations about safe storage at besmartforkids.org! #beSMART @boonecountyoem

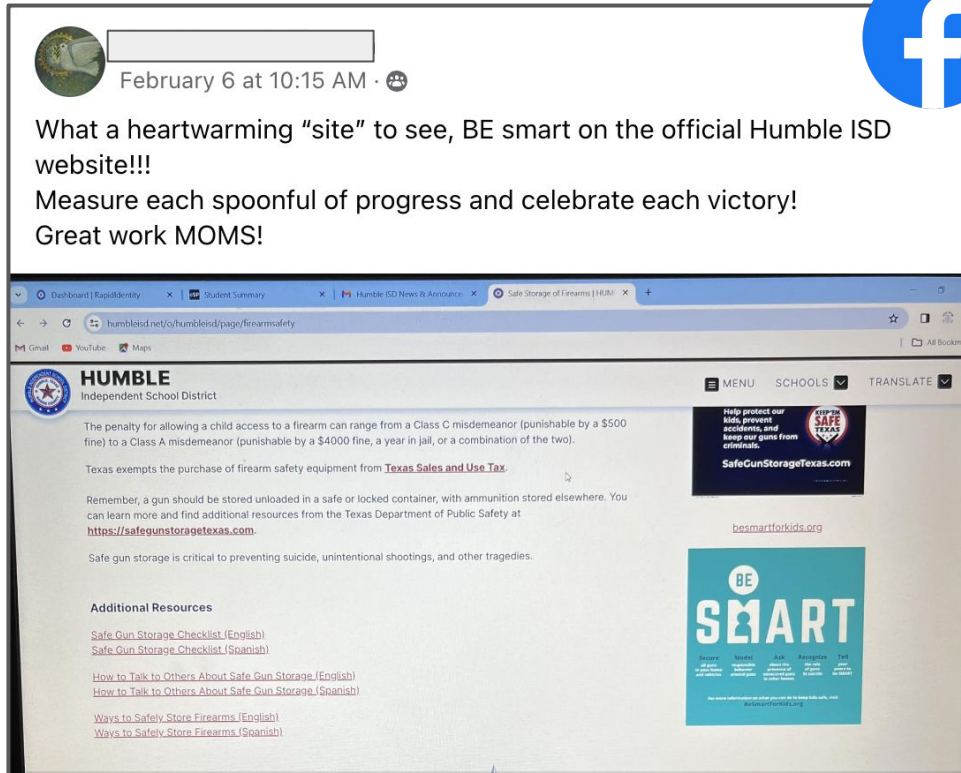


By texting, you agree to receive communications to your phone number from Everytown organizations.
Msg freq varies. STOP to quit. Msg & data rates may apply. everytown.org/terms

Best Practices

Non-partisan 501(c3)

- Stay away from **political debates**
- Avoid posting about Be SMART + **legislation**
- Celebrate local **wins**



A screenshot of a Facebook post from the Humble ISD News & Announcements page. The post is dated February 6 at 10:15 AM. The text of the post 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 text is a screenshot of the Humble ISD website. The website header includes the Humble ISD logo and the text "HUMBLE Independent School District". The main content area features a section titled "Safe Storage of Firearms" with text explaining the penalties for allowing a child access to a firearm and providing resources for safe gun storage. A sidebar on the right includes a "MENU" button, a "SCHOOLS" button, and a "TRANSLATE" button. At the bottom of the sidebar is a "Be SMART" logo. The website also features a "Safe Gun Storage Checklist" and a "How to Talk to Others About Safe Gun Storage" section.

February 6 at 10:15 AM · 🌐

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!

humbleisd.net/s/humbleisd/page/firearmafety

HUMBLE
Independent School District

MENU SCHOOLS TRANSLATE

Help protect our kids, prevent accidents, and keep our guns from criminals.
SafeGunStorageTexas.com

safegunstorage.texas.com

BE SMART

Secure, Unloaded, Ask, Responsible, Tell

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)

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

Secure Gun Storage in Cars

- **1 gun is stolen from a car every 9 minutes in the United States** safe
- New web page
 - securegunsincars.org
- Scenarios:
 - Child
 - Stolen
 - Road rage

**Securing guns in
your vehicle will
help keep your
community safe.**

Learn more at
SecureStorageInCars.org

**BE
SMART**

**BE
SMART**

BeSMARTforKids.org

Best Practices

"Unintentional Shootings"

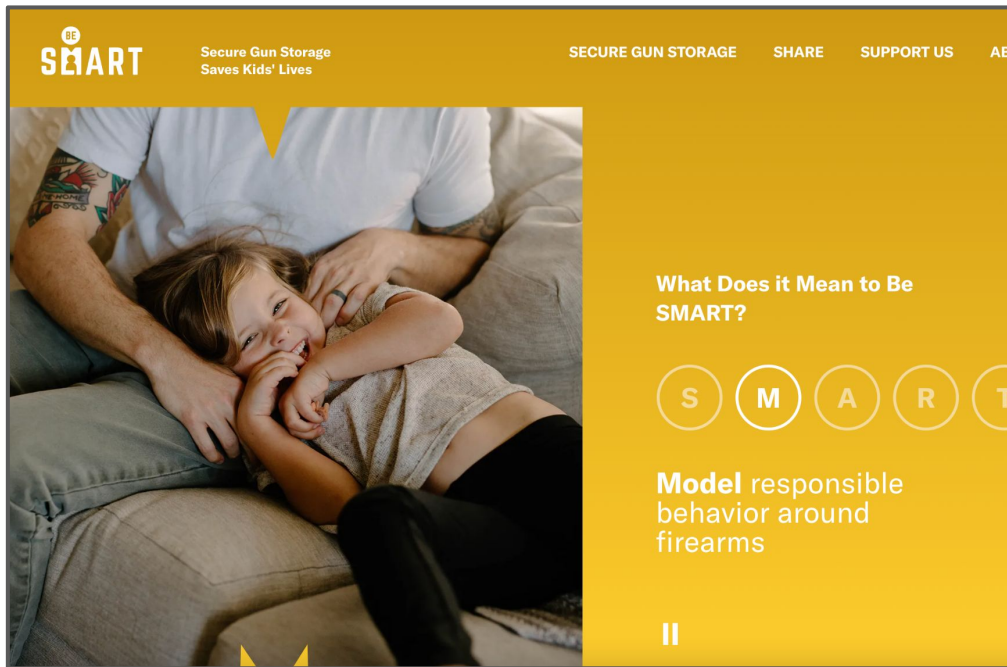
- We never say "accidental shooting," even if the Press does. We talk about **unintentional shootings**
- We don't have to traumatize our audience to convince them that secure firearm storage is crucial



Resources

Resources

Options for Languages

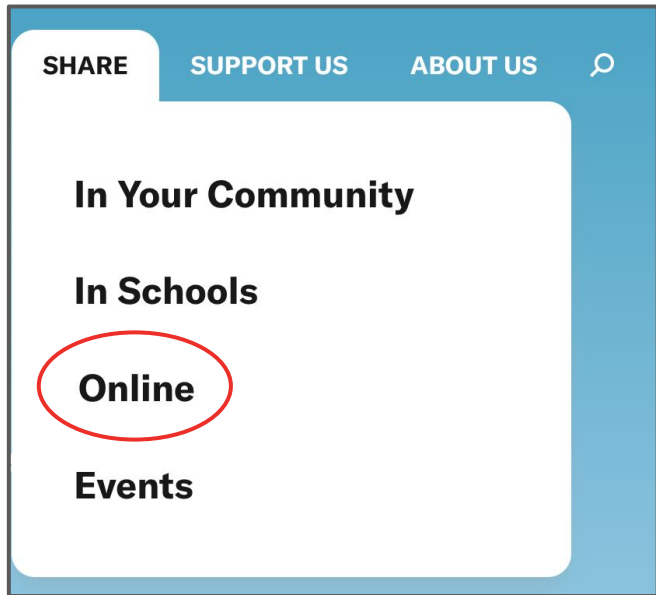


Language

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

Resources

Follow us: Be SMART website



Resources

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

Share

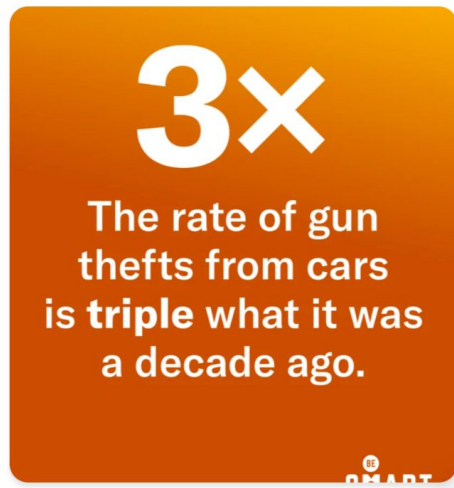
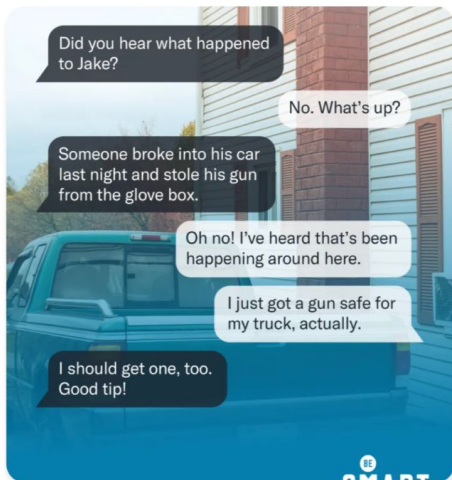
Share the following graphics on Facebook and Twitter, or download for Instagram.



Resources

Secure Gun Storage in Cars

Spread The Word



**Pick your favorite,
and share it to
your favorite
platform!**

Resources

NotAnAccident Index

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

Unacceptable.

At least **178 children and teens unintentionally shot themselves or someone else** during the past six months.

8/18, 19:52 4-year-old boy shot and wounded himself.
8/19, SC 15-year-old boy shot and wounded his 12-year-old friend.
8/19, VA 2-year-old boy shot and wounded his mother's boyfriend.
8/20, SD 13-year-old child fatally shot himself.
8/23, WI 9-year-old boy shot and wounded himself.
8/23, PA 4-year-old boy shot and wounded his 34-year-old mother.
8/24, TX 16-year-old boy shot and wounded another 16-year-old.
8/27, IN 3-year-old boy shot and wounded himself.
8/28, SC Child shot and wounded a 13-year-old.
8/29, NC 2-year-old boy shot and wounded himself.
8/30, GA 4-year-old girl fatally shot herself.
8/30, TX 16-year-old girl fatally shot her 19-year-old friend.
8/31, TX 16-year-old girl shot and wounded herself.



Accident Index

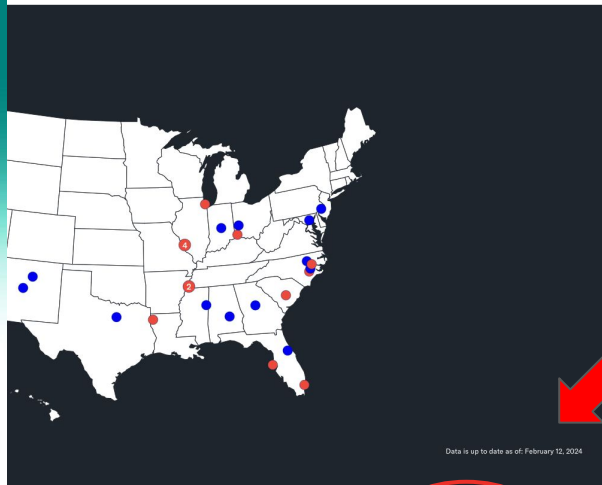
unintentional shootings by children, and **17 injuries** nationally.

United States (29)

CLICK TO FILTER

[Clear filters](#)

● Death ● Injury



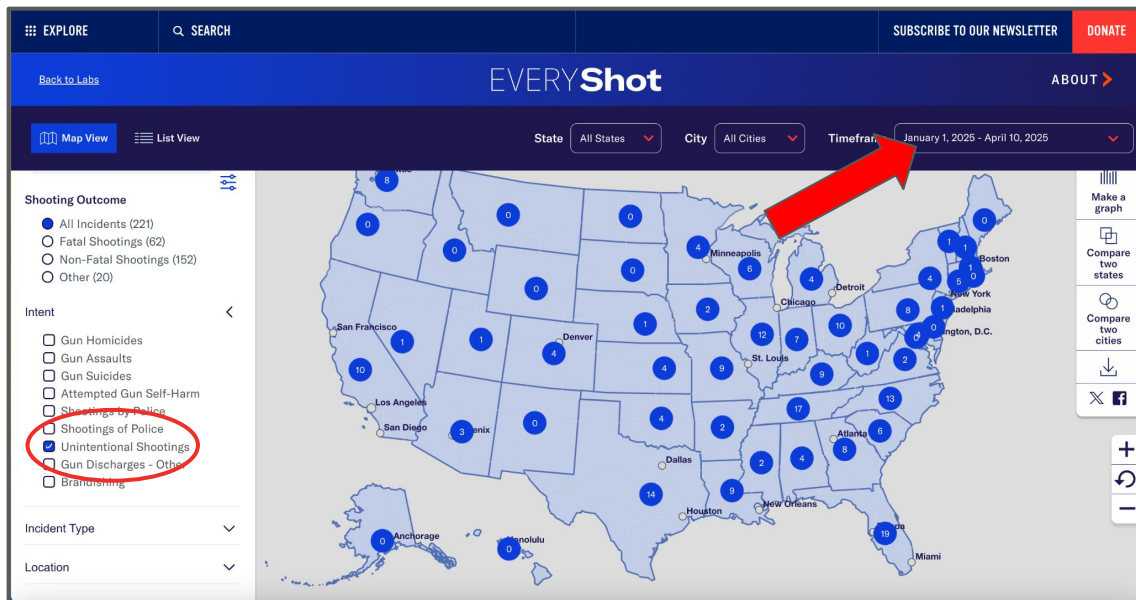
Data is up to date as of: February 12, 2024

[Download Data](#)

Resources

Everyshot.org

- Tracks **shootings** by things like “intent”
- Compiled by **AI**
- You can **compare, filter, and download** the data



Thank you!

Look for a follow-up email!

Contact us at:

rtruszkowski@everytown.org

gdiaz@everytown.org

