

# Summer Social Media Workshop

# Trainer

Gaby

**MOMS**   
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA



# Agenda:

Work where you play

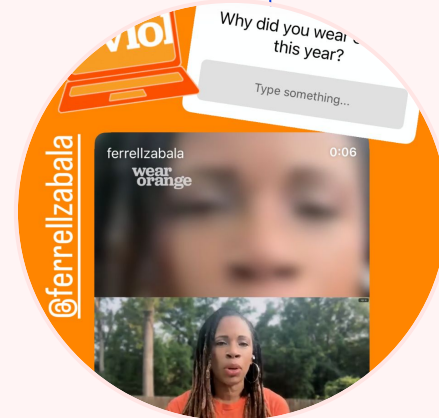
Basic Ingredients

Play Post, Story, or Video

Make some content!



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# Work Where You Play

- Update your apps!
- Create on the platforms where you like to spend your time
- Private audiences vs public spaces
  - Closed Facebook Group
  - Threads



# Basic Ingredients

- **Calls to action: text 644-33**
  - READY
  - EVENT
  - SMART
- **Tag**
  - @ferrellzabala
  - @momsdemand
  - @xx\_momsdemandaction
  - @studentsdemand
  - @everytown
  - @besmartforkids



# Resources

## 2014

Momsdemandaction.org  
Gunsensevoter.org  
Everytown.org

## 2019

Citygrip.org  
Momentsthat survive.org  
Prayersandaction.com  
Everytownresearch.org  
Wearorange.org  
Besmartforkids.org  
Mothersdreamquilt.org  
Everytown.org  
Gunsensevoter.org  
Momsdemandaction.org

## 2024

Smokinggun.org  
Demandaseat.org  
areyougoodwiththat.com  
Onethingyoucando.org  
Everystat.org  
Mayors.everytown.org  
Everytownlaw.org  
Everytownsupportfund.org  
Studentsdemandaction.org  
Nrawatch.org  
Citygrip.org  
Momentsthat survive.org  
Prayersandaction.com  
Everytownresearch.org  
Wearorange.org  
Besmartforkids.org  
Mothersdreamquilt.org  
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Gunsensevoter.org  
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# Let's Play *Concept to Content!*



# What is the best form and platform?

- **Post:**
  - Create engagement
  - Shareable
- **Story:**
  - Can be interactive
  - Temporary
  - Shareable (public)
- **Photo and Video:**
  - Seeing is believing
  - Shareable





## EXAMPLE:

You've had a lot of friends ask, “**What is Wear Orange?**” You want to answer that question, but you also want to introduce your friends to our movement and it's leader, Angela Ferrell-Zabala.

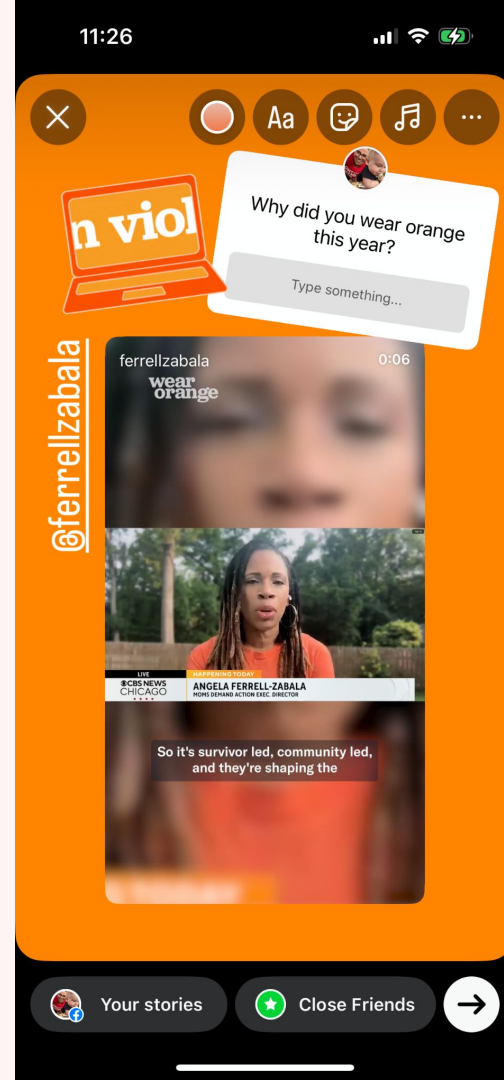
**What are you going to post and on what platform?**

- Copy
- Media



## Example

- Share a reel from Angela's Instagram to my stories
- Change the background to orange
- Add her handle
- Add a Wear Orange sticker by searching "Everytown"
- Add a question sticker



# Let's Play Post, Story, or Video!

There's a PRIDE event hosted by your local group/community partner. Your local group includes a lot of **new volunteers** who have never been to a PRIDE event with Moms Demand Action. You want to **recruit to the event locally**, but you want to make feel **welcome** and **excited**.



What are you going to post and on what platform?

- Copy
- Media

# Let's Play Post, Story, or Video!

You want to **recap** an incredible event hosted by **Moms Demand Action** and **Students Demand Action** in your area. You have tons of video and photos! You want to thank **lawmakers** and **community partners** who were involved, and your goal is to get other volunteers who attended to **share your post**.



## What are you going to post and on what platform?

- Copy
- Media

## Let's Play Post, Story, or Video!

The **Conceal Carry Mandate** is a federal bill that would make us all as safe as the most dangerous state. You want to get everyone in your networks to call their lawmakers and encourage them to **stop this bill**, and Everytown is using “**text GUT to 644-33**” to help us reach our lawmakers. You want your audience to feel the **urgency**.



What are you going to post and on what platform?

- Copy
- Media

## Let's Play Post, Story, or Video!

It's summer time, and you want to remind your friends and family how important it is to **secure all firearms in homes and vehicles** and ask if firearms are present when visiting others. You don't want to be political, and you want to inform your audience that **these months are particularly dangerous**.

What are you going to post and on what platform?

- Copy
- Media





# Thank You!

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