

WEAR ORANGE

**WEAR ORANGE 2018
SOCIAL MEDIA TOOLKIT
FOR ELECTED OFFICIALS**

WEAR ORANGE 2018

Thanks for being a partner in #WearOrange Weekend 2018! Elected officials at all levels of government are some of the most important voices in raising awareness for gun violence prevention in 2018.

This toolkit includes messaging and social media content that should be helpful in highlighting your commitment to ending gun violence, promoting your involvement in #WearOrange, and giving participation guidance to your followers and constituents.

History of National Gun Violence Awareness Day

On National Gun Violence Awareness Day, June 1, Americans across the country will be wearing orange. It is a simple, but powerful, statement — and when we all act together, we can't be ignored. On June 1st, our social networks, our monuments, and our communities will light up orange, standing together for a bright future free from gun violence.

Why Orange? Because Orange is what hunters wear in the woods to protect themselves from harm. Orange is a bright, bold color that demands to be seen. Orange expresses our collective hope as a nation — hope for a future free from gun violence, where our movie theaters, our concerts, our places of worship, and our schools are free from gun violence.

Orange is the color that Hadiya Pendleton's friends wore in her honor after she was shot and killed in Chicago at the age of 15 — just one week after performing at President Obama's second inaugural parade in 2013. After her death, her friends started to Wear Orange to raise awareness about gun violence. And what started with a group of friends on the South Side of Chicago has turned into a nationwide movement to honor the 96 lives cut short and the hundreds more injured by gun violence every day — and to demand action.

This movement is powerful when gun sense activists come together to fight for a future free from gun violence. Wear Orange Weekend is an opportunity for us to show the country just how powerful we are.

Wear Orange Weekend starts on June 1 — National Gun Violence Awareness Day — when people will be showing their support for gun violence prevention online. It continues through the weekend with hundreds of events, including rallies, marches, BBQs, and more planned by thousands of gun sense supporters like you.

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PART 1: KEY INFO FOR #WEARORANGE SOCIAL MEDIA

Official hashtag for all platforms: **#WearOrange**

Please use this hashtag in all of your #WearOrange posts so we can tie the conversation together and show the scale of the movement.

Wear Orange coalition website: <https://wearorange.org/>

Tool to turn your profile pic orange: <https://wearorange.org/wear-orange/>

Dropbox folder where you can download all of the assets in this toolkit: <https://every.tw/orangeassets>

Tell your supporters to **#WearOrange on June 1**, which is National Gun Violence Awareness Day.

Invite your supporters to join events throughout #WearOrange Weekend, June 1-3, by texting ORANGE to 644-33.

PART 2: SAMPLE POSTS AND CAMPAIGN PROMOTION CALENDAR

Week of May 21

Let your social media followers know that #WearOrange starts on Friday, June 1, which is National Gun Violence Awareness Day.

Post Image:



or



Sample Post Text:

June 1 is National Gun Violence Awareness Day. Are you ready to #WearOrange? To find a Wear Orange Weekend event near you, text ORANGE to 644-33.

[Download English image for Instagram, Facebook & Tumblr here.](#)

[Download English image for Twitter here.](#)

[Download Spanish image for Instagram, Facebook & Tumblr here.](#)

[Download Spanish image for Twitter here.](#)

Help your audience learn more about #WearOrange and the gun violence prevention movement.

Post Image:



Sample Post Text:

Let's turn America orange for gun violence awareness during #WearOrange Weekend, June 1-3. Learn more at www.wearorange.org.

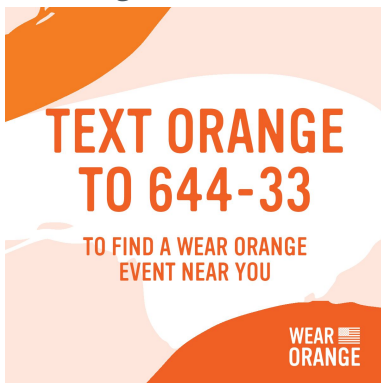
[Download MP4 for Instagram and Facebook here.](#)

[Download GIF for Twitter and Tumblr here.](#)

May 28 - 30

Ask your followers to sign up for a #WearOrange Weekend event near them.

Post Image:



Sample Post Text:

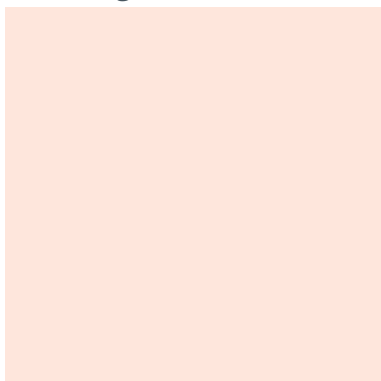
On June 1, National Gun Violence Awareness Day, wear orange, a color so loud it can't be ignored. Text ORANGE to 644-33 to find a #WearOrange Weekend event near you.

[Download image for Instagram, Facebook & Tumblr here.](#)

[Download image for Twitter here.](#)

Remind your followers to #WearOrange on June 1.

Post Image:



Sample Post Text:

Let's paint America orange for gun violence awareness! #WearOrange on June 1 and share your photos on social media!

[Download MP4 for Instagram and Facebook here.](#)

[Download GIF for Twitter and Tumblr here.](#)

Thursday, May 31

Give your audience a final reminder to #WearOrange tomorrow.

Post Image:



Sample Post Text:

Tomorrow is National Gun Violence Awareness Day and the first day of Wear Orange Weekend! Remember to #WearOrange to show your support for survivors of gun violence, and post a selfie wearing orange gear!

[Download image for Instagram, Facebook & Tumblr here.](#)

[Download image for Twitter here.](#)

Friday, June 1 — National Gun Violence Awareness Day (a.k.a. THE BIG DAY!)

Turn your social media profile pictures orange.

Post Image:

A photo of you wearing orange, or an orange version of your profile picture made with our #WearOrange tool:
<https://wearorange.org/wear-orange/>

Sample Post Text:

Today, I #WearOrange to give a voice to the 96 Americans who die and the hundreds more who are injured by gun violence every single day. Why do you #WearOrange?

Text ORANGE to 644-33 to find a #WearOrange Weekend event near you.

Ask your followers to turn their social media profile photos orange.

Sample Post Text:

For #WearOrange Weekend, show the world that you're committed to ending gun violence in America — Use this tool to turn your profile picture orange. <https://wearorange.org/wear-orange/>

Today is National Gun Violence Awareness Day. Turn your profile photo orange in solidarity with survivors of gun violence. #WearOrange <https://wearorange.org/wear-orange/>

Raise your voice and tell the world why you are wearing orange for gun violence awareness today! Share your photos on social media and include the #WearOrange hashtag!

<https://wearorange.org/wear-orange/>

Remind your audience to sign up for a #WearOrange Weekend event near them.

Post Image:



Sample Post Text:

#WearOrange Weekend events for gun violence awareness are happening across the country! Find one near you: Text ORANGE to 644-33.

[Download image for Instagram, Facebook & Tumblr here.](#)

[Download image for Twitter here.](#)

Saturday and Sunday, June 2 and 3

Remind your followers to post photos from Wear Orange Weekend events with the #WearOrange hashtag.

Sample Post Text:

Attending a #WearOrange Weekend event today? Share your photos on social media with the #WearOrange hashtag.

#WearOrange Weekend events are happening in every state to raise awareness about gun violence. Show how your state celebrates Wear Orange Weekend: Post your pics with the #WearOrange hashtag!