

WEAR ORANGE

**WEAR ORANGE 2018
SOCIAL MEDIA TOOLKIT
FOR INFLUENCERS**

WEAR ORANGE 2018

Thanks for being a partner in #WearOrange Weekend 2018! This toolkit includes messaging and social media content that should be helpful in promoting your involvement in #WearOrange and giving participation guidance to your followers and supporters.

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: WHAT TO DO ON FRIDAY, JUNE 1 (National Gun Violence Awareness Day)

The most important action you can take for #WearOrange is to post a picture of you wearing orange on social media on Friday, June 1 – whether it's official Wear Orange gear, a SF Giants cap, fancy orange scarf, or a plain orange t-shirt. Just **make sure you use the hashtag #WearOrange and tag @Everytown in your post!**

Other ideas:

- Are you currently filming or working on a project? Invite your crew or cast members to #WearOrange and snap a picture.
- Include your pets! They'd surely look adorable in an orange bandana or sweater.
- Get your followers involved. Ask them to show you how they're wearing orange.
- Post a #WearOrange instagram story with a swipe-up link to **every.tw/orange18** so that your followers can learn more about the movement to end gun violence and get involved.

Want to do more on June 1? Here are some ideas to help spread the message even further:

- **Dedicate a #WearOrange post to someone impacted by gun violence:** If you would like to dedicate a #WearOrange post, we have a bank of survivor stories we can send to you. Just email culture@everytown.org with your interest and we will send along everything you need to make the dedication.
- **Share, retweet, reblog** what Everytown posts throughout the day on Facebook, Twitter, Instagram, and Tumblr. We will be featuring participants from coast to coast and you can help spread that message with your support.
- **Amplify the message** by retweeting or complimenting your fans' support of #WearOrange.

Sample Post Text for June 1:

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. @Everytown

PART 3: BEFORE JUNE 1

If you only do one thing, wear and share Orange on June 1. But if you're willing to help promote the campaign prior to National Gun Violence Awareness Day, please feel free to use these sample messages to quickly share and tweet your support for #WearOrange. These are just suggestions – please feel free to edit or put in your own voice.

Sample Posts

Let your 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.](#)

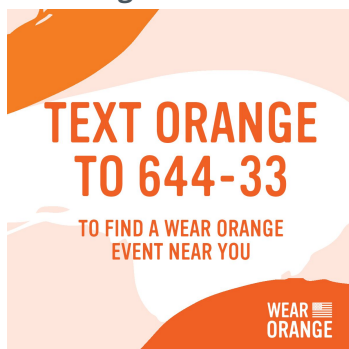
[Download English image for Twitter here.](#)

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

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

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 pics on social media!

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

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

PART 4: EVERYTOWN CONTACTS

If you have any questions whatsoever, please don't hesitate to reach out – we're here to help. Thanks again for your support of #WearOrange and the movement to end gun violence in America!

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