

GRASSROOTS SOCIAL MEDIA GUIDANCE FOR SURVIVORS

WEAR ORANGE

June 7-9, 2024

Goal: To raise awareness and demand a future free from gun violence on social media leading up to and during #WearOrange weekend.

Hashtag: #WearOrange

Toolkit for Volunteers: <https://etwn.us/wo-social-24>

Profile Picture Generator: <https://wearorange.org/wear-orange/>

BEST PRACTICES

- Personalize your posts by adding details about yourself and/or your community partner(s). Your social media is most powerful when it reflects your own, *unique* voice.
- Help recruit for #WearOrange events in your community and across the country by using the call to action: text ORANGE to 644-33.
- Include a photo/photos that demonstrate the beauty and power of #WearOrange, your work with community partners, and how you are honoring survivors.
- Tag @MomsDemand in all of your tweets, @StudentsDemand (if appropriate) and @Everytown *when possible* (you can always tag @Everytown in your photo instead to save characters).
- Tag your community partner(s).
- Use #WearOrange in all your posts!
- Mention your CITY & STATE in all of your posts -- this helps to show the geographic diversity of the movement!
- Additional resources and information: [Photo Guidance](#), [Twitter Quick Tutorial](#), and [Join the #MomsAreEverywhere Grassroots Social Media Team](#)

EXAMPLE LANGUAGE:

Wear and Share – National Gun Violence Awareness Day – June 7, 2024

As a gun violence survivor in [YOUR STATE], I #WearOrange on National Gun Violence Awareness Day today to honor fellow survivors and bring attention to this crisis that steals more than 120 lives and wounds over 200 more each day. Learn more at wearorange.org.

@Everytown [ATTACH A PHOTO OF YOU WEARING ORANGE]

As a gun violence survivor in [YOUR STATE], I #WearOrange on National Gun Violence Awareness Day to honor [NAME OF LOVED ONE]. I do this work so that others won't experience the pain of having a loved one stolen by gun violence. Learn more at wearorange.org. @Everytown

[ATTACH A PHOTO OF YOU WEARING ORANGE]

Attending #WearOrange Events

As a gun violence survivor in [YOUR STATE], I'm proud to join @MomsDemand volunteers and [PARTNER ORGANIZATION'S HANDLE] for our #WearOrange Weekend event to honor the

lives stolen or forever changed by gun violence. Learn more at WearOrange.org. @Everytown
[ATTACH PHOTO OF YOU ATTENDING EVENT]

It was an honor to share my survivor story today with the [STATE] chapter of @MomsDemand at our #WearOrange event. I'm using my voice to bring attention to the lives stolen or forever changed by gun violence. Learn more at WearOrange.org. @Everytown
[ATTACH PHOTO OF YOU ATTENDING EVENT]