

## GRASSROOTS SOCIAL MEDIA GUIDANCE

### 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 Survivors:** <https://bit.ly/24-wo-toolkit-survivors>

**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 posts, @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 tweets -- this helps to show the geographic diversity of the movement!
- *Extra credit:* For your wear and share photo on June 7, take your selfie with a background that shows your location (i.e. The Arch in St. Louis, a cactus in AZ, mountains in CO)
- Additional resources and information: [Photo Guidance](#), [Twitter Quick Tutorial](#), and [Join the #MomsAreEverywhere Grassroots Social Media Team](#)

### EXAMPLE LANGUAGE:

#### Event Recruitment

During #WearOrange weekend, June 7-9, 2024, @MomsDemand volunteers in [STATE] will come together to honor those impacted by gun violence & recommit to working to end this public health crisis.

Find an event in your community by texting ORANGE to 644-33!

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I'm joining [STATE] @MomsDemand volunteers Saturday, June 8 for [EVENT DESCRIPTION] as part of #WearOrange weekend!

Honor those impacted by gun violence by joining an event in your community June 7-9! Text ORANGE to 644-33!

*Example: I'm joining Nebraska @MomsDemand volunteers & community partner [PARTNER HANDLE] this Saturday for a neighborhood clean-up as part of #WearOrange weekend.*

*Honor those impacted by gun violence by joining an event in your community June 7-9 >> text ORANGE to 644-33!*

### **Wear and Share -- June 7, 2024 National Gun Violence Awareness Day**

As a [YOUR STATE] @MomsDemand volunteer, I #WearOrange on National Gun Violence Awareness Day today to honor 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!]

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As a [STATE] @MomsDemand volunteer, I #WearOrange on National Gun Violence Awareness Day to stand with those impacted and recommit to working to #EndGunViolence in my community & across the country. Learn more at wearorange.org. [ATTACH A PHOTO OF YOU WEARING ORANGE!]

### **Highlighting Community Partners**

This #WearOrange Weekend, [STATE] @MomsDemand volunteers are partnering with [PARTNER ORGANIZATION'S @HANDLE], a group that works on the ground to #EndGunViolence in [TOWN OR REGION].

Learn more about their work at [INSERT PARTNER'S WEBSITE ADDRESS]

### **Attending #WearOrange Events**

HAPPENING NOW: [YOUR STATE] @MomsDemand volunteers, survivors of gun violence & [PARTNER ORGANIZATION'S HANDLE] are coming together at a #WearOrange event to honor the lives stolen or forever changed by gun violence. Learn more at WearOrange.org.

@Everytown

[ATTACH PHOTO OF YOU ATTENDING EVENT]

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I'm joining [YOUR STATE] @MomsDemand volunteers and survivors of gun violence this #WearOrange weekend to stand with those most impacted and recommit to reducing gun violence in the U.S. Learn how you can get involved at wearorange.org.

[ATTACH PHOTO OF YOU ATTENDING EVENT]

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Thank you, [NAME OF SURVIVOR] for sharing your story at our 2024 #WearOrange event. [STATE] @MomsDemand volunteers stand with you, and all survivors, today and throughout the year. Together, we can #EndGunViolence. @Everytown

[ATTACH PHOTO OF SURVIVOR SPEAKING]