

Using the Power of Social Media to Elect Gun Sense Candidates

MOMS 
DEMAND
ACTION
FOR GUN SENSE IN AMERICA



2024

Trainers



Agenda

Why Social Media?

Private vs Public Reach

Be a Helper

Get Out the Vote!



Why Social Media?



Why Social Media?



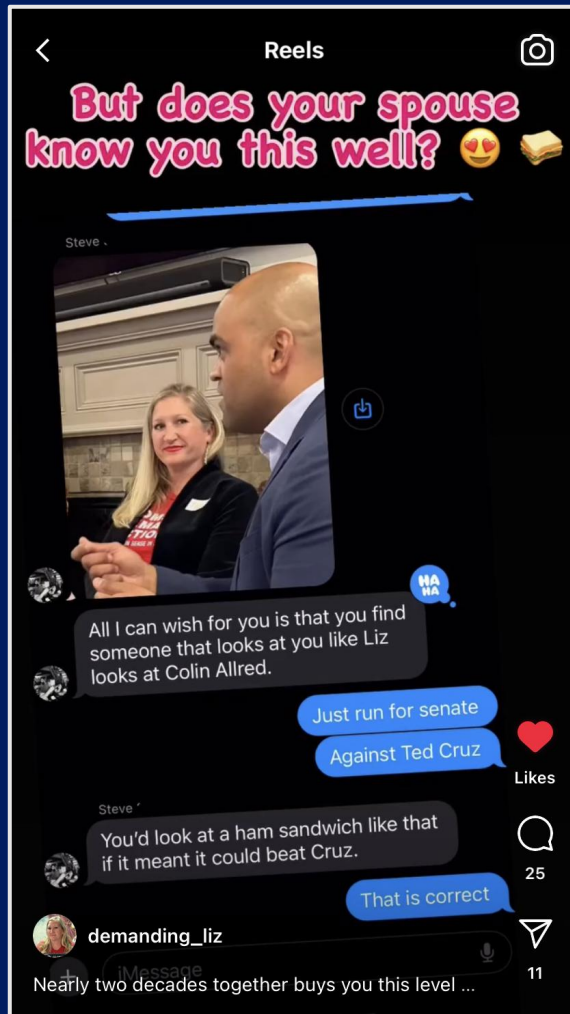
Erin M. Zamoff
@ErinZamoff

30 degrees in MN, and teen is door knocking with her mom
@MomsDemand for #GunSenseCandidates - and smiling! ❄️
#SomethingBigIsHappening #KnockingForOurLives #WOAll #MNVotes
#MNLeg



Why Social Media?

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Why Social Media?



One Million Moms for Gun Control Facebook page created by central Indiana mom



By ABC13

Wednesday, December 19, 2012

December 19, 2012 (ZIONSVILLE, Ind.)

Shannon Watts is a mother of five from Zionsville, just north of Indianapolis. She is rallying moms around the country to help ban assault weapons, saying the time to act is right now.

Why Social Media?



Audrey Burro
@audreyjburro



The vast majority of Americans want common sense gun policies. We just need the silent majority to use their voices and vote on the issue

That's why [@MomsDemand](#) volunteers knock EVERY door.

We show up. We put in the work. And we will win. Go vote for [@ElizMarkowitz!](#)



10:10 PM · Jan 21, 2020



Why Social Media?

Melissa
@melissa_in_md

Another day, another door knock! So proud to represent three incredible women @MomsDemand Gun Sense Candidates running for office: @BrookeELierman, @LesleyJLopez, & @Forde4MoCo!

16 days until voting ends! #MDpolitics



Jessica deweeth
@jessdwee

Back out tonight for #gunsense champ @IlhanMN! Gun violence prevention is on the ballot but we have to WORK to keep it on the agenda! Join us! Door Count: 80 dog count: 15 at least! Even dogs know Ilhan is the




AK
@AsiagOK

A pediatrician and a lawyer knock on your door:

Pediatrician: "Gun violence is the #1 killer of children."

Lawyer: "Your rights are at risk."

Not the start of a joke. Just a reminder of how critical it is to vote!



Anna "like in Frozen" Morshedi
@AnnaMorshedi

Door knocking for @MomsDemand gun sense candidate @ashleyforAR is a family affair. Voters were excited to hear how Rep. Hudson has fought hard for policies that protect Arkansas women and children. She's the real deal.



Priya Mahadevan
@pkssm


Weekend of action #WOA started with volunteer @LeslieCockburn @TeamCockburn @oliviawild #Charlottesville. Looking forward to the Blue Wave @themahadevan @PittGirly @shannonrv




A family of four is shown door knocking. The father and mother are wearing blue t-shirts and hats that say "VOTE VOTE". The children are also wearing blue t-shirts. One child is holding a sign for Ashley Hudson. Another child is on a blue bicycle holding a sign that says "I'M CHOOSING SPACE".



A woman wearing sunglasses and a red shirt is holding a sign that says "Delivering for Virginia Families".



Two women are smiling for a photo. One is wearing a red shirt with a logo.



A partial view of a silver car.

demand
@DeidreDeJear who will
rd! Text Elections to 644-
A.



A group of people are standing in front of a backdrop that says "LESIE JRN" and "MOMS DEMAND ACTION". One person is wearing a red shirt that says "WHATEVER IT TAKES".

Samyuktha Mahadevan and 2 others



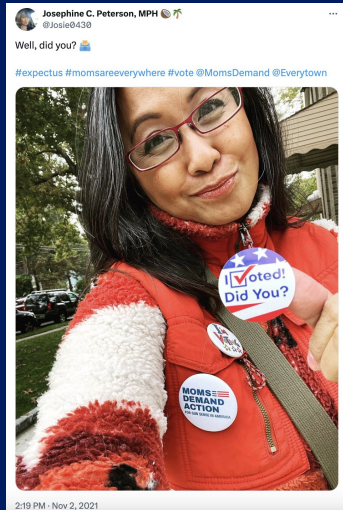
Two women are smiling. One is wearing a red t-shirt that says "MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA". They are holding signs for Ashley Hudson.

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FOR GUN SENSE IN AMERICA

Private vs Public Accounts



What's the difference?



Private accounts: friends and family

- You are a **trusted** source
- Share hyperlocal **election information**
- You know your **audience**

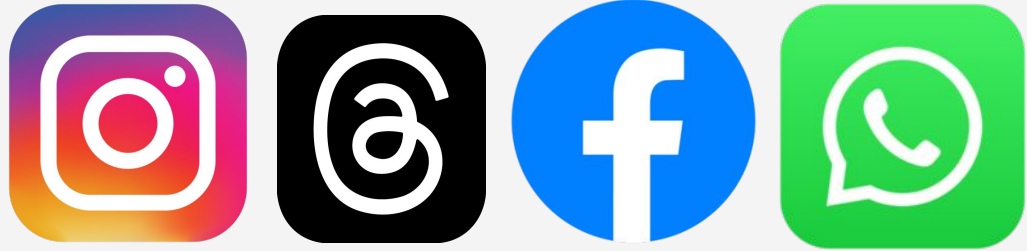
Public accounts: everyone!

- Reach the **press** and **politicians**
- Part of the **larger** conversation
- Everytown national social media accounts **see you**

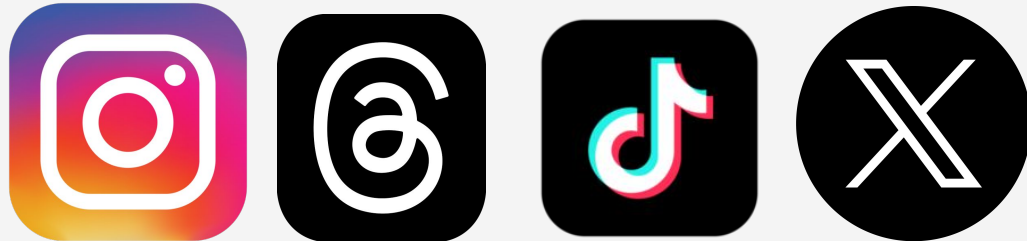
What's the difference?



Private accounts: friends and family



Public accounts: everyone!



Use Your Private Accounts



Use Your Public Voice

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michele mueller
@hilarybama

Beautiful day to Vote OR call Voters helping them make their plan to vote. Today @MomsDemand volunteers helped mobilize gun sense voters making sure their voices are heard. We provided polling info, ballot return deadlines, voting hours & ID requirements.
[#WeekendOfAction](#) #GOTV



8:54 PM · Nov 5, 2023 · 1,194 Views

micel_ferrara_mueller 15h

Today's election action - check your voter registration- easy peasy!
[100Days100Ways](#) @momsdemand



♡ 💬 ↻ 📌



Be a Helper!



What to include in a post?

- **Share the names of candidates**
 - Tag their candidate account, not a government account
 - **@KamalaHarris, not @VP**
 - Check for verification
- **Also tag:**
 - **@MomsDemand**
 - **@StudentsDemand**
 - **@Everytown**



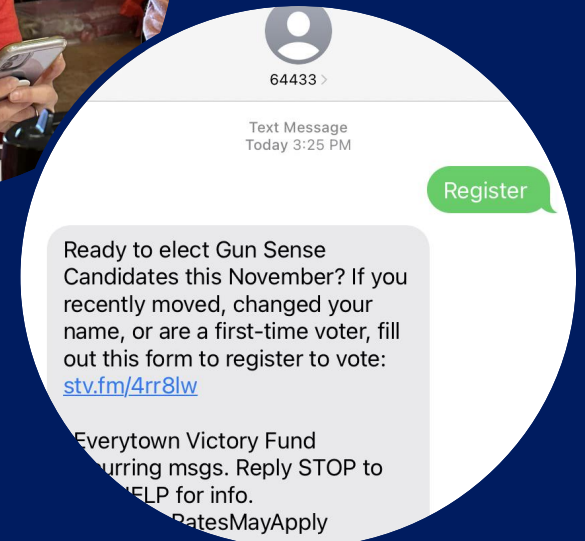
Gun Sense Candidates vs Endorsements

- **Candidate Distinction**
 - The Moms Demand Action Gun Sense Candidate distinction is not an endorsement from Everytown for Gun Safety Action Fund or its volunteer networks, and it should not be represented as such. Instead, it is a signal to our supporters, volunteers, and voters across the country **that a candidate, if elected, will govern with gun safety in mind.**
- **Endorsements**
 - Includes money and tangible support



What to include in a post?


- **Use hashtags**
 - #MomsAreEverywhere
 - #GunSenseVoter
 - #GunSenseCandidate
- **Include calls to action: to 644-33**
 - **READY:** join
 - **REGISTER:** gunsensevoter.org
 - **APP:** DemandAction download
 - **EVENTS:** local or online



Example: private account

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 **krknapptx** ...

 **krknapptx** It's #TShirtTuesday! This week I'm shouting out Rep Lizzie Fletcher, who's been a #GunSenseCandidate since she kicked the incumbent TX CD7 rep to the curb in 2018. @momsdemand helped Rep Fletcher flip that seat & appreciates her advocacy to end gun violence. Happy to work the doors and phones for her in the coming months 🙌📞📱🌍

@repfletcher
#gotv
#texas
#congress
#congresswoman
#gunsensevoter
#gunsensemajority
#CD7

2d

 **gretchenbrowne** I LOVE these pics, and the women in them! ❤️

2d 1 like Reply

❤️ 💬 📌

 Liked by **demanding_liz** and others
2 days ago

 Add a comment...

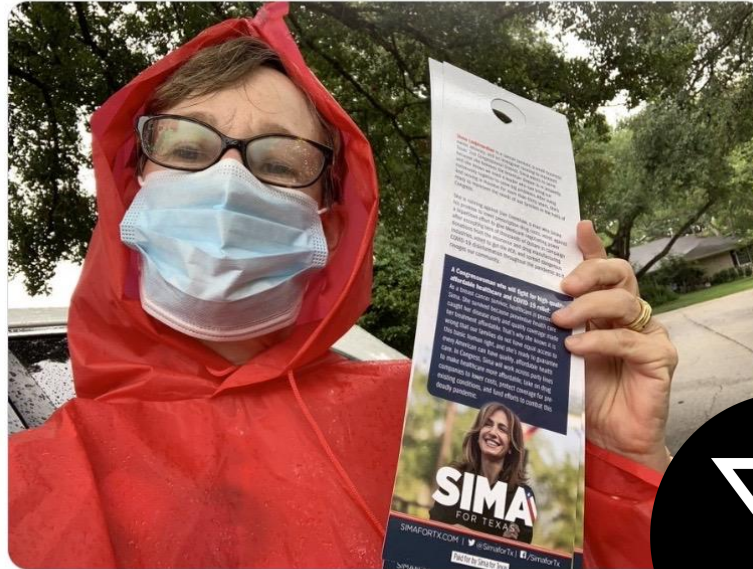


Example: public account



milfordmom
@milfordmom15

Determined to finish door drops for @SimaforTX before #TSBeta hits Spring Branch. @MomsDemand volunteers don't let rain stop us when we need to #GOTV for #GunSenseCandidates! #RainOrShine #MomsAreEverywhere #watchuswork



12:22 PM · Sep 20, 2020



Resources for Elections:

Elevate GunSenseVoter.org

- Gun Sense Candidates
- Register
- Confirm registration
- Make a plan! 8/21

Share VoteAmerica.org

- Election dates
- Polling locations
- Ballot tracking

Share local sources from your state!



Find Your 2024 Gun Sense Candidates

The screenshot shows a search interface with a blue header and a white search bar. The search bar has two input fields: 'Search by Candidate' and 'Search by Address'. Below the search bar are links for 'Advanced Search' and 'Use My Location'. The text 'Find Your 2024 Gun Sense Candidates' is prominently displayed in the center.



Everything you need to vote

The screenshot shows a white page with a black header. Below the header are four red-bordered buttons with the following text: 'Check your registration status', 'Register to vote', 'FutureVoter - Pre-register to vote', and 'Request your mail-in ballot'. The text 'Everything you need to vote' is centered at the top of the page.

Federal Office

3

State Office

3

Local Office

3

SHARE

NAME OFFICE STATE DISTRICT YEAR

Kamala Harris President N/A N/A 2024

Colin Z. Allred US Senate Texas N/A 2024

Peter Filler US House Texas 2nd 2024



Copy Link

[https://gunsensevoter.org/candidates/?](https://gunsensevoter.org/candidates/)



 **SHARE**

Kamala Harris

Office President

Year 2024

Party Democratic

 SHARE



Gun Sense Candidate



Everytown Endorsed

Taking ACTION:

- Action on Social Media: the power of The Shirt
 - In private spaces
 - In the public square
- Canvassing/Door Knocking
- Phonebanking
 - Gun Sense Action Network
 - Gun Sense Candidates
- Text banking



Get out the vote!

Right now:

Contrast
candidates

Help your people
register to vote

Recruit volunteers

**Make a Plan
(8/21)**

Help friends plan!

**Weekends of
action:**

**9/14-15 &
10/19-20**

Get Out the VOTE!

Confirm polling
locations

Make no
assumptions



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Tips and Tricks

Always share posts to stories (and tag!)

INSTAGRAM STORIES

Share your everyday moments

Cross-posting



Re-posting



Tips and Tricks

Jump on other trends!



Video 10x the engagement

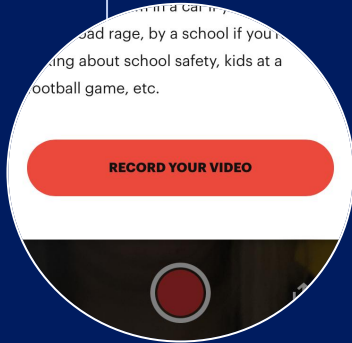


Soapboxx



Soapboxx: share with your friends and join the chorus of Gun Sense Voters

Record or Upload



Submit



Receive & Share!



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Thank You!

grassrootssocial@everytown.org

