

# #MomsAreEverywhere Social Media Team

Let's get Gun Sense Candidates elected  
up and down the ballot!

# Trainers



# Agenda: DO SOMETHING!

Homework first:  
important dates

How to cover an  
event

Election resources

Make a Plan!



# Important Dates



## SMART Week: August 26–30

- **Be SMART** is on Threads!
- Share:
  - #BeSMART
  - @BeSMARTforKids

## Suicide Prevention Awareness Month

- 988 hotline
- Share graphics with statistics
  - Youth suicide numbers
- Share stories: Moments that Survive

# Important Dates



**MOMS**   
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA

## Debates

- **Presidential**
  - Tuesday, September 10 at 8:00 pm ET
  - 2nd debate potentially in October
- **Vice Presidential**
  - Tuesday, October 1

## Weekends of Action

- September 14 and 15
- October 19 and 20

## Election night!

- Tuesday, November 5

# Covering election events: If a tree falls...



staceyroseley 9h

San Fernando Valley @momsdemand took a ton of elections actions today. 150 postcards to voters for gun sense candidate @whitesidesforcongress & lots of text and phone bank sign ups for @kamalaharris & @timwalz & swing states. 71 days til Election Day, DO SOMETHING! 🇺🇸

[gunsensecandidates](#)



**MOMS  
DEMAND  
ACTION**  
FOR GUN SENSE IN AMERICA



# Moms Are Everywhere!

- watch parties
- writing postcards
- phonebanking
- door knocking
- tabling events
- rallies



# Things to remember:

Hashtags and tags



Capture the action



Play with clips and trends



**MOMS**   
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## 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**



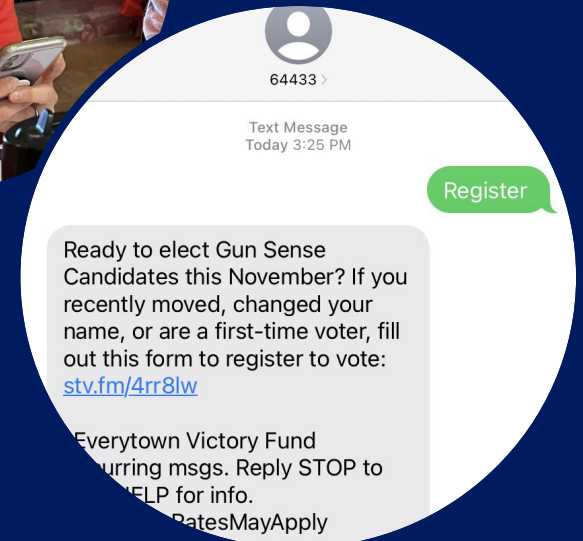
# Gun Sense Candidates vs Endorsements

- **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
  - **PHONES:** phonebanks



# 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!

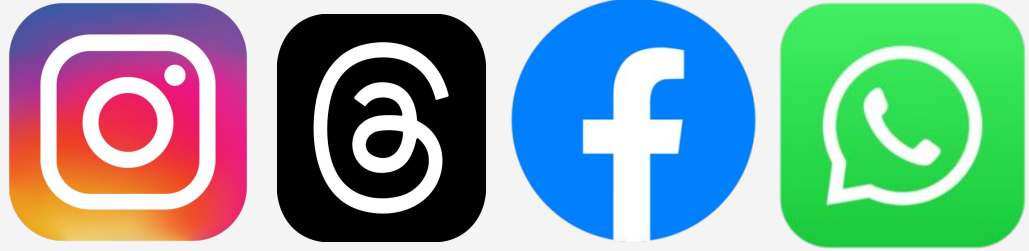
- Reach the **press** and **politicians**
- Part of the **larger** conversation
- Everytown national social media accounts **see you**

# What's the difference?

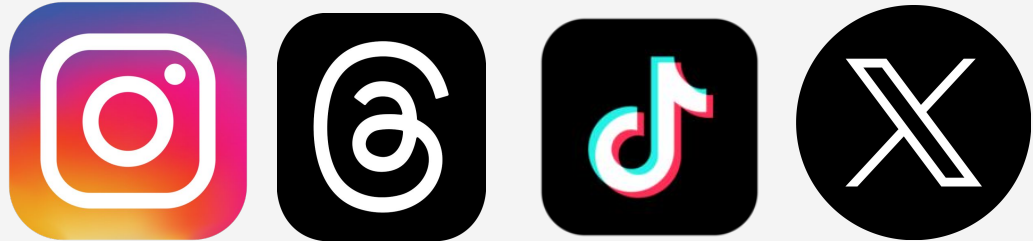


**MOMS**   
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA

## Private accounts: friends and family



## Public accounts: everyone!



# Capture the Action



**MOMS**  
**DEMAND**  
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FOR GUN SENSE IN AMERICA



Sarah G.  
@SchmittGrover



Today 36 Illinois @MomsDemand volunteers gathered in Buffalo Grove to help elect gun sense candidates up and down the ballot.  
[#MomsAreEverywhere](#) [#twill](#) [#gunsensevoter](#).



8:04 PM · Aug 25, 2024 · 1,876 Views

# Capture the Action



**MOMS**   
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA



bcox129 1d



Knocked on doors for [gunsensecandidate](#)  
[@herndon4nm](#) NM-HD28 [@momsdemand](#)  
[@everytown](#) People are ready to vote for HOPE &  
JOY up and down the ballot!





# Capture the Action



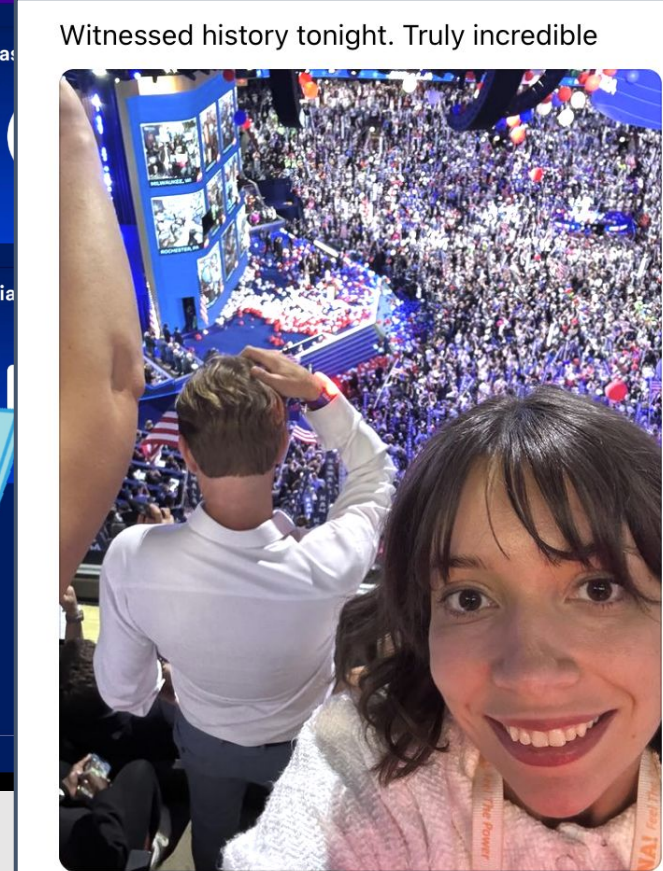
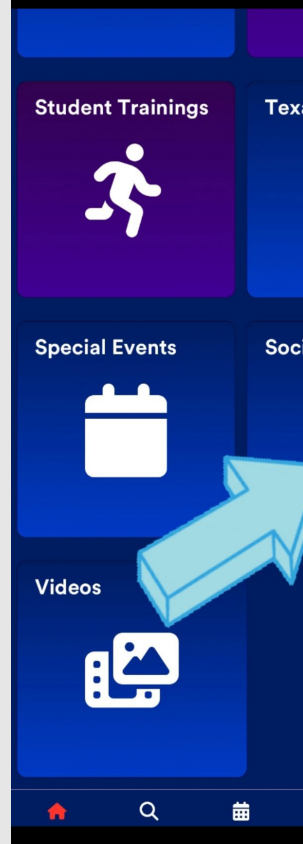
**MOMS** ≡≡≡  
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA



Thank you future  
President Kamala  
Harris!

# Play with clips and trends!

- Pay attention to **trends**
- **Clips** in the DemandAction app
- Be creative! Have **fun!**



# Useful tips

- Consider your **storage**
- Use a **mic**
- Wear your shirt!
  - Keep a button handy



# Launching soon!

## Make a Plan

 A plan takes under two minutes

1  
DETAILS

2  
METHOD

3  
REASONS

4  
PLAN

FIRST NAME

LAST NAME

ADDRESS

Thank You!

[grassrootsocial@everytown.org](mailto:grassrootsocial@everytown.org)

