

Using the Power of Social Media to Elect Gun Sense Candidates

MOMS 
DEMAND
ACTION
FOR GUN SENSE IN AMERICA



2024

Trainers



Trainers



Agenda

Why Social Media?

- Relational Organizing
- “Friendbanking”

Private vs Public Reach



Be a Helper

Get Out the Vote!

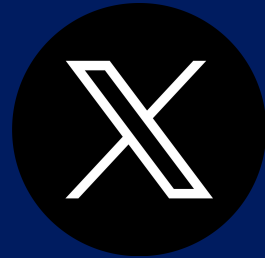


Why Social Media?



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?



shelablanchard 3d

Supporting Rep. @replatynahumphrey One door, one conversation at a time! I have to thank Ann Shroyer with @momsdemand Columbus for pushing me out of my comfort zone.

Understanding the importance of this 2024 election at every level of government local, state, & national should move you to support candidates in your local & outside your district. Happy to support Rep. Humphrey she puts in the work for all her constituents!

Let's go
30 days!!

[@oh_momsdemandaction](#)



Why Social Media?



bcox129 09/28/2024



Knocked on doors for NM @momsdemand Gun Sense Candidate and @everytown endorsed @popeform in SD23!! He makes it easy since he is a veteran & a true Gun Sense Champion!! I also made a new furry friend named Buddy!



Why Social Media?



katiemangelsdorf 8h

Guns are the leading cause of death for children in the US. We're voting out gun extremists and supporting candidates who will save lives!

Make a plan to vote by texting PLAN to 644-33, then find your Gun Sense Candidates at gunsensvoter.org! #GunSenseVoter @MomsDemand



Why Social Media?



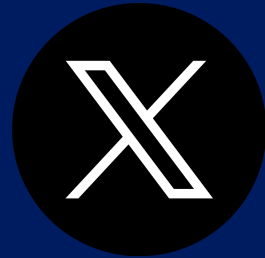
Joanna Oltman Smith
@jooltman



Nothing to see here. Just a veritable mob of NYC moms (and dads and grandparents) @MomsDemand absolutely fed up with #gunviolence epidemic in America, writing boatloads of postcards to voters to make sure we get leaders willing to act on #gunsense.



5:47 PM · Oct 10, 2024 · 49 Views



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?

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, including a young girl on a bicycle, are shown door knocking. They are wearing blue t-shirts with 'Vote for Ashley Hudson' and holding campaign materials.

Deidre DeJear
@DeidreDeJear

Delivering for Virginia Families




Two women, Priya Mahadevan and Leslie Cockburn, are smiling and holding campaign materials.



A group of people, including Samyuktha Mahadevan, are posing for a photo at an event. They are wearing t-shirts with 'Whatever It Takes' and 'Moms Demand Action'.

Samyuktha Mahadevan and 2 others



Two women are wearing red t-shirts that say 'Moms Demand Action For Gun Sense in America'. They are holding campaign materials.

MOMS DEMAND ACTION
FOR GUN SENSE IN AMERICA

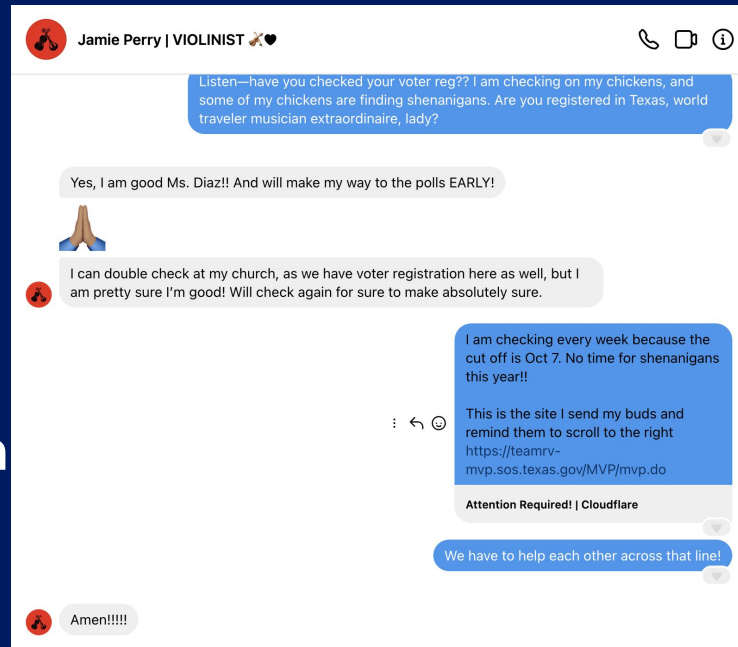
Private vs Public Accounts



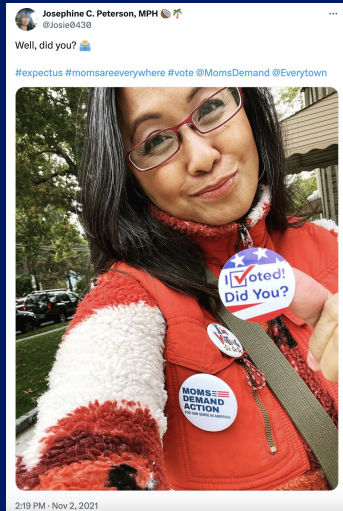
Relational organizing means reaching contacts in your networks to help get out the vote!

“Friendbanking”

- Texting or calling
- Sending direct messages through Facebook or Instagram
- Forwarding an article, graphic, or useful resource



What's the difference?



Private accounts: friends and family

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

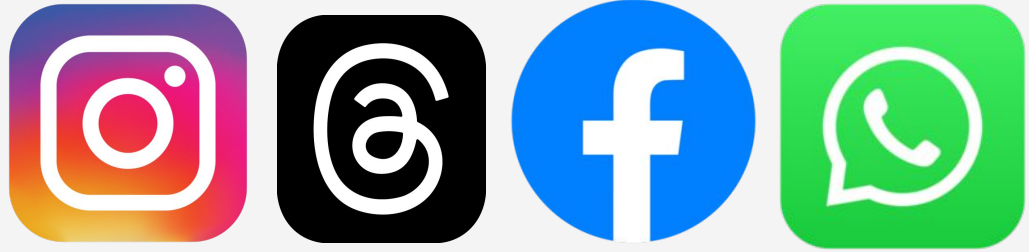
Public accounts: everyone!

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

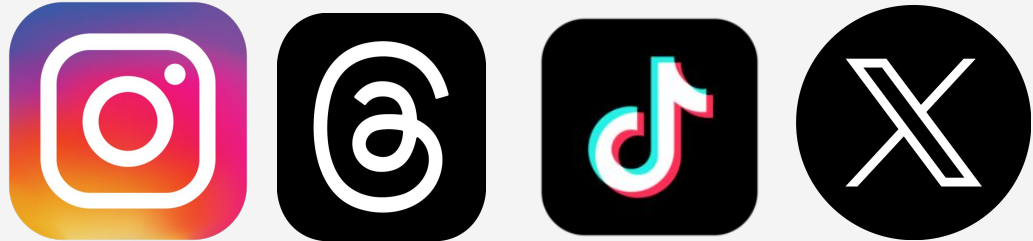
What's the difference?



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

 **Michel 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**
 - **PLAN:** [GunSenseVoter.org](https://www.gunsensevoter.org)
 - **EVENTS:** local or online
 - **PHONES:** sign up for a phone banking shift



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...



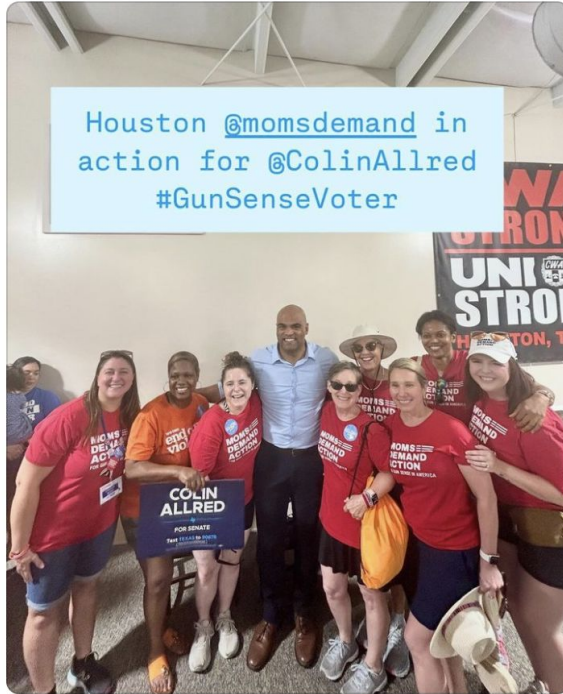
Example: public account



krknapptx 09/14/2024



[@momsdemand](#) volunteers from all over Houston doing what we do for #gunsensecandidates: #gotv! #MomsAreEverywhere



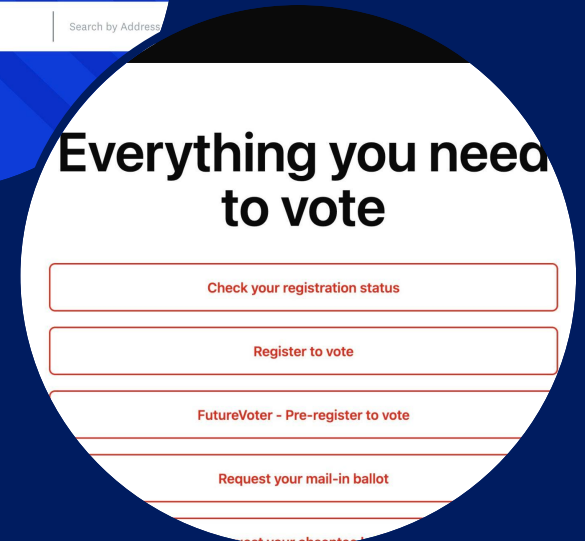
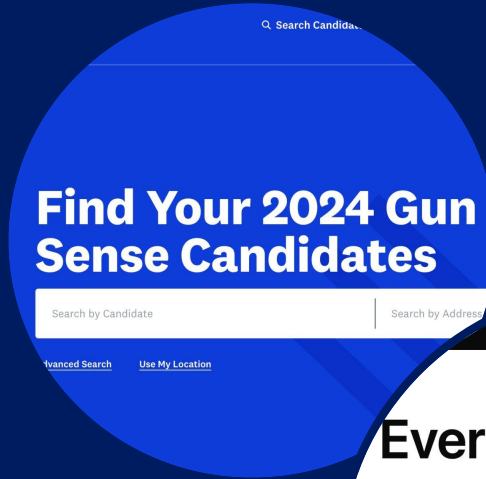
Resources for Elections:

Elevate GunSenseVoter.org

- Gun Sense Candidates
- Make a plan

Share local sources from your state!

- Always share from the Secretary of State'



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

Get Out the Vote



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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:

- Friendbank: reach your people
- Make a Plan



Weekend of action:

10/19-20

Get Out the VOTE!

- Confirm polling locations
- Make no assumptions



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

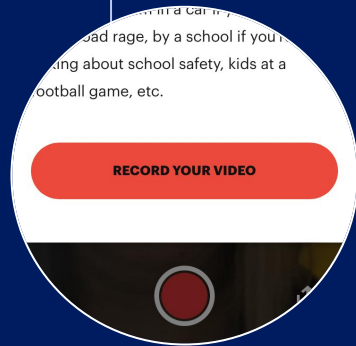


Video prompts



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

Record or Upload



Submit



Receive & Share!



Thank You!

grassrootsocial@everytown.org

