

Be SMART Social Media Basics



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Be SMART Team

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Goals

Be SMART Social Media Training

Understand the **effectiveness** of using social media to spread the Be SMART message.

&

Share how to **ask about the presence of firearms** in preparation for the holiday season.

Agenda

1

Why Social Media?

2

Let's Talk
Storytelling

3

Be SMART
Best Practices

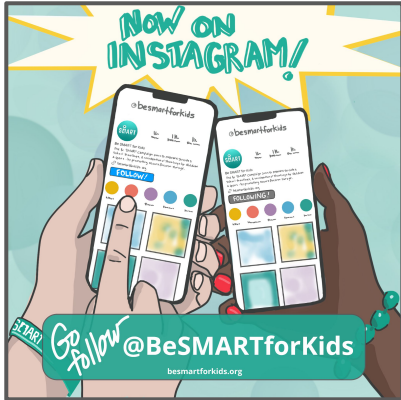
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Questions &
Resources

Why Social Media?

Why Social Media?

Reach, Educate, and Grow the Movement



Meets people where they are



Show instead of tell



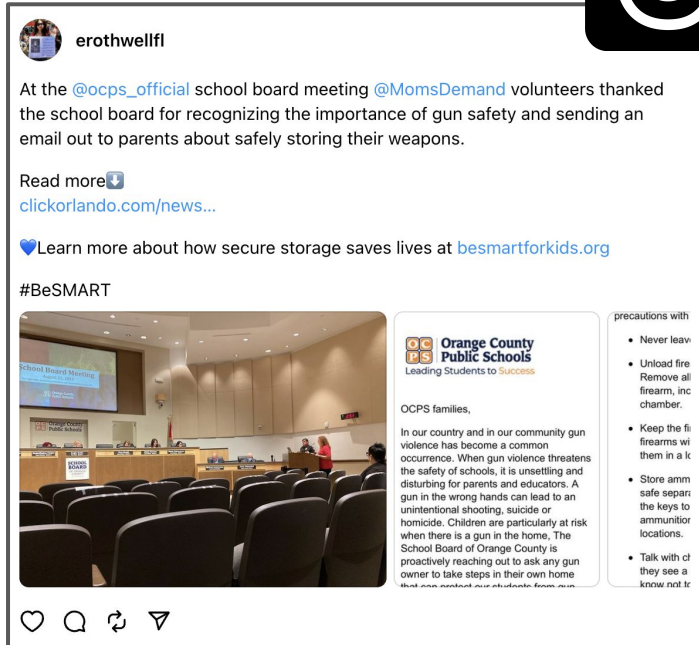
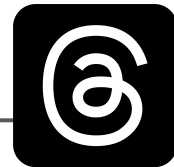
Grows the movement



Anyone can do it!

Widen Your Reach

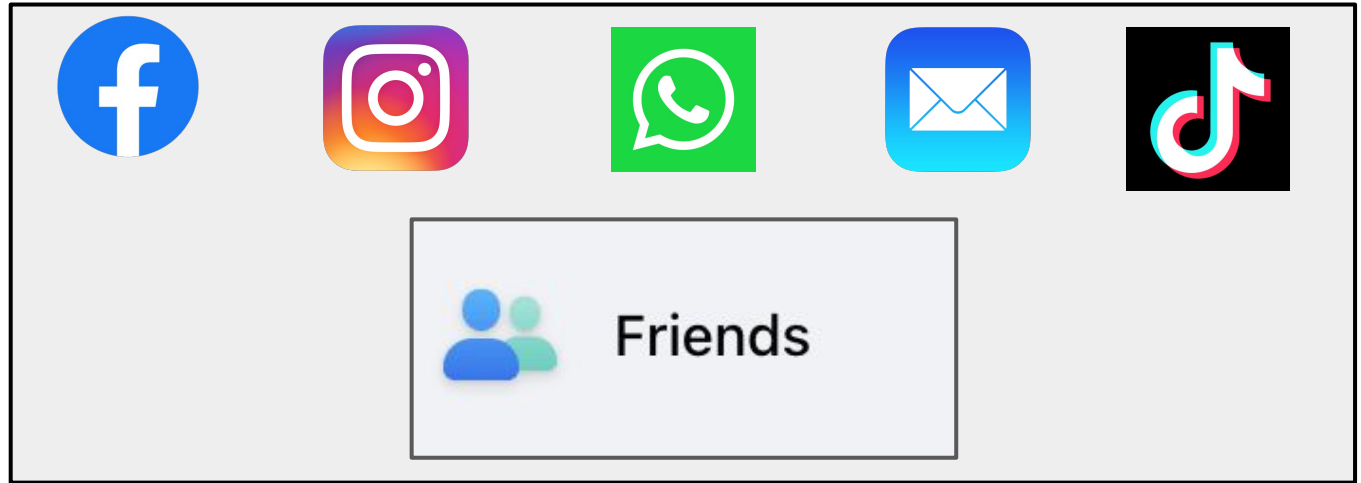
Private & Public Platforms



Private Platforms

Audience: Your People

Facebook
Private Instagram
WhatsApp
Text
Messenger
Email
Private TikTok
Snapchat



Private Platforms

Trusted Messenger

- You **know** your audience
- Make **connections** and build **bridges**
- **Educate** people who trust you
- **Inspire** others like you to join
- Share local **events, information,** and **resources**



Gaby Diaz is with [REDACTED] and 3 others.

August 16, 2019 · 🧑🏻

I'm real tired today at the end of the week, but these ladies energize me. We spent an afternoon together with my buddy Kyle at Kingwood Guns on 494. He taught us all about the options to responsibly store guns—from \$5 gun locks to \$160 biometric safes.

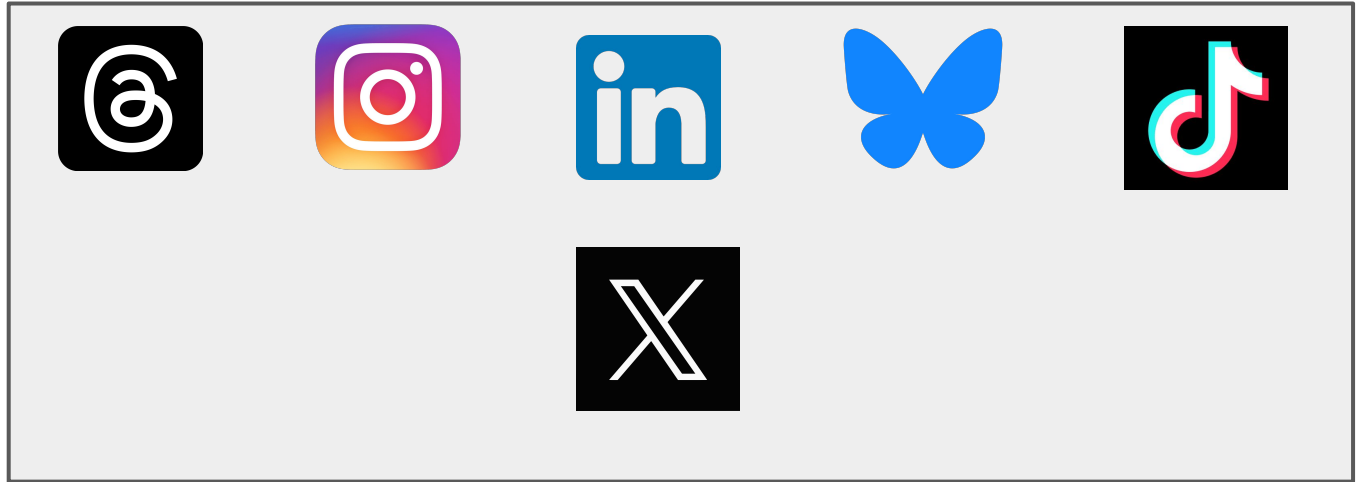
Reducing gun deaths doesn't have to be a controversial conversation. For real, y'all.



Public Platforms

Audience: *all* of the People

Threads
Public Instagram
Linkedin
Bluesky
Public TikTok
Twitter/ X



Public Platforms

Widest Reach

- Get out your **megaphone**; your reach has no limit
- **Personalize** your posts to sound authentically like you
- Join the larger conversation by using **#BeSMART**
- Share your posts to **other platforms**



Public Platforms

Widest Reach

- When sharing on Instagram, be sure to **TAG THE ACCOUNT**
- Use **@BeSMARTforKids**



Let's Talk Storytelling

Storytelling

Best Practices for Messaging

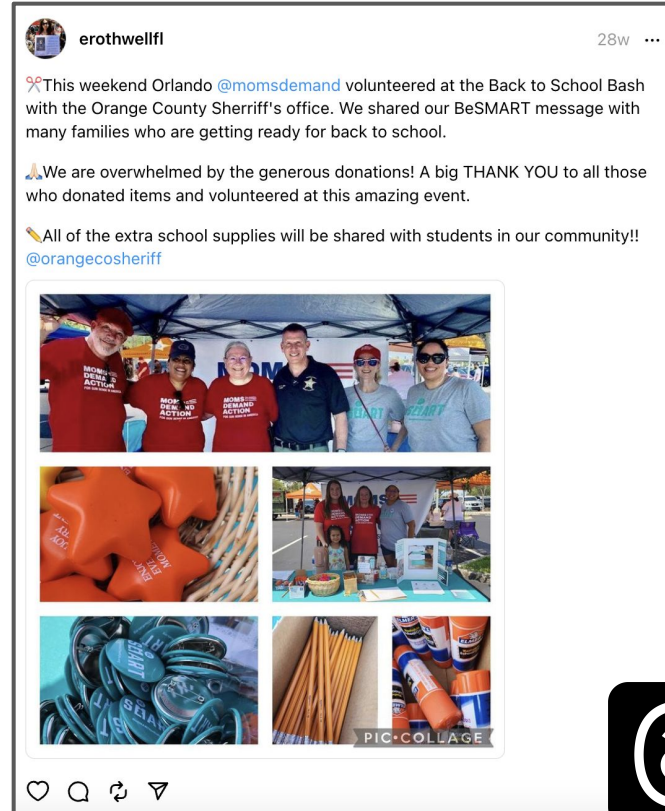
- You are most convincing when you *sound like you!*
- People connect with **authenticity!**



Storytelling

Best Practices for Messaging

- **Personalize** your post!
- Use those **emojis!**
- Make fun **collages!**



Storytelling

Best Practices for Messaging

- If available, use a **toolkit** for inspiration
- Use **#BeSMART** to join the larger conversation



Storytelling

Best Practices for Taking Great Pictures

- **Clean** your camera lens
- Find nice **lighting**
- Consider what's in your **background**
- When possible—**show action!**
- You can always **crop or edit** your images later—don't miss the moment!



Storytelling

Best Practices for Taking Great Pictures

- If you're working with branded Moms Demand Action, take multiple pictures **with *and* without** the red shirts.
- Avoid pictures of **branded gun locks** and instead thank the office or organization that shared them.



Storytelling

Best Practices for Taking Great Pictures

You can take **“b-footage”** and still share a powerful message!



Storytelling

Consider safety and privacy

- Keep **kids anonymous**.
- Don't post people's information without their **permission**.
- Consider name tags, license plates, numbers above doors, etc.



Be SMART Best Practices

Best Practices

Include a Call to Action

Add to posts:

- Text **SMART** to [number] to become a volunteer
- "for more info" www.besmart.org

Follow:

- Instagram account
- Threads account
- Facebook page

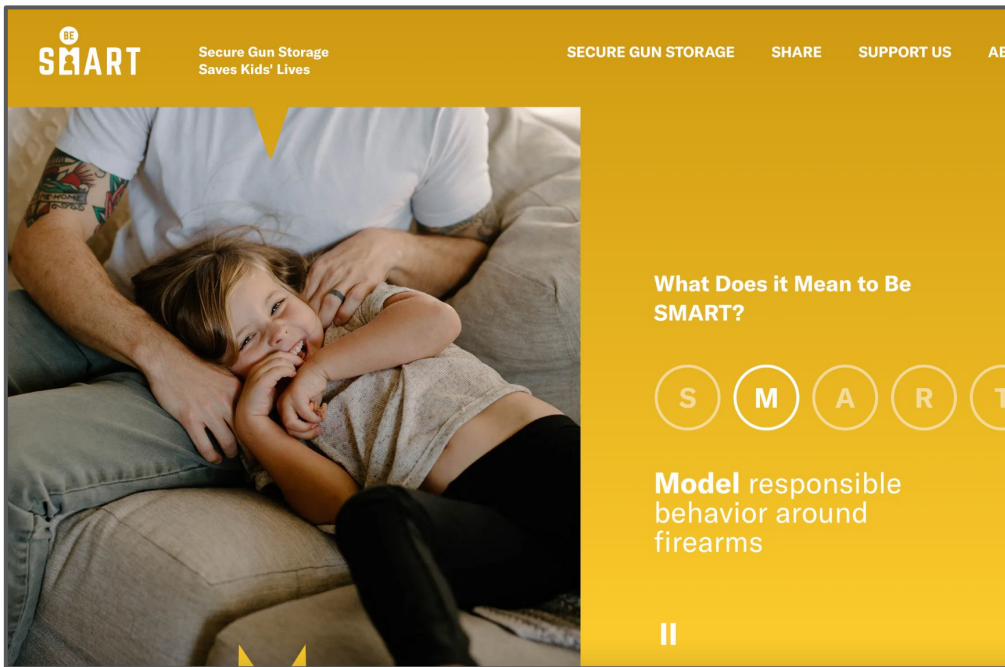


gun storage
save lives.
SMART



Best Practices

Options for Languages



Language

- Arabic
- Chinese (Simplified)
- English
- Hmong
- Japanese
- Korean
- Punjabi
- Russian
- Spanish
- Tagalog
- Vietnamese

Best Practices

Share the most up-to-date statistics: use the graphics on the Be SMART website

Share

Share the following graphics on Facebook and Twitter, or download for Instagram.



3/4

de las personas involucradas en tiroteos de colegios usaron armas de fuego que encontraron en su casa o la casa de un familiar.

Be SMART
BeSMARTforKids.org



Gracias por invitar a Miguel. Pero no sepa, él no le tiene energía a la comida o a las mascotas.

¡Gracias! Encantados de tenerlo.

Tengo una última pregunta. ¿Tienen armas en la casa y están aseguradas? Tu sabes como son los niños.

No tenemos armas, pero me da mucha tranquilidad que me preguntes eso porque yo también siempre pregunto.

SHARE

Be SMART
BeSMARTforKids.org



4.6 million children in the US live in a household with at least one loaded, unlocked gun.

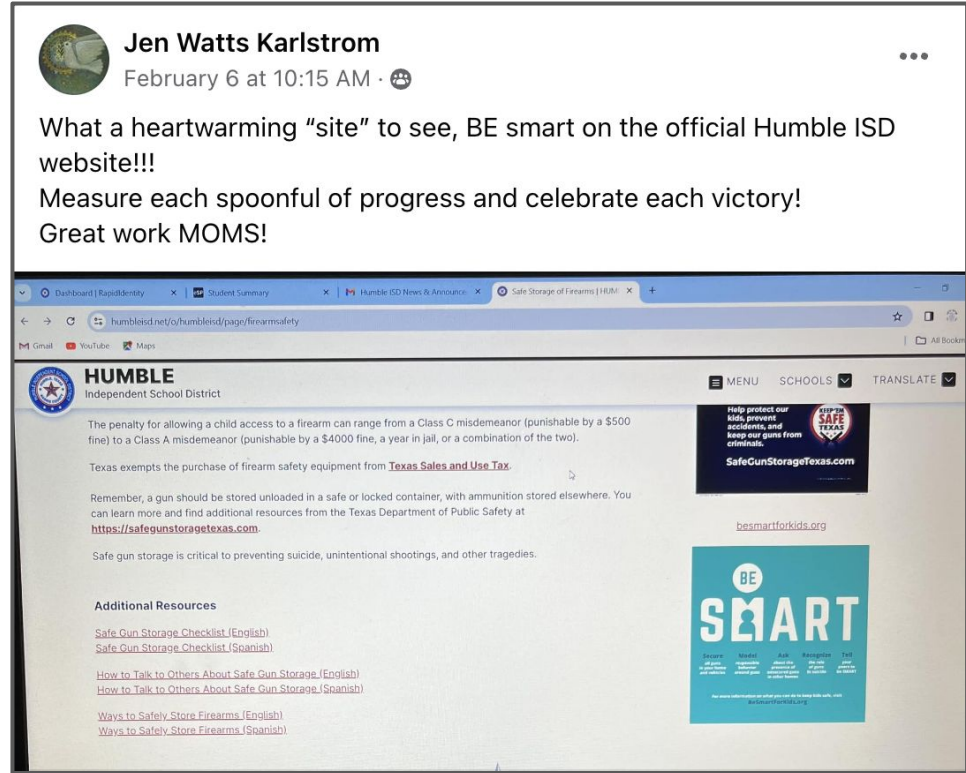
Don't let your child be one of them.

Be SMART
Learn more about secure gun storage
BeSMARTforKids.org

Best Practices

Non-partisan 501(c3)

- We stay away from **political debates**
- We avoid posting about **Be SMART + legislation**
-no need for state hashtag
- We *do* celebrate **wins**



The image shows a Facebook post and a screenshot of a website. The Facebook post is from Jen Watts Karlstrom, dated February 6 at 10:15 AM. The text of the post reads: "What a heartwarming 'site' to see, BE smart on the official Humble ISD website!!! Measure each spoonful of progress and celebrate each victory! Great work MOMS!". Below the post is a screenshot of a web browser displaying the Humble ISD website page titled "Safe Storage of Firearms (HISD)". The page content includes: "The penalty for allowing a child access to a firearm can range from a Class C misdemeanor (punishable by a \$500 fine) to a Class A misdemeanor (punishable by a \$4000 fine, a year in jail, or a combination of the two). Texas exempts the purchase of firearm safety equipment from [Texas Sales and Use Tax](#). Remember, a gun should be stored unloaded in a safe or locked container, with ammunition stored elsewhere. You can learn more and find additional resources from the Texas Department of Public Safety at <https://safegunstorage.texas.com>. Safe gun storage is critical to preventing suicide, unintentional shootings, and other tragedies. Additional Resources: [Safe Gun Storage Checklist \(English\)](#), [Safe Gun Storage Checklist \(Spanish\)](#), [How to Talk to Others About Safe Gun Storage \(English\)](#), [How to Talk to Others About Safe Gun Storage \(Spanish\)](#), [Ways to Safely Store Firearms \(English\)](#), [Ways to Safely Store Firearms \(Spanish\)](#). There are also two promotional images on the right side of the page: one for "SAFE TEXAS" with the text "Help protect our kids, prevent accidents, and keep our guns from criminals." and another for "BE SMART" with a grid of icons for "Secure", "Unload", "Ask", "Recognize", and "Test".

Best Practices

“Secure storage”

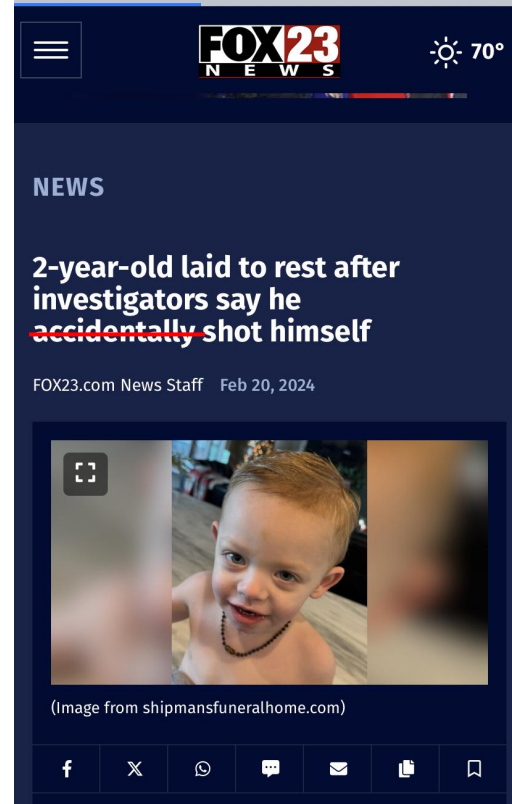
- “**Secure** storage” over “safe storage”
- Firearms should be “**locked and inaccessible**” to children and teens
- “**How are you storing your firearms?**” over “Do you own firearms?”



Best Practices

“Unintentional Shootings”

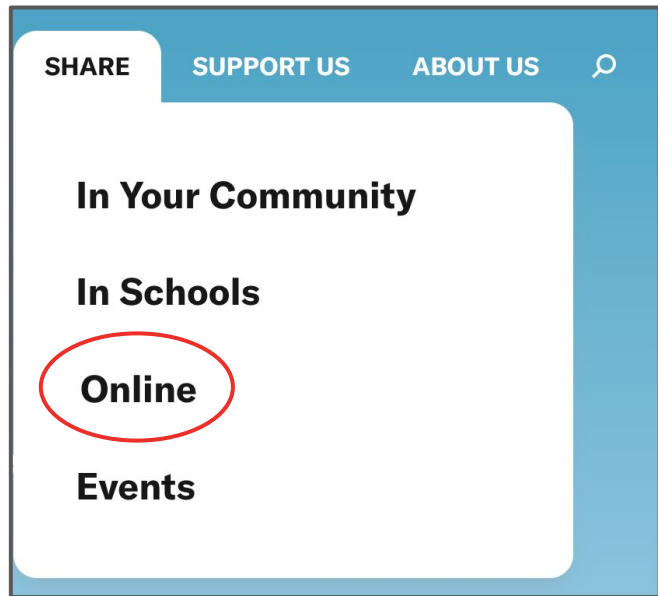
- We never say “accidental shooting,” even if the Press does. We talk about **unintentional shootings**.
- We don’t have to **traumatize** our audience to convince them that secure firearm storage is crucial.



Resources

Resources

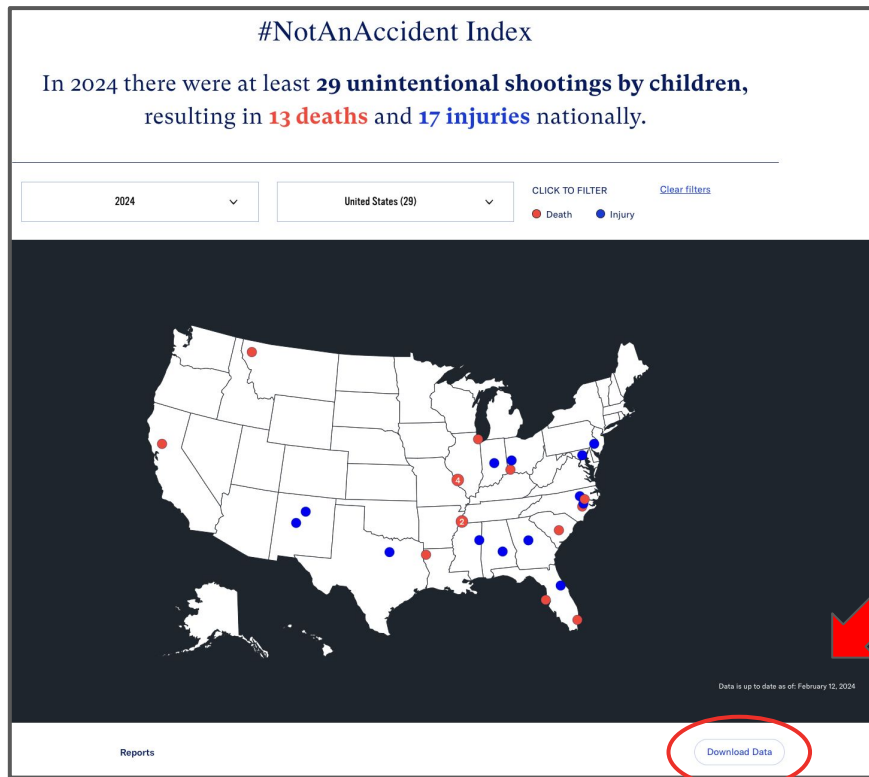
Follow us: Be SMART website



Resources

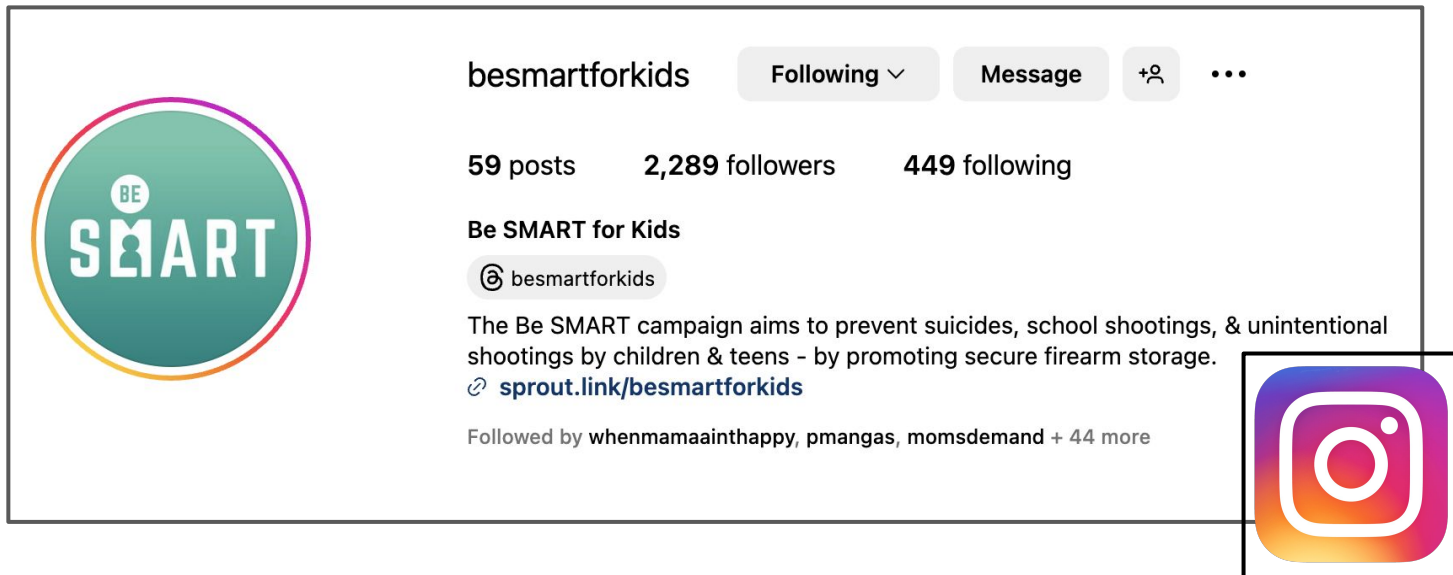
Follow us: Not An Accident website

- Tracks **unintentional shootings** by children or teens
- Compiled by the **Everytown Research & Policy** team
- You can **download** and **filter** the data
 - Organize by state, date, etc
 - Includes basic info, news article, and a summary



Resources

Follow us: **besmartforkids**



besmartforkids Following ▾ Message +👤 ⋮

59 posts 2,289 followers 449 following


Be SMART for Kids

📍 besmartforkids

The Be SMART campaign aims to prevent suicides, school shootings, & unintentional shootings by children & teens - by promoting secure firearm storage.

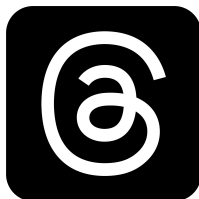
🔗 sprout.link/besmartforkids

Followed by whenmamaainthappy, pmangas, momsdemand + 44 more



Resources

Follow us: [besmartforkids](#)



Be SMART for Kids

[besmartforkids](#)



The Be SMART campaign aims to prevent suicides, school shootings, & unintentional shootings by children & teens - by promoting secure firearm storage.



955 followers · [besmartforkids.org](#)

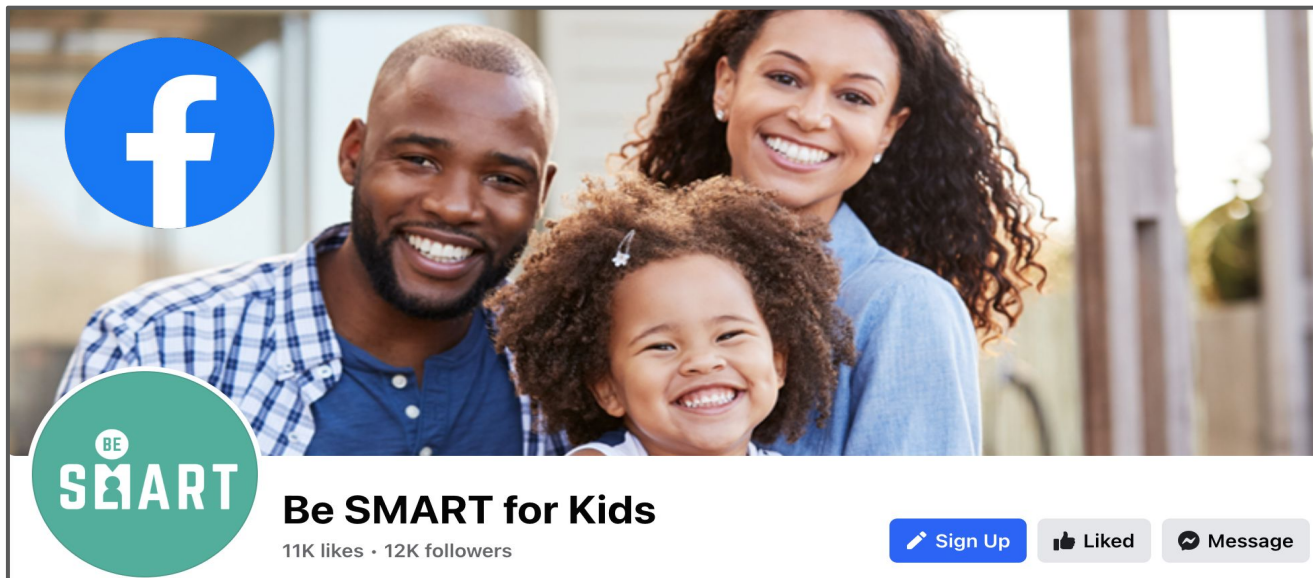


Following

Mention

Resources

Follow us: www.facebook.com/BeSMARTforKids.org



Thank you!

Look for a follow-up email!

Contact us at:

rtruskowski@everytown.org

gdiav@everytown.org

