

# Using Your Outside Voice

Taking Action on  
Public Social Media Platforms



**Sign in using  
the  
Demand  
Action App!**

# Trainer

Gaby Diaz



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

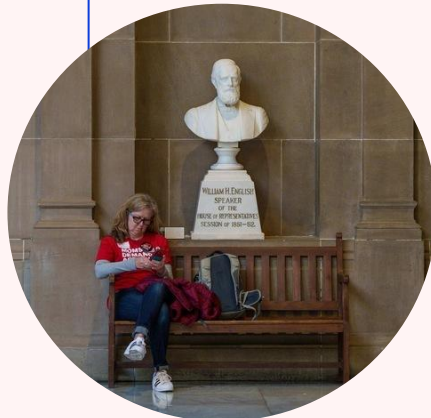
# Agenda:

What are the public platforms?

What are the ingredients of a great message?

How do we keep ourselves safe?

What can we do now?



# Platforms

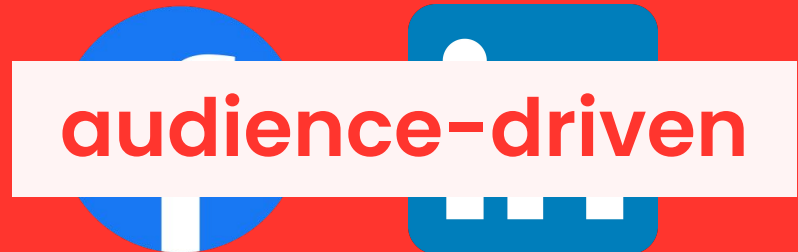
Public and kinda-public



text-driven



video/photo-driven



audience-driven

# What makes them unique?

Breaking news  
DMs  
280



Instagram  
15 mins  
500



Starter packs  
Moderation  
300



# What makes them unique?

**Public or Private**

**Reels**  
**Stories**  
**Edit in app**



**Video**  
**Algorithm**  
**Edit in app**



**Video**  
**Searchable**  
**Edit in app**



# What makes them unique?

Private  
Community  
Multi-media



Professional  
Networks  
Stories





# Power of the Platforms

- **Educate our communities**  
@besmartforkids
- **Connect with our lawmakers**  
handles differ
- **Share our voices with the Press**  
tell your story



# Ingredients



## Tag us:

@momsdemand

@studentsdemand

@everytown

@besmartforkids

**Use the right handle for politicians/press**

**#Hashtag your heart out**

#MomsAreEverywhere

**Include a Call to Action**

(when appropriate, y'all)

# Calls to Action



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## Evergreen Call to Action codes:

**READY:** Reply w/ your ZIP CODE to connect with Moms Demand Action locally

**APP:** link to download

**EVENTS:** in your state

**DONATE:** Everytown donation

**REGISTER:** [gunsensevoter.org](https://gunsensevoter.org)

# Calls to Action

Secure gun  
storage can  
save lives.

Text SMART to 644-33  
to learn how you can help.

#BeSMART  
BeSMARTforKids.org



By texting, you agree to receive communications to your phone number from Everytown organizations.  
Msg. freq. varies. STOP to quit. Msg & data rates may apply. everytown.org/text

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## Evergreen Call to Action codes:

**SURVIVOR:** Everytown Survivor Network

**STUDENTS:** Students Demand Action

**VETS:** veterans

**SMART:** learn more about Be SMART

# Calls to Action



**MOMS**   
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## Evergreen Call to Action codes:

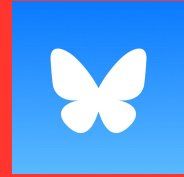
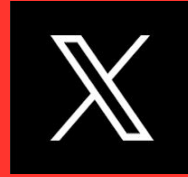
**SOCIAL:** join #MomsAreEverywhere social media team

**INDUSTRY:** updates on industry accountability

**RUN:** Demand a Seat

# Let's try it!

Pick your favorite public app:



Use the @momsdemand tag

Use the #MomsAreEverywhere hashtag

Post a picture/message sharing your why!

# Staying safe



## To block from a post

### Step 1

Click the ⋮ icon located at the top of a post from the account you wish to block.

### Step 2

Click **Block**, and then select **Block** to confirm.

# Staying safe



## To block from a profile

### Step 1

Go to the profile page of the account you wish to block.

### Step 2

Click the more ⋮ icon on their profile page.

### Step 3

Select **Block** from the menu.

### Step 4

Click **Block** to confirm.

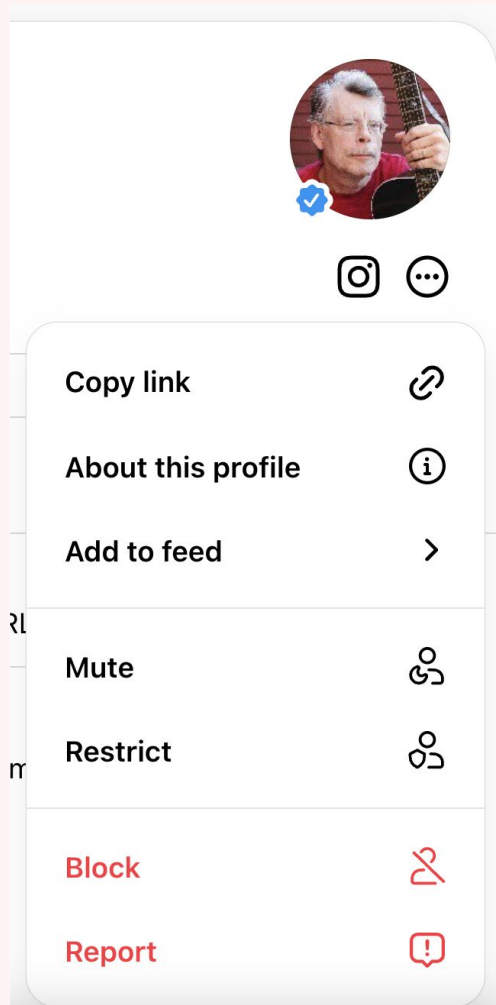


## Staying safe



1. From X.com or the X for iOS or Android app, tap on the compose post button.
2. Click or tap **Everyone can reply** next to the **globe** icon to choose who can reply to your post.
  - **Everyone** -- this is the current default option. For public accounts, it means that everyone will continue to be able to reply. If your posts are protected, it means only people who follow you will continue to be able to reply.
  - **Accounts you follow** -- only accounts who you follow, as well as anyone you mention in the post, will be able to reply.
  - **Only accounts you mention** -- only accounts who you mention in the post will be able to reply.
  - **Only verified accounts** -- only accounts which are verified, as well as anyone you mention in the post, will be able to reply.
3. When you're ready, click or tap **post** to send.

# Staying safe



## Staying safe



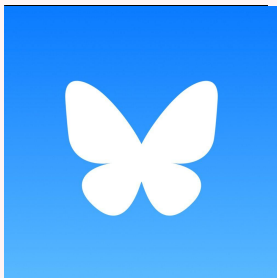
Anyone can reply & quote

**Anyone**

**Profiles you follow**

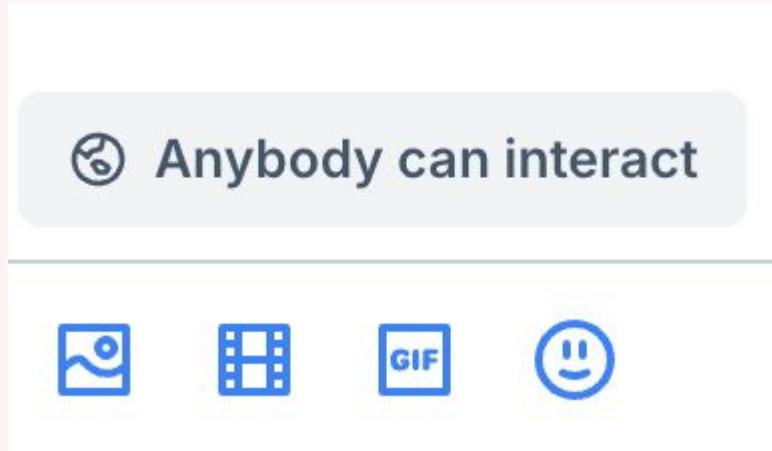
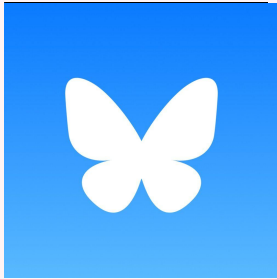
**Mentioned only**

# Staying safe



A screenshot of a social media profile for Stephen King. The profile includes a circular profile picture of an older man with glasses and a blue shirt. Below the picture is the name "Stephen King" in bold, followed by the handle "@stephenking.bsky.social". The profile statistics show "612.2K followers", "2 following", and "55 posts". The bio identifies him as a "Writer". A section titled "Followed by" lists "Roxane Gay, Mueller, She Wrote, and 67 others". At the bottom, there are tabs for "Posts" and "Replies". On the right side, a menu is open, showing options: "Share" (with an upload icon), "Add to Lists" (with a list icon), "Mute Account" (with a mute icon), "Block Account" (with a person and X icon), and "Report Account" (with a report icon). Above the menu is a blue "+ Follow" button and a grey three-dot menu button. To the right of the profile, partially visible, are links for "Disc", "Foll", and "Mo".

# Staying safe



# Staying safe



## Post interaction settings ✕

Customize who can interact with this post.

### Quote settings

Allow quote posts



### Reply settings

Allow replies from:

Everybody



Nobody

Or combine these options:

Mentioned users

Followed users

Save

# Staying safe



**realstephenking** Stephen King

Follow

Message



7 Following 16.8K Followers

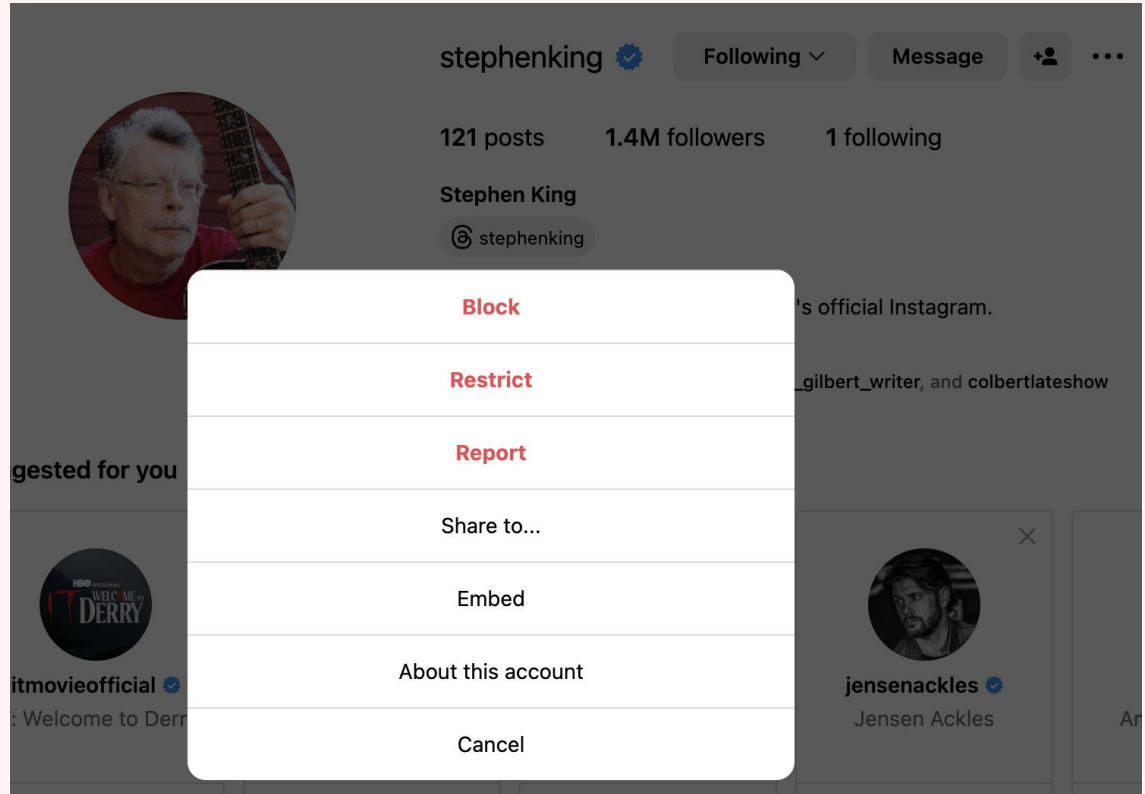
Father of three, author 📖, new

member!

Report

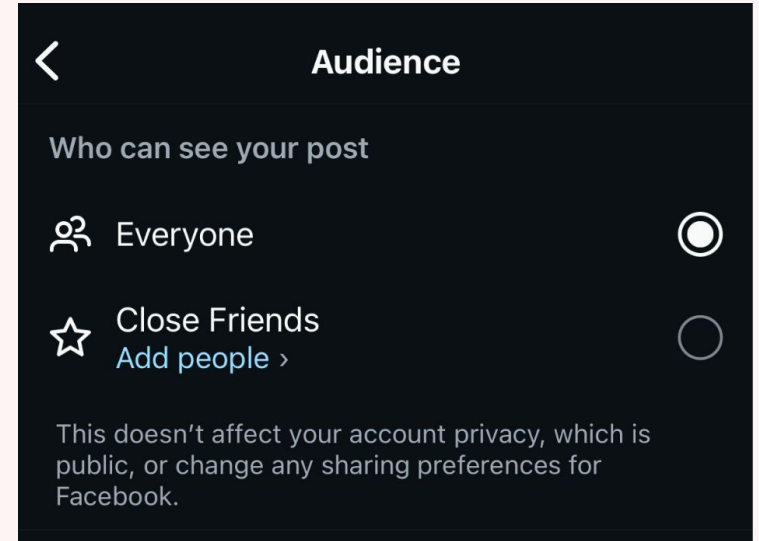
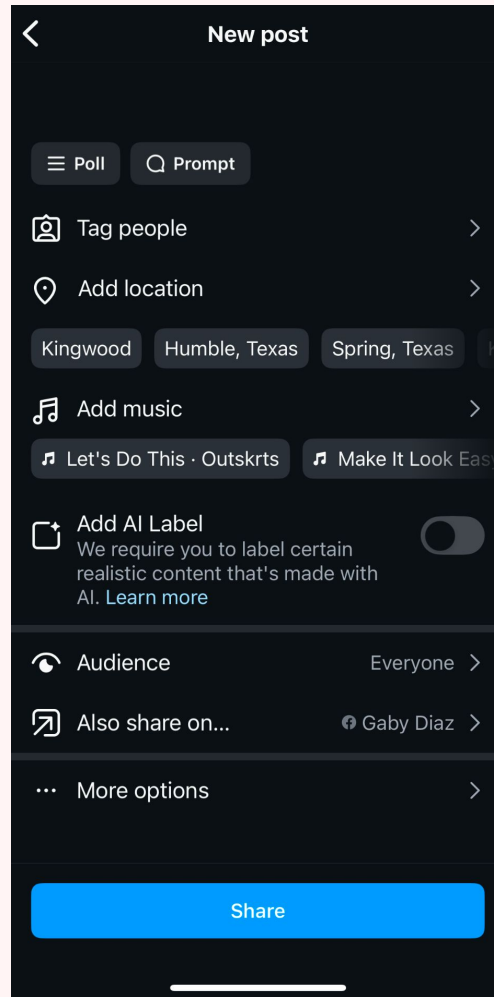
Block

# Staying safe





# Staying safe



# What's next?

Tree in the woods

History

The Toolkit

Join the #MomsAreEverywhere  
social media troublemakers!

**SOCIAL to 644-33**

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**DEMAND**  
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FOR GUN SENSE IN AMERICA



# What's next?



## #MomsAreEverywhere Social Media Survey

The social media landscape is always changing! As we enter this new year, we want to know where you like to engage on social platforms and how we can plan trainings to meet your needs!

Please take a moment to answer the 5 questions below.

Thank You!

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

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