



Using Social Media for Demand a Seat 2025 Bootcamp

We'd love for you to share your experience at Demand a Seat with your followers on social media! Before you post, ask yourself:

1. What is the goal of this tweet, IG post / story, or TikTok?
2. Who is the target audience and who should I tag?
3. What do I want to share, and what do I want to happen?

Best practices:

- Always tag @MomsDemand or @Everytown in your content. You can also use #DemandASeat.
 - There may be other relevant people (lawmakers, panelists, etc.) to tag as well!
 - If you use a hashtag, remember to capitalize the first letter of each word.
- For safety, please avoid naming a specific location.
 - Ex. "I'm in Philly for #DemandASeat!" **instead of** "I'm at HOTEL NAME in Philly for Demand a Seat!"
- Include visuals!
 - Elevate your content with pictures and videos, like selfies of you in an Everytown for Gun Safety of Moms Demand Action shirt, a quick video of an activity, and photos of the event! You could add your own photo to [this frame](#) or use one of [these graphics](#).
- Participation in the Demand a Seat Bootcamp is not an endorsement from Moms Demand Action or Everytown for Gun Safety and should not be represented as such verbally, in writing, or on social media.

Accessibility — using alt-text:

- Keep it short and descriptive.
- Convey the "why" of an image.
- If the context of an image is important, include it. Ex: "three *masked* students..."

Words we use:

- Avoid "gun control" – use "gun safety" and "gun violence prevention."
- Make sure that any information you're sharing about a lawmaker or panelist is factually accurate, especially if you're using a quote from their statement.