



California Gun Violence Social Media Toolkit

In this toolkit, we provide sample social copy for partner organizations to raise awareness about the impact of gun fatalities and domestic violence. We invite you to help us inspire community conversations and empower survivors to effectively advocate for their safety through the legal and alternative options that best fit their needs.

With this toolkit, we hope to amplify resources for those who may be in contact with domestic violence survivors and their families, including social justice groups, first responders, medical staff, and other community organizations.

We hope you can help spread the word about the Ending Gun Violence campaign with your network!

Instructions

This social toolkit includes:

- Infographics
- Editable Canva template * to post your own content (quotes, graphics, stats, personal stories, etc.)
- Recommended social media copy and hashtags


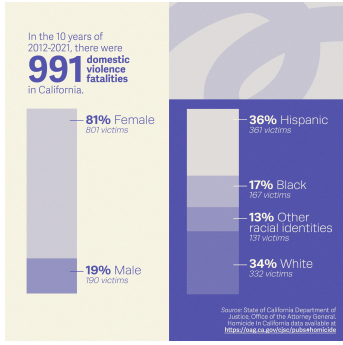
Download the infographic you would like to post and select the corresponding caption for that graphic. If you are editing a Twitter post, it must remain under the 280 character count.


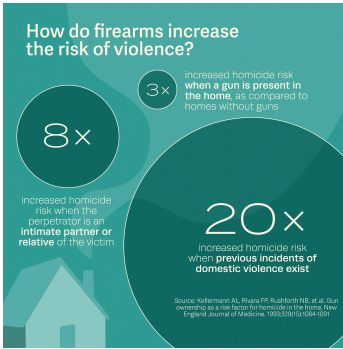
**If you're new to Canva and need help getting started, see appendix section at the end of the this document*

Suggested Hashtags

You can use the hashtags *#EndGunViolence* and/or *#CAGunViolencePreventionToolkit* in every post. You can also tag *@cpedvcoalition* on Twitter and *@ca_partnership* on Instagram.



Content Theme: General Toolkit Awareness

Twitter	Facebook/Instagram/LinkedIn	Accompanying Graphic
<p>In abusive situations, the presence of a gun= increased risks for violence, especially for Hispanic and Black women.</p> <p>Check out the #CAGunViolencePreventionToolkit for resources to decrease risks and increase safety  EndingGV.org</p>	<p>The risk of violence increases when guns are present in dangerous or abusive situations – especially for Hispanic and Black women.</p> <p>California offers resources to support domestic violence survivors and others at risk.</p> <p>Use the #CAGunViolencePreventionToolkit to learn more about tools and options to increase safety and heal from dangerous situations at EndingGV.org.</p> <p>#EndGunViolence</p> <p>[For Instagram: Learn more in the link in our bio.]</p>	 <p>[Click to Download]</p>



Twitter	Facebook/Instagram/LinkedIn	Accompanying Graphic
<p>Intimate partner gun violence affects far too many of our communities.</p> <p>CA offers tools and resources to support survivors and help increase their safety.</p> <p>Learn more in the #CAGunViolencePreventionToolkit  EndingGV.org</p>	<p>Intimate partner gun violence affects far too many of our communities. In 2021, there were 82 domestic violence homicides in our state.</p> <p>If you're a survivor or a service provider, you can use the #CAGunViolencePreventionToolkit to learn more about resources California offers to increase safety and heal from dangerous situations. Find it at EndingGV.org #EndGunViolence</p>	 <p>[Click to Download]</p>

	[For Instagram: Learn more in the link in our bio.]	
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Content Theme: Resources for Survivors

Twitter	Facebook/Instagram/LinkedIn	Accompanying Canva Template
<p>All survivors of intimate partner violence are unique & there's no one-size-fits-all approach to safety.</p> <p>If you're a survivor, you can use the #CAGunViolencePreventionToolkit to learn what resources are available for your situation </p> <p>https://endinggv.org/survivor-resources/</p>	<p>All survivors of intimate partner violence are unique and there is no one-size-fits-all approach to safety.</p> <p>If you're a survivor, you can use the #CAGunPreventionViolenceToolkit to understand the differences between resources and which options might meet your needs.</p> <p>https://endinggv.org/survivor-resources/ #EndGunViolence</p>	 <p>[Title Here] → Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Dui id ornare arcu odio. Vel pretium lectus quam id leo in.</p> <p>Source: [Source Info Here]</p> <p>[Click here to make a copy and edit]</p>

Content Theme: Resources for Service Providers

Twitter	Facebook/Instagram/LinkedIn	Accompanying Canva Template
<p>Finding ways to stay & feel safer is an important step towards healing for many domestic violence survivors.</p> <p>The #CAGunViolencePreventionToolkit gives safety planning tips & questions to help service providers support survivors when firearms are present </p> <p>https://bit.ly/42gFAqU</p>	<p>Finding ways to stay and feel safer is an important step towards healing for many domestic violence survivors, and the presence of guns can increase risks.</p> <p>The #CAGunViolenceToolkit provides resources for service providers to help survivors choose the best protective measures for them. Learn more at</p>	 <p>[Title Here] → Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Dui id ornare arcu odio. Vel pretium lectus quam id leo in.</p> <p>Source: [Source Info Here]</p> <p>[Click here to make a copy and edit]</p>

	https://endinggv.org/safety-planning/#EndGunViolence <i>[For Instagram: Learn more in the link in our bio.]</i>	
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Appendix: Canva Guide

Overview

In this document you will find helpful tips and guidance for using the design program Canva. Because we provided a template with an established color palette and font, most of these best practices outlined below are centered on the aspects that you will be customizing (statistics, quotes, personal stories, etc).

Getting Started

[Canva](#) is a free, online graphic design platform that can support users of all design levels achieving their design needs. It can be used to create a variety of visual assets, like social media graphics, gifs, one pagers, etc. It also contains thousands of ready to use, customizable templates for users to use. [HERE](#) is a helpful tutorial that covers the basics of engaging with Canva.

Best Practices

- **Apply Text Carefully:** Put the vital point in the top or upper left corner because the human eye is drawn to that place first. Also, try to avoid adding more than 70 characters so readers can quickly understand what the graphic and message you are trying to portray is about.
- **Remember Your Audience:** Consider them when deciding on what quote, statistic, or story you will highlight with this template. How does or will it resonate with them? Does it show a relevant problem or solution for them? Keep these questions as well as their understanding and sensitivities on this issue in mind.
- **Prioritize Clarity and Consistency:** The colors, fonts and size of various elements of a graphic can help users interpret data more easily. Make sure every element has a reason to be in the design and keep the fonts, colors, shapes and frames consistent across usage.
- **Make Good Use of Spacing:** White space, the space around content and infographic elements, can help the text be easier to read and graphic as a whole to navigate. This is a simple and effective way to emphasize your message.
- **Be Intentional with Design Elements:** Use graphics that reinforce the message of your quote/story/statistic and avoid using images or graphics just for the sake of breaking text with visual

elements. This keeps a reader's focus on the key information and the message, not on the icons or photos.

Tech Tips

- **Downloading:** With Canva, users have the option to download designs either as a JPG, PNG, or PDF. Just select which one you wish to have from the download option. If you only want to download one page of your design, click the "Options" drop-down menu to select a page range.
- **Sharing:** If you're wanting to share your design with others in your team, you have the option to send an editable link. Just click on the "sharing" button, check off "share/email as an editable design" and now you can have more than one user editing your design on Canva.

Additional Resources

- [How to Use Canva: A Beginner's Guide](#)
- [25 Graphic Design Tips for Non-Designers and Beginners](#)
- [Canva for Nonprofits](#)