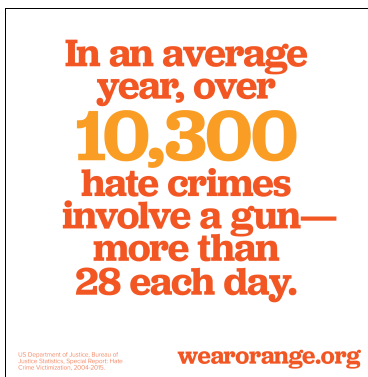


2021 sample social language & graphics

You'll find data-driven images designed for different platforms and sample social language for your creative use as you share why you [#WearOrange](#) and work to end gun violence. Use your authentic voice and as appropriate add tags for [@MomsDemand](#), [@Everytown](#) and/or [@StudentsDemand](#) for our student leaders. You'll find Wear Orange graphics with data on hate crimes, disproportionate impact, police violence, and suicide prevention/gun safety below.

Hate Crimes

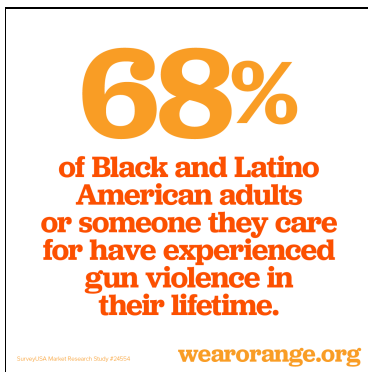


I [#WearOrange](#) on National Gun Violence Awareness Day because no one should be targeted for who they are, who they love, or what they believe. More must be done to prevent hate-fueled gun violence.

[Hate crime graphic for Facebook, Instagram, Tumblr](#)

[Hate crime graphic for Twitter](#)

Impact

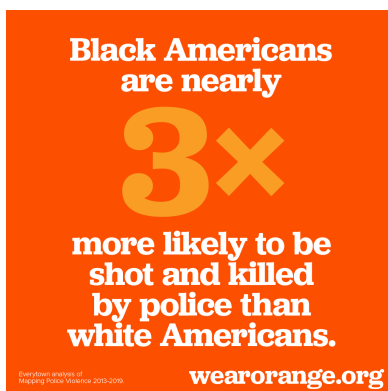


Gun violence—intensified by long-standing inequities and public health disparities—is taking a devastating toll on Black and brown communities in America. I [#WearOrange](#) on National Gun Violence Awareness for my city, [CITY NAME], that grapples with this crisis every single day.

[68% graphic for Facebook, Instagram, Tumblr](#)

[68% graphic for Twitter](#)

Police Violence



Gun violence is gun violence, no matter who pulls the trigger. I [#WearOrange](#) this National Gun Violence Awareness Day to call for an end to police violence that disproportionately impacts Black people in this country.

[3X Black Americans graphic for Facebook, Instagram, Tumblr](#)

[3X Black Americans graphic for Twitter](#)

Suicide Prevention / Gun Safety

Gun suicides are concentrated in states with high rates of gun ownership.

Miller et al., "Household Firearm Ownership and Rates of Suicide Across the 50 United States"

wearorange.org

I am a [STATE] @MomsDemand volunteer, and I #WearOrange on National Gun Violence Awareness Day to call attention to suicide by gun, which claims the lives of 23,000 Americans every single year.

[Gun ownership graphic for Facebook, Instagram, Tumblr](#)

[Gun ownership graphic for Twitter](#)

3x

Access to a gun triples the risk of death by suicide.

Aggenstein et al., "The accessibility of firearms and risk to suicide and homicide: a systematic review and meta-analysis" BMC Psychiatry 2018

wearorange.org

Any conversation about preventing suicide in America should include the role of guns. On National Gun Violence Awareness Day, I #WearOrange because too many people in my community of [COMMUNITY] have been impacted by this crisis.

[3X access graphic for Facebook, Instagram, Tumblr](#)

[3X access graphic for Twitter](#)

4.6 million children in the US live in homes with guns that are both loaded and unlocked.

Alford et al., "Firearm storage in gun owner households: implications for child gun injury prevention" Journal of Child Psychology and Psychiatry 2015

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On National Gun Violence Awareness Day, I #WearOrange to urge gun owners to practice secure gun storage and help prevent shootings by children and teens: Store guns locked, unloaded and separate from ammunition.

[4.6 million children graphic for Facebook, Instagram, Tumblr](#)

[4.6 million children graphic for Twitter](#)



Veterans/Military

**An average of
4,200
veterans die by
firearm suicide
every year—about
11 deaths a day.**

U.S. Department of Veterans Affairs, Office of
Mental Health and Suicide Prevention, 2005-2007
2010 data requested

wearorange.org

As a [MEMBER/VETERAN] of the U.S. [ARMY/NAVY/AIR FORCE/MARINE CORP] I know the devastating toll gun violence is taking on our nation's veterans. This National Gun Violence Awareness Day, I #WearOrange to call attention to veteran suicide and the role guns are playing in this crisis.

[4,200 veterans graphic for Facebook, Instagram, Tumblr](#)

[4,200 veterans graphic for Twitter](#)

Students/Youth

**The suicide rate
among young
people is at a
near record high,
with increases
nearly every
year since 2007.**

CDC, Fatal Injury Reports, 2007 to 2010

wearorange.org

I #WearOrange on National Gun Violence Awareness Day to call attention to the growing issue of youth suicide and to call on gun owners to secure guns, locked, unloaded and separate from ammunition—especially in homes with children and teens.

[Youth suicide rate graphic for Facebook, Instagram, Tumblr](#)

[Youth suicide rate graphic for Twitter](#)