



# #EndGunViolenceTogether **Social Media Toolkit**

Let our voices be heard! Join us in spreading the word about the #EndGunViolenceTogether campaign through email and on your social media channels, because everyone has a role to play in building a better tomorrow.

Together, we've already sent over 550,000 postcards to Congress, but there is still so much more work to be done. We ask everyone who has already written their Representative to please encourage **five friends to send a postcard** and continue to put pressure on Congress to pass universal background checks.

Together, we will end gun violence.



## Email your friends

### Suggested Copy

One week ago, TOMS founder Blake Mycoskie announced on The Tonight Show that TOMS would make a **\$5M contribution to help end gun violence in America**. This is the largest corporate contribution ever made to support this issue and an opportunity to show the world that businesses can take a stand on the most pressing issues of our time.

TOMS' End Gun Violence Together initiative is asking all supporters to go to TOMS.com to let your voice be heard. In less than 30 seconds, you can send a postcard to your Representative to urge them to pass universal background checks, something that 90% of Americans are in favor of. This is not a political issue, but a HUMAN one.

Let's overwhelm Congress with postcards! Over 550,000 postcards were submitted in less than 5 days. Let's make it to one million! Hope you'll join me.

Thank you!



## Post on your social media

### TOMS Accounts

Instagram: Mention @TOMS

Twitter: Tag @TOMS

Facebook: <https://www.facebook.com/toms/>

### Social Assets

[See Here](#)

### Suggested Copy

Let's #EndGunViolenceTogether - go to [TOMS.com](https://www.toms.com) to send your Representatives a postcard demanding they take action on what more than 90% of Americans agree on: universal background checks. @TOMS is also investing \$5 million into organizations across the country who are committed to helping end gun violence. I'm proud to partner with @TOMS to #EndGunViolenceTogether



**Option 1**

Share [this Facebook post](#) from The **Tonight Show with Jimmy Fallon** to your social media pages, using the copy below.

**Option 2**

Take our hero graphic and post on your own channels.





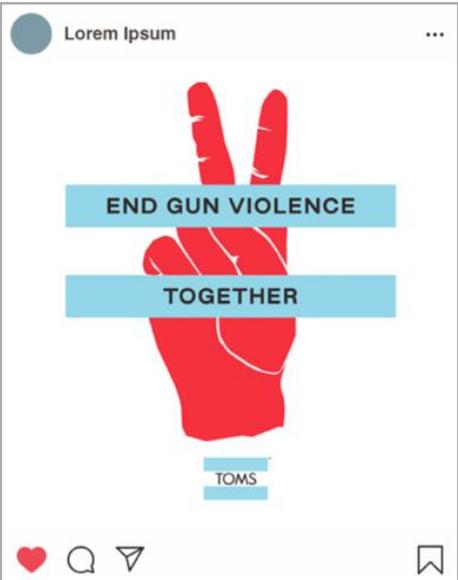
**Option 3**

Take a photo of yourself holding up a peace sign. You can also use Instagram's carousel function to post your selfie and the hero graphic together in one post.



**Option 4**

Repost the TOMS launch post to your own social media channels to show your support. You'll see the graphic below posted across all of TOMS social media channels.





### **Option 5**

Take a selfie video using the following scripts (or your own interpretation of it).

#### **Suggested Selfie Video Scripts**

Hey guys

I just sent a postcard to my local representative telling them I'm one of more than 90% of Americans that support universal background checks.

You can do it too. It's super easy. Just go to [TOMS.com](https://www.toms.com), enter your information - it takes less than a minute - and TOMS will send a postcard to your representative on your behalf.

We can do this. We can end gun violence together.