

VIRGINIA MLK DAY 2020 SOCIAL MEDIA TOOLKIT

On Monday, Jan 20th, thousands of VA gun violence prevention activists were planning on going to Richmond for the 28th ANNUAL MLK Day Vigil and Advocacy day. The gun lobby has been recruiting white supremacists and extremists from all over the Eastern Seaboard to protest our life-saving efforts. They've made threat after threat and declared civil war, and the media has branded it as the next Charlottesville.

For the safety of everyone involved, organizers have canceled the annual MLK Day Vigil and Advocacy Day in Richmond. The gun lobby's extremist views are completely bulldozing our 1st Amendment right to meet with our legislators and advocate for our policies. We **CANNOT** allow the Nazis to win. As Virginians, we have a **RIGHT** to have our voices heard and share our stories with our state legislators.

Join us in our social media campaign to make sure our lawmakers, fellow Virginians, fellow Americans, and the white supremacists know that **we are the Virginian gun-sense majority and that peace will prevail.**

How to Participate:

1. Take a video using this script:

VIRGINIANS: My name is _____. I am Virginia. I'm _____ years old and I am part of the Virginia Gun-Sense majority because _____ [fill in story for why gun violence prevention/peace matters to you] _____. Peace will prevail because Virginia is for gun violence prevention lovers.

SUPPORTERS OUTSIDE VA: My name is _____. I stand with Virginia. I'm _____ years old from _____ [state] _____ and I am part of the Virginia Gun-Sense majority because _____ [fill in story for why gun violence prevention/peace matters to you] _____. Peace will prevail because Virginia is for gun violence prevention lovers.

2. Post the video on social media!

- a. For Instagram tag:

[@MFOLVA](#)

[@marchforourlives](#)

[@coalitiontostopgunviolence](#)

[@bradybuzz](#)

[@giffordscourage](#)

- b. For Twitter tag:

[@M4OLVA](#)

[@AMarch4OurLives](#)

[@CSGV](#)

[@bradybuzz](#)

[@GiffordsCourage](#)

c. Tag your Delegate and State Senator!

i. Delegates - <https://twitter.com/i/lists/86215320>

ii. Senators - <https://twitter.com/i/lists/208743459>

3. Use these hashtags:

#IStandWithVirginia

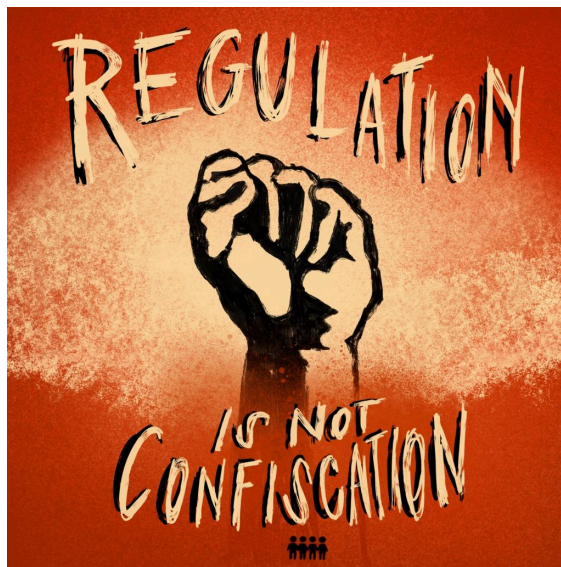
#GunLawsSaveLives

#IAmVirginia

4. Share with your fellow activists and amplify the posts of others!

GRAPHICS

[Link to Graphics From VA Special Session](#)





"Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that."

-Martin Luther King Jr.



BRADY
UNITED AGAINST GUN VIOLENCE



"It's not the violence of the few that scares me, it's the silence of the many."

-Martin Luther King Jr.



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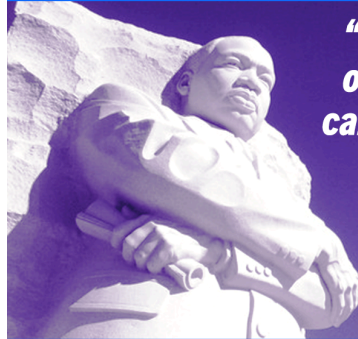


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