



2022 Wear Orange Day

#WearOrange

Social Media Kit

Have questions? Email colleen@ceasefirepa.org.

Skip to the end of this document for a thorough background on our platform.

Events and other materials can be found at www.ceasefirepa.org/wear-orange.

Wear Orange Day is a national annual event meant to raise awareness and demand action on gun violence. It was started in the aftermath of the death of Hadiya Pendleton, who was gunned down in Chicago at the age of 15 in 2013, just days after she performed at President Obama's inauguration festivities. Her friends, family, and loved ones wore orange, and since then, thousands of Americans have died senselessly because more must be done by our leaders to change our laws.

Below are sample posts, key facts, and background on CeaseFirePA and the work we must continue to advance.

Our hashtag is #TakingAStandinPA. Use this hashtag to help to amplify the message that we must advance gun laws here in PA to save lives in our communities.

Also use the hashtag #WearOrange to amplify your content among a national network of partner organizations.

GRAPHICS:

[Facebook](#)

[Twitter](#)

[Instagram](#)

Key Social Media Prompts:

We #WearOrange because:

We #WearOrange because gun violence impacts every county in Pennsylvania, and we must do more.

We #WearOrange because kids deserve to live long, happy, healthy lives, and right now, gun violence is the leading cause of death for them.

I #WearOrange because my voice has power, and I will use it to ensure that every person feels safe...at school, at the grocery store, in front of their house, at their job.

We #WearOrange to demand:

We #WearOrange to demand a safer future for all. No more domestic violence, no more gun suicide, no more mass shootings at grocery stores, schools, and concerts.

We #WearOrange to demand safe schools for every student, no matter their zip code.

More Sample Posts/Facts:

1700 or more Pennsylvanians will die this year because lawmakers in Harrisburg haven't taken action to end gun violence. **#TakingAStandinPA #WearOrange**

No responsible gun owner fears a background check, yet here in PA, we do not have universal background checks for all gun purchases. **#TakingAStandinPA #WearOrange**

Every month, kids are dying all across PA because guns are left unsecured. Guns are not toys. **#TakingAStandinPA #WearOrange**

Gun violence takes so many lives in our communities, but it also wounds so many more. I'm taking action today with @CeaseFirePA because no one should endure this violence. **#TakingAStandinPA #WearOrange**

According to CHOP researchers, kids living within a few blocks of gun violence are twice as likely to need mental health crisis care in the future. **#TakingAStandinPA #WearOrange**

Gun violence is a public health crisis. It's the leading cause of death for kids, and will take 1700 lives this year just in PA. **#TakingAStandinPA #WearOrange**

The leading cause of death for Pennsylvanians under the age of 19 is gun violence. Our voices matter, and we deserve to live long, happy lives. **#TakingAStandinPA #WearOrange**

Gun suicide rates are climbing, especially among young people. We deserve laws that help to address this public health crisis. **#TakingAStandinPA #WearOrange**

The main factor between whether a domestic violence victim survives or dies at the hands of her abuser is a gun. **#TakingAStandinPA #WearOrange**

54% of domestic violence victims who died at the hand of their abuser in 2016 died because of a gun. **#TakingAStandinPA #WearOrange**

Images/Assets:

Our website: www.ceasefirepa.org

Our link for #WearOrange: www.ceasefirepa.org/wear-orange

Who is my legislator?: <https://www.legis.state.pa.us/cfdocs/legis/home/findyourlegislator/>

Register to vote: <https://www.pavoterservices.pa.gov/pages/VoterRegistrationApplication.aspx>

CeaseFirePA Facebook Page: <https://www.facebook.com/joinceasefirepa/>

CeaseFirePA Twitter Page: <https://twitter.com/CeaseFirePA>

CeaseFirePA Instagram Page: <https://www.instagram.com/ceasefirepa/>