



Sample Facebook Posts

Sample 1

Today—and every day—I pledge to ask if there is a gun where my child visits or plays. More than one in three homes with kids has a gun. Tragic gun accidents kill and injure thousands of kids every year. I pledge to ask to save lives and protect children. You can join this life-saving campaign by sharing this message or by posting your own pledge on your Facebook wall. I also encourage you to change your Facebook profile to the ASK logo. Asking Saves Kids. www.askingsaveskids.org



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Sample 2

Hiding guns is not enough. Just talking to kids is not enough. Kids are curious, and if they find guns they're likely to play with them. For more information on how to keep your kids safe, visit www.askingsaveskids.org.

Sample 3

"Your daughter has quite the 'adult' vocabulary."

Awkward conversations come with being a parent. But one could save your child's life.

Ask, "Is there an unlocked gun in your house?" before your child plays at, or visits, another home. Visit www.askingsaveskids.org to learn more.

ASK
ASKINGSAVESKIDS

1 in 3 homes with children in America have guns, many unlocked or loaded.

17,500 children and teens are injured or killed each year due to gun violence.

ASK: Is there an unlocked gun where my child plays?

IF THE ANSWER IS "NO"
that's one less thing you have to worry about.

IF THE ANSWER IS "YES"
make sure all guns are stored unloaded and locked, ideally in a gun safe, with ammunition locked separately.

If there are any doubts about the safety of another home, invite the kids to your house instead.

Hiding guns is not enough. Just talking to kids is not enough. Kids are curious and if they find guns they're likely to play with them.

For more information on how to keep your kids safe visit WWW.ASKINGSAVESKIDS.ORG.

Source: Johnson S, Coyne-Beasley T, Rivara F. *Gun Ownership and Injuries*. U.S. Department of Health & Human Services. APM 2004-212-179-100. Yearly average, most recent 5 years of data retrieved from CDC, NCHADS, NISQARS (online). Updated 2015 Apr 15. <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5412a.htm>

"YOUR DAUGHTER HAS QUITE THE 'ADULT' VOCABULARY."

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"IS THERE AN UNLOCKED GUN IN YOUR HOUSE?"

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Sample 4

"Is There An Unlocked Gun In Your House?"

Awkward conversations come with being a parent. But one could save your child's life.

Ask, "Is there an unlocked gun in your house?" before your child plays at, or visits, another home. Visit www.askingsaveskids.org to learn more.

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SOCIAL MEDIA TOOL KIT

Sample Tweets

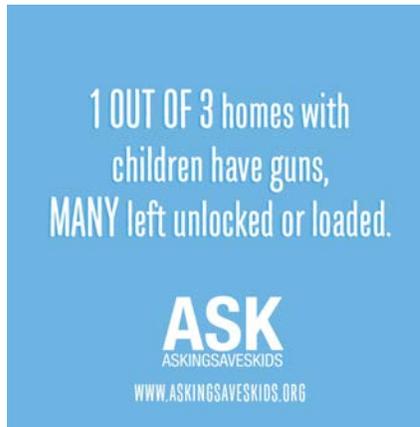
Below are some sample tweets with images. Please make sure to use #ASKingSavesKids in any tweet.

1 out of 3 homes with kids has a gun. Make sure you ask if there's a gun where your child plays or visits! #ASKingSavesKids



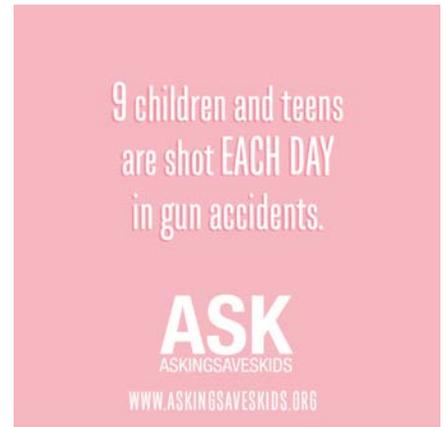
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Awkward conversations come with being a parent: #ASKing if there's an unlocked gun in the house could save your child's life #ASKingSavesKids



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9 children and teens are shot each day in gun accidents. #ASKing if there's an unlocked gun where your kid plays #ASKingSavesKids



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80% of unintentional firearm deaths of children under 15 occur in a home. #ASKing if there's an unlocked gun in the house #ASKingSavesKids



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