Domestic Violence Awareness Month
Social Media Kit – Toplines
October, 1 2013

For Domestic Violence Awareness Month we'll be focusing on how our broken gun laws let domestic abusers, felons and other prohibited persons buy guns—and put women in danger.

Throughout the month, we will be releasing a series of social media infographics highlighting important statistics and pictograms featuring noteworthy incidents where known domestic abusers were able to get guns without a background check. We're also going to add a purple ribbon to our avatar to mark the month.

Campaign Hashtag
#SaveWomensLives

Other Common Domestic Violence and Related Hashtags
#DV
#VAW
#NoMore
#NoMoreExcuses
#DomesticViolence

Campaign Hashtag
#SaveWomensLives

Suggested Tweets
October is #DomesticViolence Awareness Month. Congress can #SaveWomensLives by requiring background checks for all gun sales

Women in the US are 11x more likely to be murdered with guns than women in other high-income countries. #SaveWomensLives
The presence of a gun in a #DomesticViolence situation increases the risk of homicide for women 5x #SaveWomensLives

FACT: 54% of women killed with guns are killed by intimate partners. Background checks #SaveWomensLives

FACT: More than half of mass shootings involve domestic or family violence. #SaveWomensLives

States with comprehensive background checks see 38% fewer women shot to death by intimate partners. Background checks #SaveWomensLives

In 2012 6.6 million guns were exchanged in private transfers w/o background check. Some went to domestic abusers. #SaveWomensLives

Comprehensive background checks WILL stop domestic abusers from getting guns. Checks WON’T restrict #2A rights of law-abiding women
46 women will be murdered with guns this month by a current or former intimate partner. [Attach image]
Women in the US are 11x more likely to be murdered with guns than women in other high-income countries #SaveWomensLives [Attach Image]
The presence of a gun in a #DomesticViolence situation increases the risk of homicide for women 5x. #SaveWomensLives [Attach image]
Additional Resources

Infographic: Gun Laws and Violence Against Women
http://www.demandaction.org/infographic-violenceagainstwomen

Fact Sheet: Gun Laws and Violence Against Women
http://www.demandaction.org/factsheet-violenceagainstwomen

Videos

Zina’s Story: We released this ad featuring Elvin Daniel, a gun owner and NRA member, whose sister Zina was shot and killed by her estranged husband who was prohibited from buying a gun. He avoided a background check by buying his gun online from a private seller
http://www.demandaction.org/zina

Theresa O'Rourke: Her best friend Jitka Vessel was murdered by a stalker and foreign national who was prohibited from owning a gun. He avoided a background check by buying his gun online from a private seller
http://www.youtube.com/watch?v=cOCn7V3OmY