

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

Social Media Graphics

46 women will be murdered with guns this month by a current or former intimate partner.
[Attach image]

OCT IS DOMESTIC
VIOLENCE
AWARENESS
MONTH

46 WOMEN WILL BE MURDERED
WITH GUNS THIS MONTH BY A
CURRENT OR FORMER INTIMATE
PARTNER

Background Checks **#SaveWomensLives**

Source: FBI Supplementary Homicide Report 2011

**DEMAND
ACTION
TO END GUN
VIOLENCE**

Women in the US are 11x more likely to be murdered with guns than women in other high-income countries #SaveWomensLives [Attach Image]

The infographic features a dark purple background with yellow and white text and icons. On the left side, there is a vertical column of 11 yellow bullet icons, with the 11th icon being a grey bullet icon. To the right of these icons, the text reads: "WOMEN IN THE US ARE" in white, "11X" in large yellow font, "MORE LIKELY" in white, and "TO BE MURDERED WITH GUNS" in white. Below this, a grey bullet icon is followed by the text "THAN WOMEN IN OTHER HIGH-INCOME COUNTRIES" in white. At the bottom left, there are icons for the United States flag and a globe. At the bottom right, there is a black box with white and yellow text that says "DEMAND ACTION TO END GUN VIOLENCE".

WOMEN IN THE US ARE
11X
MORE LIKELY
TO BE MURDERED WITH GUNS
THAN WOMEN IN OTHER HIGH-INCOME COUNTRIES

DEMAND ACTION TO END GUN VIOLENCE

The presence of a gun in a #DomesticViolence situation increases the risk of homicide for women 5x. #SaveWomensLives [Attach image]

**THE PRESENCE OF A GUN
IN A DOMESTIC VIOLENCE
SITUATION INCREASES
THE RISK OF HOMICIDE
FOR WOMEN**

5x

Background Checks **#SaveWomensLives**

**DEMAND
ACTION
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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=cOCNn7V30mY>