



End Family Fire Campaign: Suicide Prevention Launch Suggested Social Posts September 2020

PSA Links to Share:

- YouTube: <https://youtu.be/FaX3GFSleEI>
- Facebook: <https://www.facebook.com/EndFamilyFire/posts/1440081676381291>
- Twitter: <https://twitter.com/EndFamilyFire/status/1306238915330805761>
- Instagram: https://www.instagram.com/p/CFM2khXgG_-/

Hashtag to Use:

- Always use: #EndFamilyFire
- Consider also: #SuicidePrevention, #SuicideAwareness, #GunSuicide

Suggested Social Copy:

- We lose 63 people a day to gun suicide. Give your loved ones a second chance at life by storing guns securely. #EndFamilyFire
- With gun suicide, there is no second chance. Protect your loved ones by storing guns locked, unloaded, and separately from ammunition. #EndFamilyFire
- America's deadliest shootings are ones we don't talk about. 63 people a day die by gun suicide-- more than firearm murders and unintentional shootings put together. #EndFamilyFire
- Over half of all gun deaths in America are suicides. We need to talk about gun suicide, so we can talk about how to prevent it. #EndFamilyFire
- Give your loved ones a second chance at life: store guns locked, unloaded, and separately from ammunition. Together, we can #EndFamilyFire

Or, create your own post from these key messages:

- Over half of all gun deaths in America are suicides.
- A temporary crisis shouldn't become a permanent tragedy.
- With gun suicide, there are no second chances.
- By storing guns securely, we just might give our loved ones a second chance to live a full life.
- Protect your loved ones by storing guns securely: locked, unloaded, and separately from ammunition.
- Safe storage saves lives.
- Together, we can #EndFamilyFire.
- Learn more at EndFamilyFire.org.