

# SOCIAL MEDIA TOOLKIT FOR ADDRESSING GUN VIOLENCE

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GUN VIOLENCE  
SOCIAL MEDIA TOOLKIT

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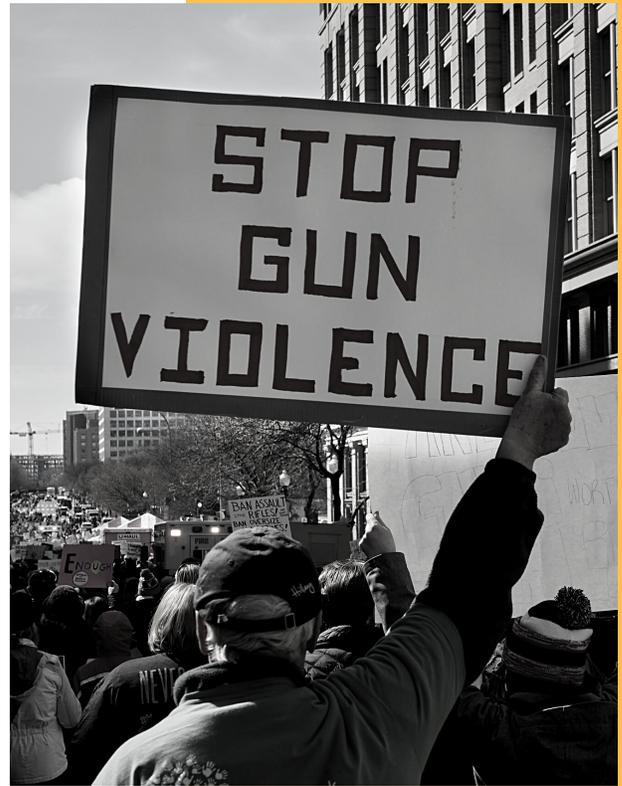
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## INTRODUCTION

At Common Justice, we know that safety is built in our connection to one another, not by police or prisons.

With an increase in gun violence in cities across the country, a growing number of people are calling for more police and prisons, increases in police department budgets, and stricter, more punitive criminal legal system measures. At the same time, communities impacted by violence are experiencing real loss and need real solutions. The demands for punitive responses are likely to only make conditions worse in Black and Brown communities and ignore the lessons long learned through decades of mass incarceration: that our reliance on police and prisons have not, and will not, effectively address the increase in violence in our communities.



This social media toolkit provides assets for community members, advocates and activists to share and use as a foundation to craft thoughtful and intentional messaging around issues of gun violence and the need for community-based responses to it. We have included stats, graphics, videos, articles and blog pieces that can be shared out on social media. These assets were designed to push back on the assertion that police and prisons are the answer to this spike in gun violence. We believe it is important that we not try to reduce the urgency for safety we are seeing now but rather honor it by steering us toward responses that will truly keep us safe.

For more information about this social media kit and the work of Common Justice, please visit us at [www.commonjustice.org](http://www.commonjustice.org).

## COMMON JUSTICE BLOGS

Common Justice wrote a number of blog posts about violence, police, and safety. These posts emphasize the need to: 1) prevent harm, 2) uphold the values of accountability and equal justice, and 3) support Black and Brown communities. Please share.

- ["More Police Is Not The Answer To Gun Violence," 05/26/21](#) – "As gun violence spikes in cities like New York, many are looking to mass incarceration to solve the issue instead of addressing the root causes of violence."
- ["Violence Prevention Is Infrastructure," 04/28/21](#) – "President Biden's \$5 billion commitment to evidence-based violence intervention programs is a move in the right direction, but we must do more."
- ["To Produce Safety, We Must Understand What Drives Violence," 07/08/20](#) – "As New York and other cities experience a rise in shootings amidst growing calls to defund the police, we risk mistaking these acts of violence as a reason to hold fast to current budget priorities and safety strategies."
- ["How We Can Make Our Communities Safer," 09/03/19](#) – "The more we build solutions that work, addressing the root causes of violence, the more we can make our communities safer for next summer and beyond."

## EXTERNAL ARTICLES

BELOW ARE SOME ADDITIONAL NEWS SOURCES TO READ AND SHARE.

- "How bad is the rise in US homicides? Fact-checking the 'crime wave' narrative police are pushing" – [The Guardian](#)
- "Making Space For Restorative Justice" – [Yes! Magazine](#)
- "Myriad Of Ways To Reduce Violence Without Police: Report" – [The Crime Report](#)
- "Op-Ed: Crime statistics give a clear message about defunding the police – it'd be worth it" – [Des Moines Register](#)
- "Can Criminal Justice Reform Survive a Wave of Violent Crime?" – [The New Republic](#)
- "Restoring Justice: Exploring an Alternative to Crime and Punishment" – [Harvard Magazine](#)
- "Killings spiked in the US and Republicans blame calls to 'defund the police.' But they are also rising in cities that increased spending on cops." – [Chicago Tribune](#)

# SOCIAL MEDIA POSTS

CAN BE COUPLED WITH ANY OF THE GRAPHICS OR LINKS INCLUDED IN THIS TOOLKIT

These posts are created to 1) emphasize solutions that improve community safety and fairness, 2) describe the practical and moral benefits of a new approach to addressing violence, 3) and include survivors of violence in the narrative. Please share:

<b>POST A</b>	The surge in gun violence in our communities is urgent, but it cannot be solved by more police. Ending this crisis requires solutions that actually solve the root causes of violence.
<b>POST B</b>	The data is clear: We can better address the rise in gun violence by investing in community interventions rather than police and prisons.
<b>POST C</b>	Gun violence is a symptom of systemic inequality. We must rise to this moment by addressing issues of poverty, housing, and mental healthcare.
<b>POST D</b>	Producing safety requires understanding what drives violence and deploying solutions that address those drivers.
<b>POST E</b>	We must support community interventions that center on the needs of those who have been harmed and hold those who cause harm accountable without incarceration.
<b>POST F</b>	Many survivors of violence know that going to the police won't make them or their communities any safer. We need to center their needs through community based interventions, not mass incarceration.

# VIDEOS

These short videos provide viewers with a framework for understanding violence, accountability and healing. Please share.



From Renard's EverAfter



From Lisa's EverAfter

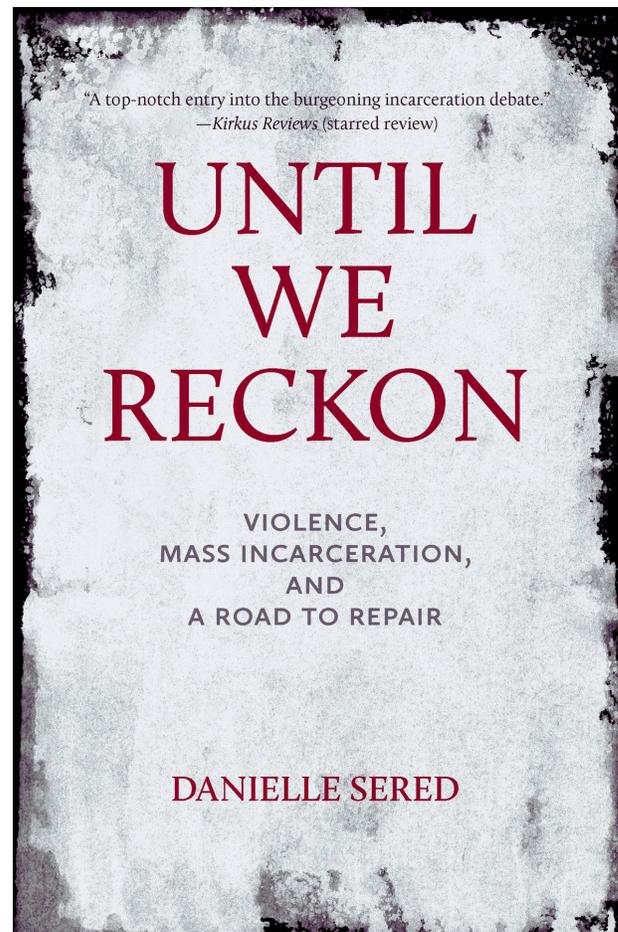
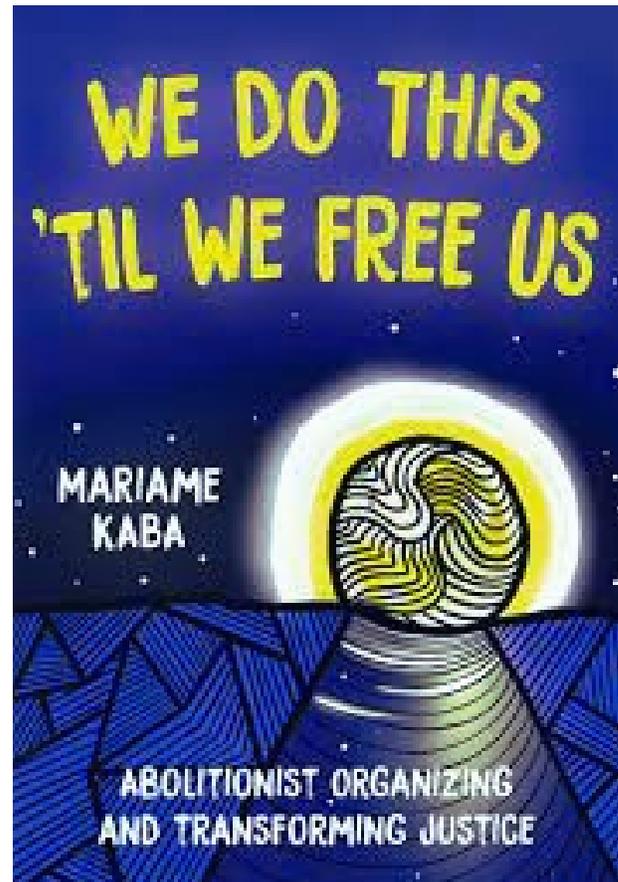
- *"The Four Guiding Principles For Making Cities Safer"* - Common Justice
- *"Why Do We Need Restorative Justice"* - Brave New Films ft. Danielle Sered

## The EverAfter Project Playlist

- *"Tamara's EverAfter"*
- *"Terrel's EverAfter"*
- *"Lisa's EverAfter"*
- *"Donnell's EverAfter"*
- *"Renard's EverAfter"*

# REPORTS & BOOKS

1. "Accounting For Violence: How To Increase Safety and Break Our Failed Reliance on Mass Incarceration" - Common Justice
2. "Locking Up Their Own" - James Foreman
3. "We Do This 'Til We Free Us: Abolitionist Organizing and Transforming Justice" - Mariame Kaba
4. "Until We Reckon: Violence, Mass Incarceration, and a Road to Repair" - Danielle Sered, The New Press
5. "Reducing Violence Without Police: A Review of Research Evidence" - John Jay College Of Criminal Justice Research and Evaluation Center



# STATS

- "Police only spend about 4% of their time responding to violent crime" <sup>1</sup>
- "Only about half of the violent crimes and a third of the property crimes that occur in the United States each year are reported to the police. And most of the crimes that are reported don't result in arrest..." <sup>2</sup>
- "Two of the eight departments that reported declines in homicides are home to two of the country's most high-profile progressive prosecutors (Baltimore City, MD and St. Louis County, Missouri)." <sup>3</sup>
- "2020 set a record for U.S. gun sales. Nearly 5 MILLION people bought a gun for the first time in 2020." <sup>4</sup>
- "The NYPD's own data showed that state bail reform and covid-related prison releases were NOT driving the surge in gun violence in New York City." <sup>5</sup>
- "Historically, crime is still far below the levels of the early 1990's." <sup>3</sup>
- "The pandemic shut down all sorts of programs and interventions that cities have relied on to confront violence." <sup>3</sup>

1. "How Do the Police Actually Spend Their Time?" [nytimes.com/2020/06/19/upshot/unrest-police-time-violent-crime.html](https://www.nytimes.com/2020/06/19/upshot/unrest-police-time-violent-crime.html)

2. "Most violent and property crimes in the U.S. go unsolved" <https://www.pewresearch.org/fact-tank/2017/03/01/most-violent-and-property-crimes-in-the-u-s-go-unsolved/>

3. "Can Criminal Justice Reform Survive a Wave of Violent Crime?" <https://www.newrepublic.com/article/162634/criminal-justice-reform-violent-crime>

4. "U.S. gun sales surge to record high in 2020" <https://www.cbsnews.com/news/gun-sales-record-high-2020/>

5. "NYPD's own stats debunk claims of bail reform leading to spike in gun violence" <https://nypost.com/2020/07/08/nypds-own-stats-debunk-claims-about-bail-reform-link-to-shootings/>

# STAT GRAPHICS

We should note that while we provide statistical data, we do not believe data deployed in any way that minimizes the current spike in violence will serve us. We know people are experiencing real harm, fear, and an urgent need for solutions. So while we support the use of data to drive home hard facts that show that police are not the answer our communities need, we also strongly suggest that users of this toolkit include real stories and quotes from impacted people in their shares.

**Along with this toolkit, you should have received a link to a Google Drive folder containing graphic images sized for Facebook, Twitter, and Instagram. Please download these files and feel free to share them to your social networks along with any of the post language templates from page 3 in this toolkit.**