

Digital Toolkit: Keep Kids Safe at School 2023 Mini-Campaign

This September, 1.7 million Pennsylvania kids will head to school. Parents will drop them off at a bus stop, send them off from home, or walk them to school, experiencing all of the apprehension and excitement about the start of a new school year.

But on top of that looms the unspoken question: will the kids come home at the end of the day or will they be shot and end up in hospital, or worse? Will it be like at Roxborough High School last year where Nick Elizalde was murdered after a football game? Or, like Michigan and Texas schools where mass shootings have devastated lives? Will kids come home and talk about the active shooter drills where they are taught to barricade rooms and be prepared to fight if needed?

Some kids will go through metal detectors and must wear transparent backpacks. Parents buy bulletproof inserts for their little ones' backpacks and worry whether they'll make it out alive from the school parking lot or the ball game after school. And some schools will spend millions to have adults monitor hallways for safety—or have constructed schools with curved hallways to give a student the chance to run away.


None of this is keeping kids safe. This fall, our Keep Kids Safe at School campaign will contrast ineffective solutions, like transparent backpacks and arming teachers, with real solutions that save kids lives from gun violence.

CeaseFirePA is happy to provide this digital toolkit to help you engage your followers in advocating to their legislators in Harrisburg to pass the *Common Agenda to End Gun Violence* to keep our kids safe at school! Questions or need additional resources? Contact Josh Fleitman, CeaseFirePA's Campaign Director, at: josh.fleitman@ceasefirepa.org or (412) 426-5148.

Email Blast

- Text of our campaign launch email blast [HERE](#) for you to use as you'd like
- Continue to watch for email blasts from CeaseFirePA throughout September and feel free to use that content however you'd like!

Social Media Post

School should feel safe and be safe for everyone. That's the job of our elected officials. We know how to #KeepKidsSafe – it's not bulletproof backpacks or armed staff, it's stronger gun safety laws. Sign the petition to your state legislators today 

<https://act.ceasefirepa.org/a/keep-kids-safe-2023-petition?ms=coalitionsocial>

Graphics for Social Media and Email

- Landscape version downloadable [HERE](#) (best for twitter)
- Square version downloadable [HERE](#) (best for instagram - suggested you put petition link in instagram bio & reference that in the post)
- Petition link should auto-generate a clickable image for facebook and LinkedIn

For Continual New Social Media Content Throughout September

- Follow CeaseFirePA on:
 - [twitter](#) (I refuse to call it X!)
 - [Facebook](#)
 - [Instagram](#)
 - [LinkedIn](#)
- Shares, reposts, and likes of CeaseFirePA's content are always easy and helpful, or feel free to take content from our channels and personalize it for your purposes