

# Social Media Toolkit - Welcome!

Thank you for supporting the “Science of Firearm Injury Prevention Among Children & Teens” course.

In this toolkit, you will find messaging from the “Science of Firearm Injury Prevention Among Children & Teens” landing page, the course logo, downloads to promotional videos, a shortened link to the course description page, and sample social media posts that you are welcome to share through your channels.

Please contact us at [ai-marketing@umich.edu](mailto:ai-marketing@umich.edu) if you have any questions or ideas for additional opportunities to collaborate in support of this course.

# Social Media Toolkit - About

## Course Description

Firearm injuries are a leading cause of death among children and teens. However, there are many ways that these injuries and deaths can be prevented using evidence-based practices and policies.

Presented by the University of Michigan Institute for Firearm Injury Prevention and the Firearm Safety among Children and Teens (FACTS) Consortium, this course lays a broad foundation for understanding the science of pediatric firearm injury prevention and the latest research and evidence-based solution. This course covers a range of firearm injury topics including firearm-related suicide, unintentional firearm injury, firearm-related community and youth violence, firearm-related intimate partner violence, school and mass shootings, and officer-involved shootings. Through lectures and interviews with leading firearm injury researchers, and activities, readings, discussion boards, and quizzes, learners can become familiar with the epidemiology, prevention strategies, and policy efforts related to pediatric firearm injury prevention. The course also covers important gaps in existing research and future directions for expanding the knowledge base of the field.

This course is designed for multiple fields and levels of training, including students and researchers from public health, medicine, public policy, social work, nursing, criminology, sociology, and psychology fields. The course is also appropriate for practitioners, educators, and parents. As a learner, you will have the ability to select all modules or individual topics that interest you most. Composed of 7 modules, this course may be taken from the comfort of your home or office, and you can learn at your own pace.

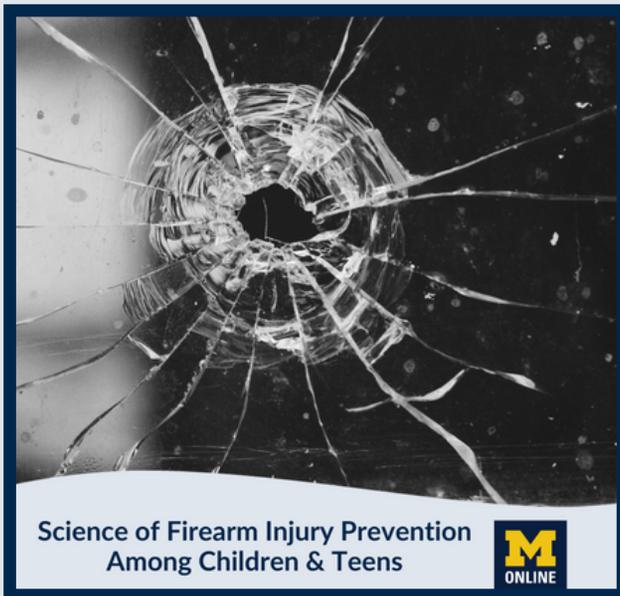
## Course Image



*Click on the image to download.*

# Social Media Toolkit - Media Assets

## Social Image



*Click on the image to download.*

## GIF File

### Firearm Safety



Click on the thumbnails to download the image or video.

# Social Media Toolkit - Social Copy

**Short URL:** <https://myumi.ch/Awnqy>

Recommended Hashtags:

**#FirearmSafety**

**#InjuryPrevention**

**#GunViolence**

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More than 2,000 children died by firearm in 2020. Explore prevention strategies and policy efforts related to pediatric firearm injury in the “Firearm Injury Prevention Among Children & Teens” online course. Learn from experts at the University of Michigan Institute for Firearm Injury Prevention and the Firearm Safety among Children and Teens (FACTS) Consortium. Enroll now at <https://myumi.ch/Awnqy>.

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## **Recommended Content: Social Images**

Learn how pediatric firearm injuries and deaths can be prevented by using evidence-based practices and policies in the “Firearm Injury Prevention Among Children & Teens” online course. Get started at <https://myumi.ch/Awnqy>.

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## **Recommended Content: Firearm Safety GIF**

Firearm injury is the leading cause of death for children and teens in the United States. Learn how to prevent injuries and death in the “Firearm Injury Prevention Among Children & Teens” online course. The course features experts from the University of Michigan Institute for Firearm Injury Prevention and the Firearm Safety among Children and Teens (FACTS) Consortium. Get started at <https://myumi.ch/Awnqy>.

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## **Recommended Content: Social Images**

**Copy the text to use for social post promotion.**

