

# Guns Content Strategy

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Gun customers are a tricky subvertical to navigate, especially around election cycles. Given the sensitive nature of the conversations surrounding firearms, this guide is designed to help our teams create and support a community of responsible gun owners. The guidelines and resources below are centered around the following lists.

## What We Should Write About

- + Firearm sales and accessories
- + Gun safety
- + Being at the shooting range
- + Protection (self-defense, concealed carry)
- + Hunting
- + Tradition/pageantry
- + Modern marvels: technology and history

✓ **Acceptable terms:** *firearm* and *gun* when referring to one in a general sense; *user* when referring to someone firing a gun; *gun enthusiast*, *gun owner*

## What We Should Avoid

- 2nd amendment subject matter
- Senses of nationalism or patriotism
- Glorification of military use
- Exploitation of specific self-defense scenarios
- Guns in media (movies/TV)
- Wordplay related to the firing of a gun (e.g., "blow us all away")

✗ **Terms to avoid:** *weapon*, *assault rifle*, *assault weapon*, *military-style rifle*, *modern sporting rifle*, *shooter*

DO

DON'T



*From loading to holding, our concealed carry classes will teach you everything you need to know about your selection of self-defense.*



*🎵 Like my country, I'm young, scrappy, and hungry, and I'm not throwing away my shot. 🎵*

## Firearm Sales

### Platform Guidelines

⚠️ Gun store posts are **not boostable** on Facebook. Any image with a firearm present is **not boostable** on Facebook.

**Do not** post a price tag associated with a firearm in a caption.

**Do not** provide a link to an online gun store in a caption.

### Why Buy a Gun?

The reasons for owning a firearm can be split up into two themes: **protection** and **recreation**. We'll want to leverage both in product posts in our content.

#### Protection

It's the most common reason potential gun owners enter the gun store.

◆ Speak to the product as a general means of protection and self-defense rather than as a means of aggressive force.

◆ The content should fixate on owning the firearm – it should not be about using it in this context.

◆ Promote concealed carry classes if available.

◆ Promote firearm accessories.

◆ Refrain from exploiting specific self-defense scenarios to make the point.

◆ Speak to preparedness and peace of mind – not fear or doom.

⚠️ For an excellent example of what **not** to post, watch this ad Glock made in 2013: <https://www.youtube.com/watch?v=a2gCFOtaZPo>.

Additionally, to circumvent certain conversations we want to avoid in our customer's community, consider the following below:

### Claim

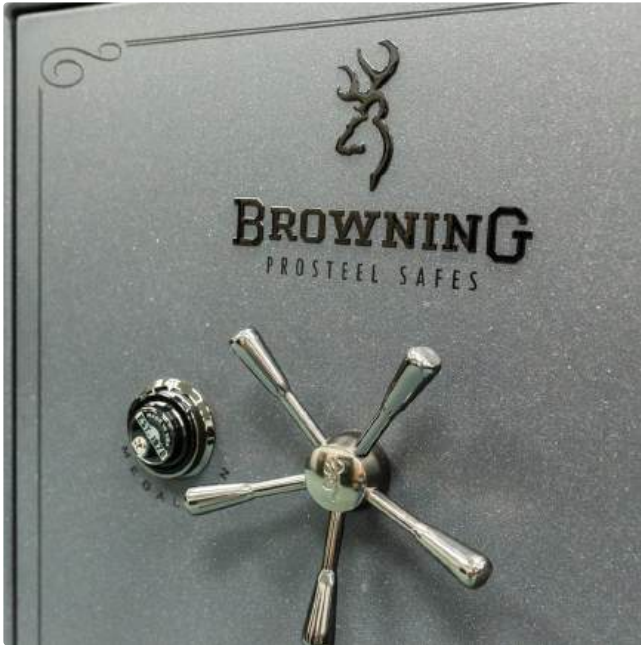
According to Pew Research Center, two-thirds of gun owners say that protection is the major reason they own a gun.

### Counterpoint

Households with firearms have an elevated risk of gun violence.

### Solution

Promote proper gun storage and safety alongside firearm sales posts in content.



*In between hunting seasons, store those long guns in a protected and secure location with a Browning safe.*



*Don't let any fouling get in the way of bagging fowl this fall.*

## Recreation

Recreation includes shooting for fun or for sport at the range, collecting, and hunting.

And this is where the semi-automatic rifles come in. To further avoid certain subjects when engaging our community, consider the following below:

### Claim


It is acceptable to sell semi-automatic rifles alongside handguns, shotguns, and hunting rifles in a gun store.

### Counterpoint

They were manufactured for combat with efficient lethal force in mind.

### Solution

Speak to the rifle's attributes by approaching it as a piece of technology. Speak to the gun enthusiast as a collector. For older models, speak to the firearm's history.

 Hunting seasons vary from state to state. Consult the state's parks and wildlife department when looking to make a specific and seasonal hunting post. The link to Texas' follows for reference: [🇺🇸 Texas Parks & Wildlife Department: Hunting for Beginners](https://www.texaswildlife.com/hunting-for-beginners).



*If you've got enough space for another semi-auto in your safe, we've got more than a few that may be the perfect fit.*



*We can't wait to be impressed by how well-maintained some of these arms are.*

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### Common Customer Concerns

In a lot of ways, purchasing the right firearm is similar to purchasing the right car. There are many makes and models, it's a complicated piece of machinery, and it just has to feel right. Below are some common themes from customers' negative product reviews:

- ◆ Gas in your face
- ◆ Offending smells
- ◆ Eye irritation
- ◆ Potential risk of hearing loss
- ◆ Extremely high temperature of firearm after use
- ◆ Weight and recoil of firearm

In short, customers are usually looking for something that's comfortable to them, safe to use, and easy enough to clean and maintain. Leverage these attributes in product highlights and other sales-focused posts.

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*Keep your eye on the target and safe from any smoke or spent brass.*




















*Still looking for the right carry for you? Try before you buy through our rental program at the range!*






## Popular Manufacturers

Firearms are a lot like cars. There are many manufacturers innovating and competing with one another with the latest makes and models. There's a lot of history here. And naturally, their consumers have developed some preferences and friendly rivalries too. Glock or Colt? 9 mm or .45? Use the chart below to familiarize yourself with the industry's more popular brands.

Manufacturer	Country of Origin	What They're Known For	Popular Firearms
GLOCK (Glock) <a href="https://us.glock.com/en">https://us.glock.com/en</a>	Austria 	<ul style="list-style-type: none"> <li>polymer-framed pistols</li> <li>Glock handguns are used by armed forces and law enforcement organizations worldwide, including the U.S.</li> </ul>	<p><b>Glock 17</b></p>  <p><b>Glock 26</b></p> 
SIG Sauer	Switzerland/Germany  	<ul style="list-style-type: none"> <li>semi-automatic pistols and rifles</li> <li>electro-optics</li> </ul>	<p><b>SIG Sauer P220</b></p>

<a href="https://www.sigsauer.com/">https://www.sigsauer.com/</a>			 <p><b>SIG716</b></p> 
Smith & Wesson <a href="https://www.smith-wesson.com/">https://www.smith-wesson.com/</a>	U.S. 	<ul style="list-style-type: none"> <li>• semi-automatic pistols, rifles and carbines, shotguns, submachine guns</li> <li>• revolvers</li> <li>• restraints (handcuffs, prison transport chains, etc.)</li> </ul>	<p><b>Bodyguard 380</b></p>  <p><b>Governor</b></p> 
Remington Outdoor <a href="https://www.remingtonoutdoorcompany.com/">https://www.remingtonoutdoorcompany.com/</a>	U.S. 	<ul style="list-style-type: none"> <li>• products for: <ul style="list-style-type: none"> <li>◦ military markets</li> <li>◦ law enforcement agencies</li> <li>◦ shooting sports</li> <li>◦ hunting</li> <li>◦ self-defense</li> </ul> </li> </ul>	<p><b>Model 700</b></p>  <p><b>Model 870</b></p>

			
Heckler & Koch <a href="https://hk-usa.com/">https://hk-usa.com/</a>	Germany 	<ul style="list-style-type: none"> <li>• manufactures handguns, rifles, submachine guns, and grenade launchers</li> <li>• provides firearms for many military and paramilitary units</li> <li>• history of innovation in firearms <ul style="list-style-type: none"> <li>◦ use of polymers</li> <li>◦ integral rail for flashlights on handguns</li> </ul> </li> </ul>	MP5  USP series 
Mossberg <a href="https://www.mossberg.com/">https://www.mossberg.com/</a>	U.S. 	<ul style="list-style-type: none"> <li>• specializes in shotguns, rifles, scopes, pistols, and firearm accessories</li> <li>• inexpensive .22 caliber pistols, rifles, shotguns, and rifle scopes</li> </ul>	Mossberg 500  Mossberg 590 
Sturm, Ruger, & Co. (Ruger) <a href="https://ruger.com/">https://ruger.com/</a>	U.S. 	<ul style="list-style-type: none"> <li>• produces bolt-action, semi-automatic, and single-shot rifles</li> <li>• shotguns and semi-automatic pistols</li> <li>• single- and double-action revolvers</li> </ul>	M77 Hawkeye  SR-762 

Colt Defense (Colt) <a href="https://www.colt.com/">https://www.colt.com/</a>	U.S. 🇺🇸	<ul style="list-style-type: none"> <li>• designer, developer, and manufacturer of small arms for individual soldiers and law enforcement personnel</li> <li>• the M1911 pistol is the longest-standing military and law enforcement service handgun in the world</li> <li>• primarily responsible for all AR-15 and M16 rifle production</li> </ul>	<p><b>M1911</b></p>  <p><b>AR-15</b></p> 
Benelli <a href="https://www.benelliusa.com/">https://www.benelliusa.com/</a>	Italy 🇮🇹	<ul style="list-style-type: none"> <li>• shotguns used by military, law enforcement, and civilians <ul style="list-style-type: none"> <li>◦ M3 12-gauge used by American SWAT teams</li> </ul> </li> <li>• Benelli Super Black Eagle, used by waterfowlers, was one of the first semi-automatic shotguns capable of firing the 2.75, 3, and 3.5-inch shotgun shells</li> </ul>	<p><b>M4 Super 90</b></p>  <p><b>Super Black Eagle</b></p> 
Beretta <a href="https://www.berettausa.com/en-us/">https://www.berettausa.com/en-us/</a>	Italy 🇮🇹	<ul style="list-style-type: none"> <li>• founded in the 16th century, the oldest active manufacturer of firearm components in the world</li> <li>• their firearms are used worldwide for civilian, law enforcement, military, and shooting sports</li> </ul>	<p><b>M1915</b></p> 

For info on more manufacturers: <https://www.feedough.com/top-20-gun-brands-world/>.





When you're tired of loading mags, it's time to drop the hammer.



Glock's many models make them a trusted name in polymer-framed pistols. Give us a call if you'd like a little help figuring out which one is right for you.

## Basic Rules of Firearm Safety


1. Always treat a firearm as if it is loaded.

2. Always point the firearm in a safe direction.

 Alternative phrasing: *Only aim at something you intend to destroy.*

3. Leave your finger outside the trigger guard until you are ready to fire.

4. Know your target and what's behind it.

 Smith & Wesson started an educational video series on safe and best practices for firearm use. Highly recommend to expand knowledge and inspire content: <https://www.youtube.com/playlist?list=PLI50hdzUoLg6Yav6PcpnE33oJyB62U4wb>.

## Range Etiquette

The shooting range's rules should be posted prominently in several places throughout the complex. Check the range's website first. If they're not listed or the website is unavailable, look through your customer's photos – there may be a picture of them in the identity. While you can use range rules as post inspiration, you'll find their best use is in detailing **review responses** or **community management tasks** when necessary.

 Regardless of which shooting range you're in, there's one universal rule: **Never bring a loaded gun.**

## Commonly used shooting range commands:

- “Load your firearm” or “Load and make ready”
- “Commence firing” or “Start fire”
- “Cease-fire”
- “Unload weapons” or “Ready and show clear”
- “Enter range”
- “Range clear”

## Types of Ranges

### Indoor Shooting Range

- ◆ Typically used for stationary targets
- ◆ Reinforced walls and ceilings
- ◆ Due to size, may have restrictions on types of firearms allowed on the range
- ◆ May have restrictions on type of ammo used at the range
- ◆ May require both eye and ear protection
- ◆ Should be ventilated to draw smoke and lead particles away from user
- ◆ May have to purchase ammo and targets from the range

⚠ Consider: Does your range have a rifle lane?

### Outdoor Shooting Range

- ◆ Can be used for both stationary and moving targets (e.g., clay pigeons)
- ◆ Weather-dependent
- ◆ Less restrictions on size, meaning less restriction on types of firearms allowed on the range
- ◆ May have restrictions on type of ammo used at the range
- ◆ May require both eye and ear protection
- ◆ May have to purchase ammo and targets from the range

ℹ **“Hot” configuration:** a type of gun range in which people are constantly shooting; there’s no need for cease-fires for target change. Typically an indoor range.



We know we've got a pretty tight-knit group here at our range.  
Show off some pics of your latest groupings in the comments!

Book one of our three rifle lanes, send the target back 25 yards,  
and see if that new foregrip makes the difference. All times and  
openings available online.

Glossary of Terms

Term	Definition	Term	Definition
Action	The operating mechanism on a firearm that presents a cartridge for firing, removes the used casing after firing, and then introduces a new cartridge. Examples include: <i>bolt-action</i> , <i>lever-action</i> , <i>pump-action</i> .	Grain	Unit of measurement that defines the weight of the bullet or the amount of powder in a single cartridge. One pound is equal to 7,000 grains.
Ammunition	Synonymous with <i>ammo</i> ; what is loaded into the firearm. Made up of multiple parts: gunpowder, primer, projectile, casing.	Grip	Refers to the handle of a handgun or side panels of the gun's handle.
AR	Abbreviation for <i>ArmaLite Rifle</i> and most commonly refers to the AR-15 rifle. <div>⊗ Never an abbreviation for <i>assault rifle</i>.</div>	Gunpowder	The component of ammunition used as a propellant in firearms. Synonymous with <i>black powder</i> .
Assault Rifle	Highly politicized term for a selective-fire rifle the fires reduced-power ammunition from a detachable magazine. Examples include: <i>AK-47</i> , <i>M16</i> .	Hair Trigger	A trigger that can be pulled with very little pressure. Requires steady hands.
Automatic	Preferred term to <i>machine gun</i> , which usually refers to a much larger firearm. An automatic firearm will continuously fire ammunition as long as trigger is held down or the magazine is exhausted.	Hammer	The part of the firearm that releases from its spring when the trigger is pulled. The hammer then impacts the firing pin to discharge the firearm.
Barrel	The long tube-shaped part of the firearm. It provides the exit path with velocity and direction for a discharged bullet.	Hollow Point	A type of bullet with a concave nose designed to do more internal damage to a target.
Blank	A cartridge loaded with gunpowder but no bullet. Often used in TV/film and military training.	Iron Sights	A non-optical sight atop a firearm constructed primarily of metal.
Bolt Action	Type of action that fires one round at a time. After firing, the shell is unloaded by the user manually pulling the bolt back before loading another round into the chamber.	Kick	A term used to describe the recoil created when a firearm is discharged.
Bore	The interior of the gun barrel.	Magazine	The unit that contains cartridges before they are fed into the chamber of the gun. Often can be ejected and injected into the gun at will. <div>⊗ Never synonymous with <i>clip</i>.</div>
Breech	Portion of the gun's barrel behind the bore. May contain the chamber, where the shell gets ejected	Misfire	When the primer in a cartridge fails to ignite and a bullet does not fire.

	after firing, on some models.		
<b>Buckshot</b>	Ammunition for shotguns that have medium or large pellets that burst when fired. Often used for hunting large animals.	<b>Muzzle</b>	The end of the gun's barrel where the projectile exits the firearm.
<b>Bullet</b>	The metal projectile portion of a cartridge or round that is propelled through a gun's barrel to hit a target.	<b>Neck</b>	The portion of the cartridge casing that grips the bullet.
<b>Casing</b>	The container portion of a cartridge or round that contains the gunpowder, primer, and projectile within the casing unit.	<b>Pistol</b>	Smaller firearms designed so a user can fit and fire it with one hand. (Firing with two hands is often practiced and recommended.) Portable and easily concealed. Synonymous with <i>handgun</i> .
<b>Caliber</b>	The caliber of a gun refers to the diameter of the inside of the gun's barrel measured in fractions of an inch (.45) or millimeters (9 mm). The caliber determines the size of ammunition the gun can fire.	<b>Recoil</b>	The backward momentum or force exerted by a gun as it fires. Synonymous with <i>kick</i> .
<b>Chamber</b>	The portion of the barrel where the cartridge is seated before firing the gun.	<b>Revolver</b>	A pistol or handgun that has a multi-chambered cylinder that rotates to align a cartridge with the gun's barrel before firing.
<b>Choke</b>	Refers to a reduction in diameter at the end of a shotgun barrel to alter the spread of the shot as it leaves the gun.	<b>Rifle</b>	A firearm with a much longer barrel that is fired from the shoulder (a long firearm or long gun). Often used for shooting that requires more precision (e.g., hunting).
<b>Cylinder</b>	The section of a revolver that contains its multiple chambers. Cartridges are loaded directly into the cylinder. Cylinder rotates so each cartridge aligns with the barrel before firing.	<b>Rifling</b>	The spiral pattern of grooves found in a rifle's barrel or bore that creates a spin on the projectile. Stabilizes the bullet and improves accuracy.
<b>Double-Barreled Shotgun</b>	A shotgun with two barrels rather than one. They can be placed side by side or one on top of the other.	<b>Round</b>	A single cartridge or one unit of ammunition.
<b>Dummy</b>	A round of ammunition that is completely inert and has no explosive charge. Often used for training exercises. <div>✗ Not synonymous with <i>blank</i>.</div>	<b>Scope</b>	A tube attached to the top of the firearm that magnifies the target so a shooter can fire accurately from a distance.
<b>Firearm</b>	A rifle, shotgun, or handgun that uses gunpowder as a propellant. Synonymous with <i>gun</i> .	<b>Shells</b>	Another way to reference shotgun ammunition. Slang for leftover round casings.
<b>Firing Pin</b>	The point of metal inside a gun that impacts the primer of a cartridge, discharging the firearm. Found directly behind a chambered cartridge of a hammer-fired gun.	<b>Shotgun</b>	A type of long firearm that fires small groups of pellets or large slugs housed in a shell rather than a single bullet.
<b>Flash Suppressor</b>	Attachment at the end of a gun's barrel that lessens the flash of light as the round exits.	<b>Silencer</b>	An attachment for a gun's barrel that significantly reduces the sound a gun makes when fired. <div>i</div>

			Only by about 20 to 30 decibels. The gun still remains louder than an ambulance siren.
<b>Fouling</b>	A layer of buildup that accumulates in a gun's bore as a result of the firing process. Can interfere with a gun's accuracy if not cleaned regularly.	<b>Trajectory</b>	The arc of the bullet as it exits a gun's muzzle to impact the target.
<b>Gauge</b>	Similar to calibers of handguns and rifles, this term is used to reference the bore size of a shotgun. Examples include: <i>12-gauge</i> , <i>10-gauge</i> .	<b>Trigger</b>	The actual release device of a firearm that initiates its firing sequence. Usually a small, curved lever that is pulled backward with the user's pointer finger.

## External Resources



**Guns & Ammo Twitter:** <https://twitter.com/GunsAndAmmoMag>

**National Shooting Sports Foundation:** <https://www.nssf.org/>

**Smith & Wesson Gunsmarts Video Series:** <https://www.youtube.com/playlist?list=PLI50hdzUoLg6Yav6PcpnE33oJyB62U4wb>

**Popular Firearm Manufacturers:** <https://www.feedough.com/top-20-gun-brands-world/>

**Texas Parks & Wildlife (Hunting):** [🌳 Texas Parks & Wildlife Department: Hunting for Beginners](#)

**Industry Terms:** <https://www.therange702.com/blog/glossary-of-basic-firearm-terms/>

**AP Stylebook on Guns:** [https://apstylebook.com/godaddy-social/ap\\_stylebook/weapons](https://apstylebook.com/godaddy-social/ap_stylebook/weapons)