



#CrossSAFE Social Media Guide

Railway collisions and trespassing incidents in Canada are on the rise, leading to more serious injuries and fatalities. It's time to talk with kids, teens and adults about this serious issue, and how to stay safe from harm in railway areas.

During our 2017-2018 #CrossSAFE campaign, Parachute wants kids, teens and adults to #CrossSAFE - by learning and following safe practices around railway tracks and/or property. We want to get kids and adults alike starting conversations with their friends and peers about rail-related injury prevention. And we can use your support to achieve that. Together, let's change attitudes and help build positive behaviours, which can help save lives!

Who is this guide for?

This guide is for all community leaders and partners who use social media tools, or online communication media in a professional capacity; including, but not limited to, the following: Facebook, Twitter, Instagram, YouTube or blogs.

Follow our lead

Throughout the 2017-2018 #CrossSAFE campaign, Parachute will remain active on all our social media platforms. Follow us and feel free to comment, share, like, re-post and re-tweet our content. We'll make sure to do the same with as many of our partners as possible.

Twitter: www.twitter.com/parachutecanada | @ParachuteCanada
and www.twitter.com/parachuteVZ | @ParachuteVZ

Facebook: www.facebook.com/parachutecanada

Instagram: www.instagram.com/parachutecanada

Use the Hashtag!

Hashtags are the best way to track the activity across social media platforms. We encourage the use of the following hashtags in all social media channels in order to help us gain momentum, as we build a community of support.

Primary Hashtag: #CrossSAFE

Additional Hashtag: #ParachuteVZ

When should you start posting?

Feel free to start as soon as possible. Tweeting and posting about #CrossSAFE helps us boost the number of people we reach, raising awareness about the campaign. When your local event is planned, ensure you start sharing details on social media, and let Parachute know those details as well.

What should you share?

Our #CrossSAFE website will have plenty of information about our campaign, and it's a great link to share on social media. Here's the direct link to our 2017 resources: <http://bit.ly/2xaxMbW> The page will contain free downloadable images and an infographic developed for social media, which you can share freely on your social media channels.

For more content ideas, try including quotes from any local community leaders, promoting local events or uploading pictures that capture key moments throughout the #CrossSAFE campaign.

Quick, relevant facts you can use, to start conversations on your social media platforms:

- Even under emergency braking, a train can take up to 2 km to stop
- Trespassing on railway tracks, yards, tunnels and bridges - which are private property. - could lead to a fine of up to \$50,000
- Trespassing is the leading cause of railway related fatalities and injuries.
- Most incidents occur at crossings equipped with active warning devices
- Trains can overhang the tracks by a meter on each side
- Today's trains are fast and extremely quiet - so being distraction-free near railways is critical
- Virtually all railway crossing collisions and trespass incidents are preventable

Sample Tweets / Facebook Posts

Starting now:

1. It's #BackToSchool time! Refresh your memory with the rail safety basics. Learn more at <http://ht.ly/c8oX30dZ4rf> #CrossSAFE
2. #BackToSchool tip: Smartphones & headphones rock! But they're distraction near railway tracks. Put them away and #CrossSAFE. #walkthisway #ParachuteVZ <http://bit.ly/2wAvSPX>
3. #BackToSchool is a great time to have the rail safety conversation w. your family. You could save their lives. #CrossSAFE <http://bit.ly/2wAvSPX>
4. Great #BackToSchool reminder: Never take a shortcut over rail tracks. Only cross at designated crossings. #CrossSAFE #ParachuteVZ <http://bit.ly/2wAvSPX>

As of October 15th (First Day of National Teen Driver Safety Week):

1. An optical illusion can make it hard to judge how fast and close an approaching train really is. Never try to outrun a train, whether walking, cycling or driving. You will lose. #CrossSAFE. #ParachuteVZ
2. If your drive includes a railway crossing, never try to beat a train - you will lose. #CrossSAFE #ParachuteVZ <http://bit.ly/2wAvSPX>
3. Driving distraction-free includes paying attention to rail crossing signals and obeying them. #CrossSAFE so you can #GetHomeSafe. <http://bit.ly/2wAvSPX>
4. Pay attention! Being distracted at railway crossings puts your life—and the lives of your passengers—in danger. #CrossSAFE #ParachuteVZ <http://bit.ly/2wAvSPX>

November 2017 onward:

1. Pinky-swear on it: Pledge with your #BFF to obey crossing signals and #CrossSAFE! #ParachuteVZ <http://bit.ly/2wAvSPX>
2. How often do railway incidents occur? TOO often! Check out @OpLifesaver to gain awareness. #CrossSAFE #ParachuteVZ <https://www.operationlifesaver.ca>

3. Trains can be quieter than you think, and can change tracks at any time. Never walk or bike in rail yards or on other restricted railway property. #CrossSAFE #ParachuteVZ
4. Most incidents occur at crossings equipped with active warning devices. Obey all warning signs & devices. Stay safe! #CrossSAFE #ParachuteVZ
5. Anytime is train time! Look and listen for trains when approaching a railway crossing. Always be prepared to stop. #CrossSAFE #ParachuteVZ <http://bit.ly/2wAvSPX>
6. NEVER walk, cycle or drive along railway tracks! Stay safe... Stay alive! #CrossSAFE #ParachuteVZ <http://bit.ly/2wAvSPX>
7. Keep your distance. Trains can overhang the tracks by a metre on each side. Stay away. Stay alive! #CrossSAFE <http://bit.ly/2wAvSPX>
8. Be a pedestrian, road and rail safety role model to your child. Teach them to #CrossSAFE! #ParachuteVZ <http://bit.ly/2wAvSPX>
9. Scenic #selfies rock! But a great pic isn't worth your life. Never trespass on railway tracks. #CrossSAFE. <http://bit.ly/2wAvSPX>
10. Children learn by example, so model the right behaviour by following rail safety rules! #CrossSAFE #ParachuteVZ <https://www.operationlifesaver.ca/wp-content/uploads/2012/01/parents-eng.pdf>
11. Railway tracks, yards, tunnels and bridges are private property. If you trespass, you could be fined up to \$50,000. #CrossSAFE #ParachuteVZ
12. Today's trains are fast and quiet. Don't be distracted by cell phones or other devices around railway crossings. #CrossSAFE #ParachuteVZ
13. A train can take up to 2 km to stop! Stay off the tracks, don't be in its path. #CrossSAFE #ParachuteVZ <http://selfie.operationlifesaver.ca/>

Please note:

- Tweets have a maximum character limit of 140, but Facebook posts can be made longer if you wish.
- Images will be available at <http://bit.ly/2hb7rqy> which you can add to the above posts/tweets.

Instagram

Once again, our campaign will be focussed on sharing images on Instagram. Upload pictures of your events and use the hashtag #CrossSAFE. Encourage event participants and local influencers to do the same on their own accounts.

Questions?

Don't forget that we're always here to help. If you have any questions feel free to contact Parachute's social media team by e-mailing Margarita at socialmedia@parachutecanada.org

Together we can Stop the Clock on preventable injuries.

Thank you for joining us.

Sources: See <http://www.parachutecanada.org/programs/item/2428>