



#KidsAndConcussion

PARACHUTE SAFE KIDS WEEK

June 4 to 10, 2018

Social Media Guide

This guide is to help communities and partners use social media to support and promote Parachute Safe Kids Week 2018, a national campaign which aims to raise public awareness of childhood concussion at home, at play and on the road.

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, Snapchat, YouTube or blogs.

As a user, you will have access to social media accounts for your organizations. (e.g. Public Health Units, Schools, Municipalities).

Use hashtags!

Use hashtags in all social media channels in order for us to gain momentum and build a community of support leading up to and during June 4 - June 10, 2018.

Primary Hashtag: #KidsAndConcussion

Secondary Hashtag: #SKW2018

You can also create your own hashtags, but we urge you to use **#KidsAndConcussion** in all posts.

How do we engage?

Follow us and comment, share, like, re-post and re-Tweet relevant content. We'll be doing the same, with as many of you as possible, leading up to and during Safe Kids Week!

Twitter: [@parachutecanada](https://twitter.com/parachutecanada)

Facebook: www.facebook.com/parachutecanada

Instagram: www.instagram.com/parachutecanada

LinkedIn: www.linkedin.com/company/parachute---leaders-in-injury-prevention

Pledge Card activity

There are fun, printable pledge cards available on our [Safe Kids Week 2018 Resources page](#) and we encourage you to use them. Take a photo with your pledge card to show your commitment to learning about #KidsAndConcussion and share it on all of your social media platforms. Be sure to use the hashtag #KidsAndConcussion. It's a great way to spread the word and present the key points of Safe Kids Week. Get creative with your selfies and encourage others to join in.

When should we start posting?

Start posting and Tweeting about Safe Kids Week any time! We want to boost the number of people who are aware of the Parachute Safe Kids Week dates and start engaging your community partners and the public as soon as possible.

We encourage you to try and post an injury prevention item per day during Safe Kids Week: June 4-10, 2018.

What do we share?

Please share the link to Safe Kids Week and any of the information/key messages available there: parachutecanada.org/safekidsweek

We encourage you download and add these easy-to-download Safe Kids Week 2018 [Social Media Images](#) to your posts, to catch your reader's eye.

Other content ideas:

- ◆ Quotes from your community leaders (e.g. Mayor, Safe Community, local emergency worker)
- ◆ Promotion of community events for Safe Kids Week
- ◆ Photos from your events – these should be posted in a time sensitive fashion if possible.

Sample Tweets/Social Media Posts

Below are some sample posts which you can use as Tweets or on other social media channels (Facebook, etc). You're also welcome and encouraged to come up with your own tweets and messages that make most sense for your organization and your community!

Please note that Tweets can only be 280 characters in length. You can also tweet out references to your related materials and website at your organization and connect.

Before the start of Safe Kids Week

- ◆ #safekidsweek runs from June 4 - June 10. Learn about how to keep kids safe. #KidsAndConcussion #SKW2018 www.parachutecanada.org/safekidsweek
- ◆ We're getting ready for @ParachuteCanada #safekidsweek June 4-10. Learn how you can get involved: www.parachutecanada.org/safekidsweek #KidsAndConcussion #SKW2018

- ◆ Join us on [insert date] for a #safekidsweek event at [insert event information]. #KidsAndConcussion #SKW2018

During Safe Kids Week (June 4-10, 2018)

- ◆ Learn to recognize the signs and symptoms of a concussion; it can happen even without a direct hit to the head and without losing consciousness. #KidsAndConcussion #SKW2018 <https://bit.ly/2w01luz>
- ◆ Ensure any child with a possible head injury is checked out by a doctor. Encourage kids to speak up about how they are feeling. #KidsAndConcussion #SKW2018 <https://bit.ly/2w01luz>
- ◆ Did you know? Falls are the top cause of concussion in young children. #KidsAndConcussion #SKW2018 <https://bit.ly/2w01luz>
- ◆ Don't let your child's first roll be off the change table. #KidsAndConcussion #SKW2018 www.parachutecanada.org/safekidsweek
- ◆ Prevent child falls at home by installing window guards and safety gates. Wall-mounted gates must be used at the top of stairs, and wall-mounted or pressure gates can be used at the bottom of stairs. #KidsAndConcussion #SKW2018 www.parachutecanada.org/safekidsweek
- ◆ Avoid baby walkers with wheels: Baby walkers are banned for sale in Canada. Many children have sustained head injuries from falling down stairs in baby walkers. #KidsAndConcussion #SKW2018 <https://bit.ly/2jgPJzo>
- ◆ Prevent child falls by using non-slip mats in high traffic areas such as the kitchen and bathroom. #KidsAndConcussion #SKW2018 www.parachutecanada.org/safekidsweek
- ◆ Head injuries can happen on the road, due to collisions or a fall. Walk with your children: take the time to teach them how to cross the road safely and be a role model. #KidsAndConcussion #SKW2018 www.parachutecanada.org/safekidsweek
- ◆ Encourage children to learn proper sport skills and techniques to protect themselves and others from injury. #KidsAndConcussion #SKW2018 www.parachutecanada.org/safekidsweek
- ◆ Children under age five should play on equipment lower than 1.5 metres (5 feet). #KidsAndConcussion #SKW2018 <https://bit.ly/2w0bixB>
- ◆ Keep your child's head and body protected during car rides. Use the correct car or booster seat on every ride, even short trips close to home. #KidsAndConcussion #SKW2018 www.parachutecanada.org/safekidsweek
- ◆ Head injuries can happen on the road, due to collisions or a fall. "Phones down, heads up when walking." Teach kids to put phones, headphones and other devices down when crossing the street. #KidsAndConcussion #SKW2018 www.parachutecanada.org/safekidsweek
- ◆ Falling off a bike can lead to a concussion. Ensure bikes are properly equipped & adjusted to the recommended height for your child. Inflate tires and check the brakes. #KidsAndConcussion #SKW2018 <https://bit.ly/2rcz3wA>

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- ◆ Wear the right helmet for the activity: Bike helmets for cycling, in-line skating & scootering. Skateboarding helmets or skateboarding & longboarding. A helmet doesn't prevent a concussion but does reduce the risk of other head injuries. #SKW2018
www.parachutecanada.org/safekidsweek
- ◆ Use the 2V1 Rule for helmet fitting to ensure better safety before taking a ride: <https://bit.ly/1eIQkEL> #SKW2018

After Safe Kids Week

- ◆ #safekidsweek has wrapped up, but #InjuryPrevention is important all year long! Visit @parachutecanada for info & tips: www.parachutecanada.org

Other information

What is @?

The @ symbol is used to call out usernames in Tweets. This may also be referred to as a mention.

What is a hashtag?

- ◆ Hashtags (#) allow people to search for tweets that have a common topic.
- ◆ Hashtags are used to categorize important posts, breaking news and relevant topics.
- ◆ Hashtags are all one word or a series of connected words.
- ◆ Hashtags are used in Twitter, Facebook and Instagram.

Ask Our Advice

If you have any questions or need some guidance, please feel free to direct them to Margarita at socialmedia@parachutecanada.org.