

Plan to #HolidaySafely

Find out how at
parachute.ca/HolidaySafely



Social Media Guide

The holiday season, this year more than ever, brings more time at home with family, away from the cold and dark of winter. Lighting a fire, hanging decorations and cooking family favourites can all introduce changes to the home environment that present unique seasonal considerations for the safety of all family members.

This guide is to help communities and partners use social media to support and promote our 2020 Winter Holidays Safety campaign. There's nothing like keeping warm by the fire with your family over the holidays. Make sure everyone can enjoy it safely.

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, Facebook, Twitter, Instagram, Snapchat, YouTube and blogs. As a user, you have access to social media accounts for your organizations (e.g., Public Health Units, schools, municipalities).

Use hashtags!

Primary Hashtag: #HolidaySafely **Secondary Hashtag:** #WarmUpYourHolidays

You can also create your own hashtags, but we urge you to use #HolidaySafely and #WarmUpYourHolidays in all posts.

How do we engage?

Follow us and comment, share, like, re-post and retweet relevant content.

Twitter: @parachutecanada

Facebook: facebook.com/parachutecanada

Instagram: instagram.com/parachutecanada

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

Follow our generous Ontario sponsor, Hydro One, for additional content.

Twitter: @HydroOne

Facebook: facebook.com/HydroOneOfficial/

Instagram: instagram.com/hydrooneofficial/

LinkedIn: linkedin.com/company/hydro-one/

When should we start posting?

Start posting and tweeting at any time! We also encourage you to download these visuals from parachute.ca/holidaysafelyimages and add them to your posts, to catch your readers' eye.

Sample Tweets/Social Media Posts

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

Please note that tweets can only be 280 characters in length (including links). In addition to posting our Winter Holidays Safety materials, you can also tweet out references to your related materials and website at your organization. For each post we have created an image/video for you to use (download them at parachute.ca/holidaysafelyimages).

Together with @HydroOne, we want you to enjoy holiday time with your family household and are providing tips on how to #HolidaySafely this winter season! Learn more at parachute.ca/holidaysafely #WarmUpYourHolidays #TurnSafetyOn



(video)

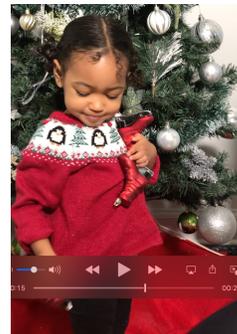
Holiday season brings more time at home with family. This is even more true in 2020 as we observe public-health restrictions to curb the spread of #COVID19 by staying close to home. Learn how to #HolidaySafely parachute.ca/holidaysafely #WarmUpYourHolidays



Lighting a fire, hanging decorations & cooking family favourites can all introduce changes to the home environment that present some seasonal considerations for the safety of all family members. Learn how to #HolidaySafely this winter season! parachute.ca/holidaysafely #WarmUpYourHolidays #TurnSafetyOn



Holiday celebrations this year will be different for many of us. To ensure no-one suffers a preventable injury, there are simple and effective things to remember & to #HolidaySafely at parachute.ca/holidaysafely #WarmUpYourHolidays #TurnSafetyOn



(video)

While we will be staying close to home, for our well-being, we still need to celebrate and enjoy special holiday festivities. We want you to #WarmUpYourHolidays and #HolidaySafely. Learn more parachute.ca/holidaysafely



Celebrate your winter holidays safely! Check out these tips we created together w/ @HydroOne on how to #HolidaySafely this winter season at parachute.ca/holidaysafely #WarmUpYourHolidays #TurnSafetyOn



This holiday season make sure electrical light sources and light-string decorations are in good shape before you put them up. Find more tips on how to #HolidaySafely at parachute.ca/holidaysafely #WarmUpYourHolidays



Use furniture to physically distance children from electrical components such as cords and outlets when you decorate trees and ensure cords don't pose a trip hazard to #HolidaySafely parachute.ca/holidaysafely #TurnSafetyOn



Celebrate your winter holidays safely! Use battery-operated rather than open flame candles. Learn more how to #WarmUpYourHolidays and #HolidaySafely at parachute.ca/holidaysafely #TurnSafetyOn



Make your kitchen a safe place to cook up great memories. Burns and scalds can happen so quickly! For winter holiday safety tips go to parachute.ca/holidaysafely and learn how to #HolidaySafely! #WarmUpYourHolidays #TurnSafetyOn



(video)

Don't wear loose sleeves/dangling scarves near the stove and keep your child safely out of the way when you are cooking to #HolidaySafely. parachute.ca/holidaysafely #TurnSafetyOn



Children are at high risk for burns because their skin is thinner than an adult's skin. Take extra care when drinking hot beverages around young children to #HolidaySafely. parachute.ca/holidaysafely



(video)

Buckle your baby or toddler in their highchair to keep them away from the food preparation area, especially the stove to [HolidaySafely](https://parachute.ca/holidaysafely) at parachute.ca/holidaysafely #WarmUpYourHolidays



Remove decorating choking hazards, especially if there are little children in the household. If you use tree ornaments, choose soft, unbreakable decorations, such as ones made of felt. Learn how to [#HolidaySafely](https://parachute.ca/holidaysafely) at parachute.ca/holidaysafely #WarmUpYourHolidays



Exercise caution when installing lights outdoors: Unsafe ladders, slippery roofs, exposed electrical outlets and power lines around trees can all potentially cause injuries. Learn how to [#HolidaySafely](https://parachute.ca/holidaysafely) at parachute.ca/holidaysafely #WarmUpYourHolidays



Prevent inadvertent poisonings: when kids are making holiday crafts, don't serve food at the same time and make sure little hands are washed after crafts, and before snack-time. More tips on how to [#HolidaySafely](https://parachute.ca/holidaysafely) at parachute.ca/holidaysafely #WarmUpYourHolidays



Prevent falls, indoors and outdoors. Especially if there are seniors in your household, make sure stairs and halls remain well-lit and avoid decorative throw rugs that are trip hazards. More tips on how to #HolidaySafely at parachute.ca/holidaysafely #WarmUpYourHolidays



Make outdoor exercise and activity part of holiday fun: together w/ @HydroOne we provide advice on best clothing and practices to stay warm and #HolidaySafely at parachute.ca/holidaysafely #WarmUpYourHolidays



Test your smoke and CO alarms with the test button at least once per month to ensure they are in good working order to #HolidaySafely. For more tips go to parachute.ca/holidaysafely #WarmUpYourHolidays



Consider not using the fireplace if you have young children or only using it when the children have gone to sleep for the evening. More tips on how to #HolidaySafely at parachute.ca/holidaysafely #WarmUpYourHolidays



Toddlers are curious and active. Put the tree in a room with a safety gate so the child can see, but not touch or consider a small tabletop tree that is beyond a child's grasp. Remember to #HolidaySafely. parachute.ca/holidaysafely #WarmUpYourHolidays



Children should play indoors if the temperature or the wind chill falls below -25°C (-13°F). At this temperature, exposed skin freezes in a few minutes. Learn how to #HolidaySafely at parachute.ca/holidaysafely #WarmUpYourHolidays



#WarmUpYourHolidays! All winter activities require warm, dry clothing. A single pair of socks, either wool or a wool blend is better than cotton, which offers no insulation when wet. For more tips on how to #HolidaySafely got to parachute.ca/holidaysafely



Ask Our Advice

If you have any questions or need some guidance, please feel free to direct them to Margarita at mboichuk@parachute.ca