



May 30 to June 5, 2021  
[parachute.ca/SafeKidsWeek](http://parachute.ca/SafeKidsWeek)



## Social Media Guide

This guide is to help communities and partners use social media to support and promote Parachute Safe Kids Week 2021, an annual awareness campaign designed to bring attention to predictable and preventable injuries in children. This year our messaging will focus on encouraging outdoor play.

### 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!

Use hashtags in all social media channels so we gain momentum and build a community of support leading up to and during Safe Kids Week, **May 30 to June 5, 2021**.

**Primary Hashtag:** #PlaySafeOutdoors

**Secondary Hashtag:** #SKW2021

You can also create your own hashtags, but we urge you to use #PlaySafeOutdoors and #SKW2021 in all posts.

### How do we engage?

Follow us and comment, share, like, re-post and retweet 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

**Facebook:** [www.facebook.com/parachutecanada](http://www.facebook.com/parachutecanada)

**Instagram:** [www.instagram.com/parachutecanada](http://www.instagram.com/parachutecanada)

**LinkedIn:** [www.linkedin.com/company/parachute---leaders-in-injury-prevention](http://www.linkedin.com/company/parachute---leaders-in-injury-prevention)

## When should we start posting?

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

**We encourage you to try and post every day during Safe Kids Week: May 30 to June 5, 2021.**

## What do we share?

Please share the link to Parachute Safe Kids Week and any of the information and key messages available there: [parachute.ca/safekidsweek](http://parachute.ca/safekidsweek)

We encourage you download and add these Safe Kids Week 2021 Social Media Images to your posts, to catch your readers' eye. The images can be downloaded at [parachute.ca/SKWimages](http://parachute.ca/SKWimages)

### Other content ideas:

- Quotes from your community leaders (e.g., Mayor, Safe Community, local emergency services worker)
- Details about digital events and activities for Safe Kids Week

## 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 Parachute Safe Kids Week materials, you can also tweet out references to your organization's related materials and website at your organization. We have images we encourage you to use at [parachute.ca/SKWimages](http://parachute.ca/SKWimages)

## Sample Tweets/Posts to use before the start of Safe Kids Week

- Safe Kids Week runs from May 30 to June 5, 2021. Learn how to support your kids to #PlaySafeOutdoors at [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek) #SKW2021
- We're getting ready for @ParachuteCanada Safe Kids Week May 30 to June 5, 2021. Learn how you can get involved: [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek) #PlaySafeOutdoors #SKW2021
- Join us on [insert date] for a Safe Kids Week virtual event, [insert event details] #PlaySafeOutdoors #SKW2021
- We are excited to take part in Parachute Safe Kids Week, thanks to @ParachuteCanada. Learn more at [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek) #PlaySafeOutdoors #SKW2021
- We're helping parents and caregivers have the confidence to support their kids to #PlaySafeOutdoors. Learn more at [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek) #SKW2021

## Sample Tweets/Posts to use during Safe Kids Week (May 30 to June 5, 2021)

- Active, outdoor play is more important than ever for kids spending more time at home due to COVID-19. Learn more at [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek) #PlaySafeOutdoors #SKW2021
- If your child rides a bike, scooter or skateboard, remember to always make sure they are wearing a helmet and wearing it properly. #PlaySafeOutdoors #SKW2021 [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek)
- DYK? Children are less likely to get injured during outdoor play than organized sports. Learn how you can support your kids to #PlaySafeOutdoors at [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek) #SKW2021
- Match your level of supervision with the risk of the activity and your child's capabilities. Minimal supervision may be needed with activities such as playing in the sand or climbing. More tips at [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek) #PlaySafeOutdoors #SKW2021
- We want kids to #PlaySafeOutdoors and have fun in nature. It's great for your kids to interact with different outdoor elements but always supervise your child when they're near potential hazards such as water. [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek) #SKW2021
- Encourage children and youth to #PlaySafeOutdoors to promote mental health, physical activity and overall wellbeing, especially during the COVID-19 pandemic. [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek) #SKW2021
- If you have a home playground, help your kids #PlaySafeOutdoors by inspecting the playground regularly for signs of wear such as cracks, splintering, or loose bolts. [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek) #SKW2021
- Unstructured play lets kids get creative, follow their interests and have fun, while promoting self-awareness and self-esteem, empathy, and social and emotional learning. Learn more at [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek) #PlaySafeOutdoors #SKW2021
- Letting your child #PlaySafeOutdoors, with all its risks, encourages healthy development and fun. Learn more at [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek) #SKW2021

- Children and youth are struggling to meet healthy movement guidelines during the COVID-19 pandemic. It's more important than ever to encourage your kids to #PlaySafeOutdoors. Learn how at [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek) #SKW2021
- When children spend too much time inside, they miss out on the benefits of unstructured, outdoor play, including emotional, mental, social and physical development. Learn more at [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek) #PlaySafeOutdoors #SKW2021
- With many team sports on hold during COVID-19, now is a great time to encourage your kids to #PlaySafeOutdoors, spending time doing activities they are most interested in, such as walking, wheeling, or general exploration and play. [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek) #SKW2021
- Serious injuries from play are rare and the benefits of supporting your kids to #PlaySafeOutdoors generally far outweigh the risks! [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek) #SKW2021
- Ask yourself, “what is one small thing I can do to encourage my child to increase their outdoor, active play time?” Start with small changes as your comfort level grows. Learn more at [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek) #PlaySafeOutdoors #SKW2021
- Encourage kids to #PlaySafeOutdoors by managing hazards, such as broken railings or unsafe equipment, while letting your child explore risks, such as exploring the woods or climbing a high tree. [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek) #SKW2021
- Active, outdoor play is fun for kids and necessary for healthy development. Learn how to support your children to #PlaySafeOutdoors at [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek) #SKW2021

## Sample Tweets/Posts to use after Safe Kids Week

- Safe Kids Week has wrapped up but #InjuryPrevention is important all year long! Visit @parachutecanada for info & tips: [parachute.ca](https://parachute.ca)
- #SKW2021 was a success! Thanks to @ParachuteCanada for helping us raise awareness about outdoor play.

## Ask Our Advice

If you have any questions or need some guidance, please feel free to direct them to Margarita at [mboichuk@parachute.ca](mailto:mboichuk@parachute.ca)

**For more information, visit [parachute.ca/safekidsweek](https://parachute.ca/safekidsweek)**