

## SOCIAL MEDIA TOOLKIT

The Safe Boating Campaign has a variety of images and infographics to accompany social media posts that are available for use. Please note that specific campaign event social media posts are available in their respective sections. Hashtag #safeboating.

Be sure to follow the Safe Boating Campaign.



### Sample Posts

- Safety isn't optional – always make sure your life jacket fits properly and is in good condition before heading out on the water. #safeboating
- Heading out to enjoy a nice day on the water? Make sure you and your family are prepared with the right style and fit life jackets. #safeboating
- Water safety starts before you are out on the water. Make sure your life jacket is U.S. Coast Guard approved for the activity. #safeboating
- Enjoy the water, but always do so with a life jacket on – they save lives! #safeboating
- Think life jackets aren't for you? Think again. 86 percent of reported drownings occur when the person wasn't wearing a life jacket. #safeboating
- Be a safety hero. Make sure you and your family always wear a life jacket while boating. #safeboating
- Safety starts with you. Make sure you and your friends always have properly fitted life jackets on while enjoying a day on the water. #safeboating
- Enjoy the water, but always do so with a life jacket on – they save lives! #safeboating
- Real boaters wear life jackets. #realboaterswearit #safeboating
- There are many dangers to boating under the influence. Protect your life and others – never BUI! #safeboating