

READY, SET, WEAR IT

Sample Social Media Posts

Social media is a great way to raise awareness of Ready, Set, Wear It Life Jacket events and the importance of always wearing a life jacket while boating. Here are a few sample social media posts. Be sure to follow Safe Boating Campaign on Facebook and Twitter, and we'll follow you back! Remember to use the hashtag #RSWI2021. For more information to support your social media efforts, please visit safeboatingcampaign.com.

Facebook

- Join us for Ready, Set, Wear It Life Jacket event in **LOCATION** on **DATE!** #RSWI2021
Share: Images of people wearing life jackets at safeboatingcampaign.com.
- Life jackets save lives! If a boater is wearing one, their chance of survival from capsizing or falling overboard will dramatically increase. Proud to support @Safe Boating Campaign's Ready, Set, Wear It!
Share: Images of people wearing life jackets at safeboatingcampaign.com.
- Life jackets save lives. #lifejacketsSAVElives #RSWI2021

Twitter

- Help us raise boating safety and join our Ready, Set, Wear It Life Jacket event on **DATE!** #RSWI2021
Share: Images of people wearing life jackets at safeboatingcampaign.com.
- Life jackets save lives! Proud to support @boatingcampaign's #RSWI2021 on **DATE!**
Share: Images of people wearing life jackets at safeboatingcampaign.com.
- #DidYouKnow drowning is the reported cause of death in four out of every five boating fatalities?
#RSWI2021
Share: Images of people wearing life jackets at safeboatingcampaign.com.