



Safe Boating Campaign
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Template: Social Media Posts **2020-2021 Safe Boating Campaign**

Images in the Safe Boating Campaign Fall/Winter Partner Toolkit may accompany these suggested posts. Please tag the Safe Boating Campaign on Facebook, Twitter or Instagram at @boatingcampaign. Suggested hashtags are #safeboating, #realboaterswearit, #likeapro, #recreateresponsibly, and #getoutdoors.

SUGGESTED SEASONAL CONTENT

- Always be prepared for the unexpected – wear a life jacket – and don't only depend on your cell phone for communication.
- Heading out hunting or fishing? A life jacket should be part of your essential gear. Any time you're on the water, wear your life jacket.
- Seasons change, but one look never goes out of style – a life jacket!
- Dress in layers, wear a life jacket, & file a float plan with a friend or loved one staying on shore.
- Remember, it's dark earlier, so plan accordingly.
- Never wear your life jacket under your jacket. Wear it like a pro.
- Even experienced swimmers will experience shock within one minute in frigid water and lose muscle control within 10 minutes.
- Dress properly for the weather, always wear layers, and bring an extra set of clothes in case you get wet. Remember, dress for the water temperature, not the air temperature.
- Recreational boats operating at night are required to display navigation lights between sunset and sunrise.
- A sudden, unexpected fall into cold water causes an involuntary gasp (or torso) reflex. It takes less than one-half cup of water in your lungs to drown.
- It only takes a moment to go overboard – make sure your engine cut-off device is connected. #getconnected #stayconnected



- Most propeller accidents are preventable. Use an engine cut-off device – every time.
- Life jacket, engine cut-off device, VHF radio – we're good to go.
- Real boaters are #gearjunkies – life jacket, engine cut-off device, VHF radio. What else do you always bring boating?
- Always bring at least two communication devices (other than a cell phone) while boating. You don't want to be out of range in an emergency.
- Many PLB's clip to your life jacket – a two for one for #boatingsafety and #realboaters.
- A personal locator beacon is an easy safety device to add to any #realboater's collection – and can mean the difference between being lost and found!
- Boating unprepared can have dangerous consequences. The opposite is also true.
- Propeller facts: a typical three-blade propeller running at 3,200 rpm can inflict 160 impacts in one second. @uscg
- Wear your engine cut-off device and your life jacket at ALL times. If the device is removed from the switch, the engine will shut off. @uscg
- Never reverse your boat to pick someone up out of the water. Go around again. @uscg
- Take a boating safety course. As a boat owner or operator, you are responsible for your safety and the safety of your passengers. Safety starts with YOU! @uscg
- The U.S. Coast Guard strongly recommends that boaters always use the installed cut-off device when operating a boat. If the boat doesn't have one it is recommended that it is installed. Don't launch without it!
- An engine cut-off device is considered an essential safety item.
- There were 171 accidents in which at least one person was struck by a propeller. Collectively, these propeller accidents resulted in 35 deaths and 155 injuries in 2019.
- Timeless tip: Always boat sober.

Create your own social media posts with these cold-water immersion facts at <https://safeboatingcampaign.com/news/cold-water-immersion-facts/>.