

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 #readyssetwearit. 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!** #readyssetwearit
- Life jackets save lives! If a boater is wearing one, their chance of survival from capsizing or falling overboard will dramatically increase. #readyssetwearit
- Life jackets save lives. #lifejacketsSAVElives #readyssetwearit

Twitter

- Help us raise boating safety and join our Ready, Set, Wear It Life Jacket event on **DATE!** #readyssetwearit
- Life jackets save lives! Proud to support @boatingcampaign's #readyssetwearit on **DATE!**
- #DidYouKnow drowning is the reported cause of death in four out of every five boating fatalities? #readyssetwearit