

Social Media Toolkit

Title: Summer Activities in your Community

For use during week 22
Launch Date: 6/01/2020

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

This toolkit contains information and communication tools to be used by local public health agencies on the topic of summer activities and summer safety, mostly geared towards how to stay safe during summer activities. Summer activities may vary based on geography, climate, and individual preference. What is important, however, is for individuals engaging in summer activities to remain safe and minimize risks of injury and health hazards of the summer months. The Centers for Disease Control and Prevention provides guidance for adults and children engaging in summer activities.¹

Popular summer activities include travel, swimming, grilling and eating outdoors, outdoor activities, such as hiking, biking, and climbing, outdoor functions such as concerts and festivals, among many other activities. This presents a number of risks, including sun exposure, insect (mosquito or tick) exposure, food poisoning, dehydration or heat-related injury, or injury from environmental or weather hazards.¹ Children may experience unique hazards during summer activities. They may be more prone to water or swimming-related injuries, as well as sun exposure.²

The information found in this week's toolkit has been obtained from the Centers for Disease Control and Prevention. The National Weather Service also provides resources for summer safety as part of its seasonal safety campaigns, including communications materials to be used by public health agencies.³ Photos, videos, graphics, and captioning are provided, tailored for use on social media platforms, such as Facebook, Twitter, and Instagram. Guidance is provided on how, and with what frequency, to make posts.

Target audience/high-risk subsets

**Describe target audience*

**Describe high-risk or sub-populations, if appropriate*

All individuals should take notice of these precautions and recommendations. Those spending more time outdoors or engaging in summer activities should take particular notice.

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

Some of the activities and risk factors may not apply to all individuals, based on geography or personal preferences.

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

[-Centers for Disease Control and Prevention](#)

[-National Weather Service, Seasonal Safety Campaign](#)

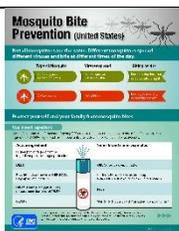
References

- 1) Centers for Disease Control and Prevention. 2020. *CDC'S Eight Tips For Safe And Healthy Summertime Work And Play | CDC Online Newsroom | CDC*. [online] Available at: <<https://www.cdc.gov/media/releases/2019/p0517-eight-tips-healthy-summer.html>> [Accessed 22 April 2020].
- 2) Centers for Disease Control and Prevention. 2020. *Keep Kids Safe This Summer*. [online] Available at: <<https://www.cdc.gov/features/kidssafety/index.html>> [Accessed 22 April 2020].
- 3) Weather.gov. 2020. *Summer Safety*. [online] Available at: <<https://www.weather.gov/wrn/summer-safety>> [Accessed 22 April 2020].

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sterling Shriber, NEOMED																																		
Estimated time used to create	5 hours																																		
Date submitted	4-22-2020																																		
DUE date & TARGET date for release (Monday)	Due: 4-24-2020. Target Release Date: 6/1/2020.																																		
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Dr. Amy Lee, MD</td> <td>5/17/20</td> <td>AL</td> <td>AL</td> <td></td> </tr> <tr> <td>Kim Trowbridge, MPH, MCHES, CHC</td> <td>5/18/2020</td> <td>KT</td> <td>KT</td> <td>KT</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Dr. Amy Lee, MD	5/17/20	AL	AL		Kim Trowbridge, MPH, MCHES, CHC	5/18/2020	KT	KT	KT															
	Reviewer	Date	Format & language (grammar)	Social media content	Public health content																														
	Dr. Amy Lee, MD	5/17/20	AL	AL																															
	Kim Trowbridge, MPH, MCHES, CHC	5/18/2020	KT	KT	KT																														
Approvers Instructions <ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits 																																			
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Reviewer</th> <th style="width: 70%;">Items for review</th> </tr> </thead> <tbody> <tr> <td>Public health content</td> <td>Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.</td> </tr> <tr> <td>Social media content</td> <td>Layout, imaging, length of posts</td> </tr> <tr> <td>Format and language</td> <td>Good grammar, punctuation, format compliant with toolkit guidelines.</td> </tr> </tbody> </table>						Reviewer	Items for review	Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.	Social media content	Layout, imaging, length of posts	Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.																						
Reviewer	Items for review																																		
Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.																																		
Social media content	Layout, imaging, length of posts																																		
Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.																																		
Content recency	All messages in this toolkit were generated in [April/2020] and contain up-to-date information prior to the launch date.																																		
Accuracy	Sources of all data are provided (all credible sources) YES																																		
Social Media Platforms Included	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 25%; background-color: #ffff00;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td style="text-align: center;">5</td> <td style="text-align: center;">6</td> </tr> <tr> <td>Twitter</td> <td style="text-align: center;">10</td> <td style="text-align: center;">11</td> </tr> <tr> <td>Instagram</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td style="text-align: center;">10</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Video (YouTube)</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">0</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">0</td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">0</td> </tr> </tbody> </table>					Platform	Ideal number	In this toolkit	Facebook	5	6	Twitter	10	11	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	0	Print media (e.g. press release)	Optional	0	Other (list): Photos Blog post ideas	Optional	0						
Platform	Ideal number	In this toolkit																																	
Facebook	5	6																																	
Twitter	10	11																																	
Instagram	5	5																																	
Hashtags (for Twitter or Instagram)	10	10																																	
Video (YouTube)	Optional	0																																	
Print media (e.g. press release)	Optional	0																																	
Other (list): Photos Blog post ideas	Optional	0																																	

FACEBOOK

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		https://blogs.cdc.gov/publichealthmatters/files/2013/07/extreme-heat-infographic-final-jpeg.jpg	Spending time outdoors is great during the summer months. But heat can be more dangerous than you might think. Make sure you know how to stay cool outside and when it may be time to go indoors.	4-20-2020	Centers for Disease Control and Prevention
Facebook 2		https://www.upennprc.org/assets/SunProtection-Infographic-May2016.jpg	Outdoor activities during the summer can leave you exposed to sun. Prolonged sun exposure can be harmful. Take steps to protect yourself outdoors this summer!	4-20-2020	Centers for Disease Control and Prevention
Facebook 3		https://www.foodsafety.gov/sites/default/files/2019-05/summer-food-safety-infographic.jpg	Grilling and enjoying food outdoors are great activities to enjoy this summer. Be safe with grill use and food consumption.	4-20-2020	FoodSafety.gov
Facebook 4		https://1.cdn.edl.io/mhOPz5SHOPiey2NG600AtDppKM6eclkRzYXVThdovutR021y.jpg	Spending time outdoors hiking, biking, and camping are great ways to relax and pass the time in the summer months. Just make sure to watch out for mosquitos.	4-20-2020	Centers for Disease Control and Prevention
Facebook 5		https://www.fs.usda.gov/sites/default/files/media_wysiwyg/safety_1.jpg	No matter what you're out there doing this summer, make sure to drink lots of water.	4-20-2020	Centers for Disease Control and Prevention
Facebook 6		https://www.cdc.gov/cpr/readywrigley/documents/15_257720_ready_wrigley_extreme_heat_508.pdf	Ready Wrigley Prepares for Extreme Heat—tips and activities for children safety	5-18-2020	Centers for Disease Control and Prevention

TWEETS

Twitter best practices

- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	Summer is a great time for outdoor activities, such as camping, hiking, and biking. Just make sure to protect yourself from mosquitos. https://bit.ly/2VNEMbD #Summer #SummerActivities
Tweet 2	The summer months are the season for grilling and eating food outdoors in the company of family and friends. Just make sure to observe grill safety and prepare food properly. https://bit.ly/3aAyWjn #GrillSafety
Tweet 3	Summer weather is enjoyable, but it can sometimes put you at risk. When you're spending time outside this summer, make sure to take steps to prevent heat-related injuries. https://bit.ly/2VOMSAD #SunProtection
Tweet 4	Hiking and camping can be great ways to experience the outdoors this summer. Just make sure to take steps to protect yourself from ticks, which can spread dangerous diseases. https://bit.ly/34X8m2m #Mosquitos
Tweet 5	Swimming is a great way to cool off during the summer months and to relax outdoors, especially for kids. Familiarize yourself with how to stay safe and healthy while swimming. https://bit.ly/2Kp3Ct3 #OutdoorSafety
Tweet 6	Summer is a great time for kids and full of activities. Make sure you take steps to keep kids safe during the summer months. https://bit.ly/2Sf0XXp #OutdoorSafety
Tweet 7	There are lots of ways to decompress and relax outdoors this summer. Just make sure not to over-heat or get dehydrated. Know when it's time to grab a water bottle or step into the shade. #StayHydrated
Tweet 8	Enjoy your time outdoors this summer, and hopefully, you don't get rained on. Always be mindful of thunderstorms. It is advisable to head indoors during storms and to be mindful of severe weather alerts in your area. #WeatherSafety
Tweet 9	Enjoy your time during the summer months. Look for ways to spend time outside with family and friends in your community. Stay safe! #SummerActivities
Tweet 10	The summer months are great for travelling. If you're travelling, especially if going out of the country, check the CDC's website to learn of any special risks or precautions you should be aware of before going to your destination. https://bit.ly/2yvE22R #Summer2020
Tweet 11	Never leave your kids in a parked car. Even leaving your windows open is not enough to keep them cool! https://www.cdc.gov/disasters/extremeheat/children.html #SummerSafety

INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		https://health.mil/-/media/Images/MHS/Infographics/Summer-Safety-Campaign_Hydration_July_10.ashx	Summer is a great time to get more exercise and enjoy yourself outdoors. Be sure to always take a bottle of water with you to make sure you stay hydrated.	4-21-2020	United States Military Health System-TriCare
Instagram 2		https://health.mil/-/media/Images/MHS/Infographics/HeatrelatedIllnessesInfographic.ashx	The summer months are a great time to get more exercise and enjoy oneself outdoors. Just make sure to stay hydrated and avoid excessive time in the heat.	4-21-2020	United States Military Health System-TriCare
Instagram 3		https://www.cdc.gov/VitalSigns/zika/images/graphic-b_1185px.jpg	Hiking, biking, and camping are great outdoor activities for this summer. But they can expose you to mosquitos and other bugs that can spread diseases. Take the right steps to protect yourself from mosquitos this summer!	4-21-2020	Centers for Disease Control and Prevention
Instagram 4		https://www.weather.gov/images/wrn/Infographics/protect-all-the-skin-sun-protection-1200x630.jpg	Whatever you're doing outdoors this summer, make sure to protect yourself from sun with items such as sunscreen and sunglasses.	4-21-2020	Centers for Disease Control and Prevention
Instagram 5		https://www.noaa.gov/image_download/2134?itok=Yu4EgtMB	There are lots of great activities that can be enjoyed outdoors this summer. But remember that weather can be dangerous. Know when it's time to go inside.	4-21-2020	National Atmospheric and Oceanic Administration

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#Summer
Hashtag 2	#SummerSafety
Hashtag 3	#OutdoorSafety
Hashtag 4	#SummerActivities
Hashtag 5	#SunProtection
Hashtag 6	#GrillSafety
Hashtag 7	#Mosquitos
Hashtag 8	#StayHydrated
Hashtag 9	#WeatherSafety
Hashtag 10	#Summer2020