

Social Media Toolkit

Title: July 4th Safety

For use during week: 6/29/20-7/5/20

Launch Date: 6/15/20

Introduction

**Describe content of toolkit.*

**Describe background of topic*

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

This toolkit contains 5 Facebook posts, 10 tweets, ten hashtags, and 7 Instagram posts related to July 4th safety.

Fourth of July

Americans celebrate the country's Independence Day each year on July 4th, better known as "The Fourth of July." This holiday is filled with several outdoor activities that include but are not limited to grilling, swimming, spending time with family and friends, and watching fireworks. Since this celebration takes place in the summer, it is also critical to ensure proper hydration and protection from excessive heat.

Fireworks Safety

One of the largest concerns associated with "The Fourth of July" is fireworks safety. Fireworks may cause a number of injuries to the human body, with more than 44% of those injuries being burns.¹ Some additional injuries that may occur include bruises, cuts, and foreign objects in one's eyes.² It is estimated that around July 4th every year, emergency departments across the country see over 250 fireworks-related injuries per day.³ Some common safety tips for fireworks include keeping fireworks away from children and always having an adult present to supervise.¹ Individuals should refrain from buying fireworks packaged in brown paper bags as well, as these could be rather dangerous.¹ Fireworks should not be re-ignited if they do not appear to function properly at first.¹ They should never be pointed at another individuals and should never be placed in containers.¹ At all times, individuals should have at least a bucket of water at hand in case of emergency.¹ Most importantly, individuals should maintain a safe distance from where the fireworks are being set off.²

Additional Safety Precautions

Individuals should also be wary of the warm temperatures around the Fourth of July. They should drink adequate fluids, especially water.⁴ They should also avoid liquids that contain alcohol or excessive sugar, which may cause them to lose fluids.⁴ Sunscreen of SPF of 15 or more is recommended as well as protection with hats and sunglasses.⁴

Picnics also often occur on the Fourth of July. It is recommended that individuals use food thermometers to ensure that food is cooked thoroughly.⁴ They should also avoid leaving food out at room temperature for more than 2 hours duration.⁴ If swimming, adults should always supervise children playing around water.⁴ It is recommended to pay attention to weather forecasts in the event of lightning or strong winds.⁴ Lastly, at night, it is recommended to use insect repellants that contain adequate protection against mosquitoes and other insects.⁴ Long-sleeve shirts and pants are also recommended to help ward off unwanted insects.⁴

Target audience/high-risk subsets

**Describe target audience*

Everybody

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

None

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

N/A

Supporting Campaigns

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

[Centers for Disease Control and Prevention](#)

[Federal Emergency Management Agency](#)

[U.S. Consumer Product Safety Commission](#)

References

¹Fireworks Information. CPSC.gov. <https://www.cpsc.gov/Safety-Education/Safety-Education-Centers/Fireworks>. Published 2020. Accessed April 14, 2020.

²Five Minute Weekly Tip Fireworks - Family Health - CDC. CDC.gov. <https://www.cdc.gov/family/minutes/tips/fireworks/index.htm>. Published 2020. Accessed April 14, 2020.



³The Fourth of July: FEMA Promotes Safety and Preparedness | FEMA.gov. Fema.gov. <https://www.fema.gov/news-release/2018/07/03/fourth-july-fema-promotes-safety-and-preparedness>. Published 2020. Accessed April 14, 2020.


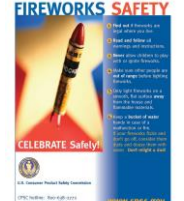

⁴Prevention C. Prepare to be patriotic! | | Blogs | CDC. Blogs.cdc.gov. <https://blogs.cdc.gov/publichealthmatters/2017/06/prepare-to-be-patriotic/>. Published 2020. Accessed April 14, 2020.

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Andrew Turk M4 Student NEOMED																									
Estimated time used to create	7 hours																									
Date submitted	4/14/20																									
DUE date & TARGET date for release (Monday)	For Use During Week: 6/29/20-7/5/20 Launch Date: 6/15/20																									
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>Amy Lee, MD, MPH</td> <td>6/13/20</td> <td>AL</td> <td></td> <td></td> </tr> <tr> <td>Kim Trowbridge, MPH, MCHES, CHC</td> <td>06/12/2020</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> </tbody> </table>	Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee, MD, MPH	6/13/20	AL			Kim Trowbridge, MPH, MCHES, CHC	06/12/2020	KT	KT	KT										
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<p>Approvers Instructions</p> <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>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.																	
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Accuracy	Sources of all data are provided (all credible sources) YES or NO																									
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%;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Twitter</td> <td style="text-align: center;">10</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Instagram</td> <td style="text-align: center;">5</td> <td style="text-align: center;">7</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></td> </tr> <tr> <td>Print media (e.g. press release)</td> <td style="text-align: center;">Optional</td> <td></td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td style="text-align: center;">Optional</td> <td></td> </tr> </tbody> </table>	Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	10	Instagram	5	7	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional		Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional		
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FACEBOOK

<p>Facebook 1</p>	 <p>Enjoy fireworks by letting professionals do the work! Source: https://www.cdc.gov/family/minutes/tips/fireworks/index.htm</p>
<p>Facebook 2</p>	 <p>Protect yourself from the sun in July Source: https://www.cdc.gov/cancer/skin/basic_info/sun-safety.htm</p>

	Infographic	Website	Caption (if provided)	When accessed	Permission
<p>Facebook 1</p>	 <p>#CelebrateSafety</p>	<p>https://www.cpsc.gov/Safety-Education/Safety-Education-Centers/Fireworks</p>	<p>Fireworks and celebrations go together. Remember, fireworks can cause serious burn and eye injuries. Find out how to prevent these injuries.</p>	<p>4/13/20</p>	<p>United States Consumer Product Safety Commission</p>
<p>Facebook 2</p>	 <p>CELEBRATE SAFELY!</p>	<p>https://www.cpsc.gov/safety-education/safety-guides/fuel-lighters-and-fireworks/fireworks-safety</p>	<p>Fireworks Safety</p>	<p>4/13/20</p>	<p>United States Consumer Product Safety Commission</p>
<p>Facebook 3</p>	 <p>Know the Risks. Prevent the Tragedies.</p>	<p>https://www.cpsc.gov/safety-education/safety-guides/fuel-lighters-and-fireworks/sparkler-safety</p>	<p>Sparkler Safety</p>	<p>4/13/20</p>	<p>United States Consumer Product Safety Commission</p>

TWEETS

Tweet 1	Make sure fireworks are legal where you live! #FourthofJuly	Source: FEMA https://www.fema.gov/news-release/2016/06/30/ten-safety-tips-4th-july
Tweet 2	Adults should always watch over firework activities #FireworksSafety	Source: FEMA https://www.fema.gov/news-release/2016/06/30/ten-safety-tips-4th-july
Tweet 3	Never ignite #fireworks in a container #FourthofJulySafety	Source: FEMA https://www.fema.gov/news-release/2016/06/30/ten-safety-tips-4th-july
Tweet 4	Do not re-light fireworks if they don't light the first time!	Source: FEMA https://www.fema.gov/news-release/2016/06/30/ten-safety-tips-4th-july
Tweet 5	Always have water present when lighting #fireworks	Source: FEMA https://www.fema.gov/news-release/2016/06/30/ten-safety-tips-4th-july
Tweet 6	Make sure to #grill with a safe distance from your house and railings	Source: FEMA https://www.fema.gov/news-release/2016/06/30/ten-safety-tips-4th-july
Tweet 7	Leave #fireworks to the pros!	Source: FEMA https://www.fema.gov/news-release/2018/07/03/fourth-july-fema-promotes-safety-and-preparedness
Tweet 8	Do not forget to drink #water on #FourthofJuly	Source: FEMA https://www.fema.gov/news-release/2018/07/03/fourth-july-fema-promotes-safety-and-preparedness
Tweet 9	Keep children and pets at a minimum of three feet way from grills #July4	Source: FEMA https://www.fema.gov/news-release/2018/07/03/fourth-july-fema-promotes-safety-and-preparedness
Tweet 10	Do not buy #fireworks in brown paper bags #FourthofJulySafety	Source: Centers for Disease Control and Prevention https://www.cdc.gov/family/minutes/tips/fireworks/index.htm

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)*

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

<p>Instagram 1</p>		<p>Source: https://www.cdc.gov/family/minutes/tips/swimming/index.htm</p>			
<p>Instagram 2</p>		<p>Source: https://blogs.cdc.gov/publichealthmatters/2015/07/celebrating-the-fourth-of-july-be-healthy-be-prepared/</p>			
<p>Instagram 3</p>		<p>Source: https://blogs.cdc.gov/publichealthmatters/2015/07/celebrating-the-fourth-of-july-be-healthy-be-prepared/</p>			
<p>Instagram 4</p>		<p>Source: https://www.cdc.gov/features/kidssafety/</p>			

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Instagram 1		https://www.cdc.gov/nceh/hearing_loss/toolkit/facebook.html		4/14/20	Centers for Disease Control and Prevention
Instagram 2		https://www.cdc.gov/nceh/hearing_loss/toolkit/facebook.html		4/14/20	Centers for Disease Control and Prevention
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RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#FourthOfJulySafety
Hashtag 2	#FireworkSafety
Hashtag 3	#SummerSafety
Hashtag 4	#FourthOfJuly
Hashtag 5	#IndependenceDaySafety
Hashtag 6	#SwimSafety
Hashtag 7	#GrillSafety
Hashtag 8	#4thofJulySafety
Hashtag 9	#HeatSafety
Hashtag 10	#FourthofJulyFireworks
