

Social Media Toolkit
Title: Swimming Safety
For use during week 7/20/20-7/26/20
Launch Date: 7/6/20

Introduction

**Describe content of toolkit.*

**Describe background of topic*

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

This toolkit contains 8 Facebook posts, 10 tweets, ten hashtags, 5 Instagram posts, and 2 videos related to swimming safety.

Many individuals enjoy the sport of swimming in the context of a sport, social activity, or leisure activity. It is important to review safe swimming guidelines that pertain to individuals of all ages. Unfortunately, approximately 10 people die day every day from cases of unintentional drowning.¹ It is still a major issue in the United States, as the fifth leading cause of unintentional death.¹

Some tips to practice safe swimming include never swimming alone and swimming only in the presence of lifeguards.² Prior to swimming, individuals should always check the pool to make sure that it has been properly inspected and that the pH and water chlorine concentrations are safe.⁴ Individuals are asked to shower and wash their hands prior to swimming in order to minimize contamination of the water.² It is critical for young children to avoid swallowing pool water.² Children should take regular bathroom breaks approximately every hour.² In addition, if children have diarrhea, they should not be allowed to swim in order to prevent diarrhea-causing germs such as *E. coli* and *Cryptosporidium*.³ If changing a baby's diaper, one should remember to do so at a safe distance from the pool in a designated area.²

Older adults should refrain from drinking alcoholic beverages both before and during swimming.² It is also important to remember to dry one's ears out after swimming in order to prevent the development of "swimmer's ear."² Responsible adults should bring along flotation assistance devices for those that require them in order to help ensure safe swimming.⁴ Lastly, adults should remember to use sunscreen with an SPF of 15 or more on themselves and their children.⁴ It is critical to reapply this sunscreen while swimming in order to continue to block both UVA and UVB rays from the sun.⁴ If the proper guidelines are followed, swimming can be a safe and healthy activity.³

Target audience/high-risk subsets

**Describe target audience*

Everybody

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

Children, parents with young children

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

None

Supporting Campaigns

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

[Centers for Disease Control and Prevention](#)

[American Red Cross](#)

[Healthy Children](#)

References

¹Unintentional Drowning: Get the Facts | Home and Recreational Safety | CDC Injury Center. CDC.gov. <https://www.cdc.gov/homeandrecreationalafety/water-safety/waterinjuries-factsheet.html>. Published 2020. Accessed April 20, 2020.

²Five Minute Weekly Tip Swim Safely - Family Health - CDC. CDC.gov.

<https://www.cdc.gov/family/minutes/tips/swimming/index.htm>. Published 2020. Accessed April 20, 2020.

³Healthy and Safe Swimming. CDC.gov. <https://www.cdc.gov/features/healthyswimming/>. Published 2020. Accessed April 20, 2020.



⁴Steps of Healthy Swimming | Healthy Swimming | Healthy Water | CDC. CDC.gov.





<https://www.cdc.gov/healthywater/swimming/swimmers/steps-healthy-swimming.html>. Published 2020. Accessed April 20, 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	4/21/20																												
DUE date & TARGET date for release (Monday)	For use during week 7/6/20-7/12/20 Launch Date: 5/23/20																												
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: 45%;">Reviewer</th> <th style="width: 15%;">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>7/16/2020</td> <td>AL</td> <td>AL</td> <td></td> </tr> <tr> <td>Kim Trowbridge, MPH, MCHES, CHC</td> <td>06/24/2020</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	7/16/2020	AL	AL		Kim Trowbridge, MPH, MCHES, CHC	06/24/2020	KT	KT	KT										
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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 																													
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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: 55%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 30%;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td>5</td> <td>8</td> </tr> <tr> <td>Twitter</td> <td>10</td> <td>10</td> </tr> <tr> <td>Instagram</td> <td>5</td> <td>5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td>10</td> <td>10</td> </tr> <tr> <td>Video (YouTube)</td> <td>Optional</td> <td>2</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td>Optional</td> <td></td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td>Optional</td> <td></td> </tr> </tbody> </table>			Platform	Ideal number	In this toolkit	Facebook	5	8	Twitter	10	10	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	2	Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional			
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FACEBOOK

<p>Facebook 1</p>	 <p>Source: Centers for Disease Control and Prevention https://www.cdc.gov/family/minutes/tips/swimming/index.htm</p>
<p>Facebook 2</p>	 <p>Source: Centers for Disease Control and Prevention https://www.cdc.gov/Features/HealthySwimming/</p>

	Infographic	Website	Caption (if provided)	When accessed	Permission
<p>Facebook 1</p>		<p>https://www.cdc.gov/healthywater/swimming/materials/infographic-inspection.html</p>	<p>“Do your own inspection before you swim.”</p>	<p>4/20/20</p>	<p>Centers for Disease Control and Prevention</p>
<p>Facebook 2</p>		<p>https://www.cdc.gov/healthywater/swimming/materials/infographic-clean-it-up-swimmers.html</p>	<p>“Keep germs out of the water and water out of your mouth.”</p>	<p>4/20/20</p>	<p>Centers for Disease Control and Prevention</p>
<p>Facebook 3</p>		<p>https://www.cdc.gov/healthywater/swimming/materials/infographics.html</p>	<p>“Swallowing water in interactive fountains, splash pads, and spray parks might make you sick.”</p>	<p>4/20/20</p>	<p>Centers for Disease Control and Prevention</p>
<p>Facebook 4</p>		<p>https://www.cdc.gov/healthywater/swimming/pdf/poster-HSS-dont-leave-your-mark.pdf</p>	<p>“Don’t swim or let your kids swim if sick with diarrhea!”</p>	<p>4/20/20</p>	<p>Centers for Disease Control and Prevention</p>

Facebook 5		https://www.cdc.gov/healthywater/pdf/swimming/resources/steps-healthy-swimming508c.pdf	“Follow these easy steps to help keep germs out of the water and stay healthy.”	4/20/20	Centers for Disease Control and Prevention
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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	Never swim alone! #swimsafety	Source: Centers for Disease Control and Prevention https://www.cdc.gov/family/minutes/tips/swimming/index.htm
Tweet 2	Pool water may be contaminated and is never safe to swallow!	Source: Centers for Disease Control and Prevention https://www.cdc.gov/family/minutes/tips/swimming/index.htm
Tweet 3	Make sure to shower your child before taking him or her to the pool #swimsafety	Source: Centers for Disease Control and Prevention https://www.cdc.gov/family/minutes/tips/swimming/index.htm
Tweet 4	It's always a good idea to take your children on hourly bathroom breaks when swimming	Source: Centers for Disease Control and Prevention https://www.cdc.gov/family/minutes/tips/swimming/index.htm
Tweet 5	Don't leave children unsupervised when around pools or bodies of water	Source: Centers for Disease Control and Prevention https://www.cdc.gov/family/minutes/tips/swimming/index.htm
Tweet 6	Don't forget to dry your ears after swimming! #swimmersear	Source: Centers for Disease Control and Prevention https://www.cdc.gov/family/minutes/tips/swimming/index.htm
Tweet 7	It's never a good idea to drink alcohol and swim	Source: Centers for Disease Control and Prevention https://www.cdc.gov/family/minutes/tips/swimming/index.htm
Tweet 8	If you have diarrhea, DO NOT swim	Source: Centers for Disease Control and Prevention https://www.cdc.gov/family/minutes/tips/swimming/index.htm
Tweet 9	If changing a child's diaper at the pool, please do so in an appropriate area and not near the pool	Source: Centers for Disease Control and Prevention https://www.cdc.gov/family/minutes/tips/swimming/index.htm
Tweet 10	It's a good idea to shower for over a minute before going #swimming in a pool	Source: Centers for Disease Control and Prevention https://www.cdc.gov/Features/HealthySwimming/

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://www.cdc.gov/healthywater/pdf/swimming/resources/W-hats-in-your-Cannonball-8x11-508c.pdf	"Keep the germs out of the water and water out of your mouth."	4/20/20	Centers for Disease Control and Prevention
Instagram 2		https://www.cdc.gov/healthywater/pdf/swimming/resources/2013/toilet_poster_pee_8.5X11_508_qr.pdf	"Don't pee in the pool."	4/20/20	Centers for Disease Control and Prevention
Instagram 3		https://www.cdc.gov/healthywater/pdf/swimming/resources/2013/bathtub_poster_pool_water_8.5X11_508_qr.pdf	"Don't swallow the pool water."	4/20/20	Centers for Disease Control and Prevention
Instagram 4		https://www.cdc.gov/healthywater/pdf/swimming/resources/2013/wash_your_hands_8.5X11_508_qr.pdf	"Wash your hands before swimming."	4/20/20	Centers for Disease Control and Prevention
Instagram 5		https://www.cdc.gov/healthywater/pdf/swimming/resources/2013/bathroom_break_8.5X11_508_qr.pdf	"Take frequent bathroom breaks."	4/20/20	Centers for Disease Control and Prevention

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#SwimSafety
Hashtag 2	#SwimmingSafety
Hashtag 3	#PreventDrowning
Hashtag 4	#BeWaterAware
Hashtag 5	#WaterSafety
Hashtag 6	#DrowningPrevention
Hashtag 7	#RespectTheWater
Hashtag 8	#SwimmingLessons
Hashtag 9	#PoolSafety
Hashtag 10	#OceanSafety

VIDEO (OPTIONAL)

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos						
Video #1		https://www.youtube.com/watch?v=QGqDcsmXbf0	“Going for a swim? Learn tips for healthy swimming.” (14:36)	4/21/20	AT	Centers for Disease Control and Prevention
Video #2		https://web.archive.org/web/20150708044651/https://www.youtube.com/embed/5M5XnnxIEtE	“Healthy Swimming Summer” (1:00)	4/21/20	AT	Centers for Disease Control and Prevention