Healthy and Safe Swimming Week
QUICK-GUIDE

Social Media

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to see what they are doing, share their posts, and join in national chats.

One of the easiest ways to find more resources is to search the hashtag for this observance. This can be done on almost all social media networks. Include it in any posts you create.

Please share this Quick-Guide and tag @UMN_MCH!

Hashtag
#HealthySummer
#HealthySwimming
#SwimHealthy

Twitter
@CDCgov

Instagram
@cdcgov

Facebook
- Centers for Disease Control and Prevention (CDC)

YouTube
Centers for Disease Control and Prevention (CDC)

Print, Post, or Share

If available, use logos or other graphics to enhance your posts, emails, or websites. Visuals help catch people's attention and often have higher engagement numbers.

Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.

Sample Tweets/Posts

Every day, about 10 people in the U.S. die from drowning. Get the facts about #drowning and #watersafety here: http://go.usa.gov/4wgJ

Do you think swim diapers will prevent leaks into the pool? Not so fast! They don’t stop germs from getting out. More info here: http://go.usa.gov/cuVZw

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