

## READY, SET, WEAR IT



### Sample Social Media Posts

Social media is a great way to raise awareness of Ready, Set, Wear It Life Jacket World Record 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 #RSWI2019. For more information to support your social media efforts, please visit [safeboatingcampaign.com](http://safeboatingcampaign.com).

### Facebook

- Join us for Ready, Set, Wear It event in **LOCATION** on **DATE!** #RSWI2019  
Share: <http://www.readysetwearit.com/>, images from past events and infographics available.
- Life jackets save lives! If a boater is wearing one, their chance of survival from capsizing or falling overboard will dramatically increase. Proud to support @Safe Boating Campaign's Ready, Set, Wear It!  
Share: <http://www.readysetwearit.com/>, images from past events and infographics available.
- Host a Ready, Set, Wear It event in your community and help raise boating and life jacket safety awareness! #RSWI2019

### Twitter

- Help us raise boating safety and life jacket awareness and join our event on **DATE!** #RSWI2019  
Share: [http://www.readysetwearit.com](http://www.readysetwearit.com/), images from past events and infographics available
- Life jackets save lives! Proud to support @boatingcampaign's #RSWI2019 on **DATE!**  
Share: [http://www.readysetwearit.com](http://www.readysetwearit.com/), images from past events and infographics available
- #DidYouKnow drowning is the reported cause of death in four out of every five boating fatalities?  
#RSWI2019  
Share: <http://www.safeboatingcampaign.com/life-jackets>