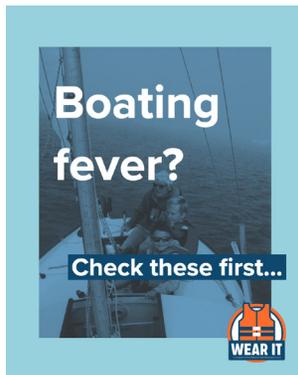


Social Media Overview

Our social media plan is to include five major themes: #TuesdayTip, #FloatFactFriday, #ShowUsYourFloat, #MyWaterSafetyHero, and reposting content from like-minded organizations and vendors. Each category will have at least 6 posts, allowing for over 30 pieces of content to be scheduled over the length of the campaign.

#TuesdayTips

Tuesday Tips include life jacket safety information provided by the Safe Boating Campaign. These tips are accompanied by graphics with headlines that can be repurposed as PSAs or other ads as necessary.



Boating fever?
Check these first...
WEAR IT



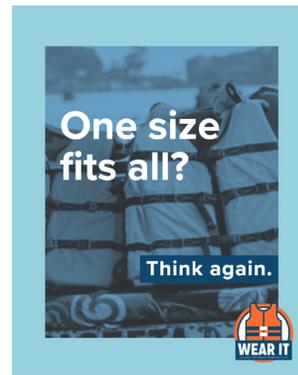
Yes, even he needs a lifevest.
Wear It.
WEAR IT



Let's count...
Numbers matter.
WEAR IT



What's SUP!
WEAR IT



One size fits all?
Think again.
WEAR IT



Fits perfectly
Yes, it's possible.
WEAR IT



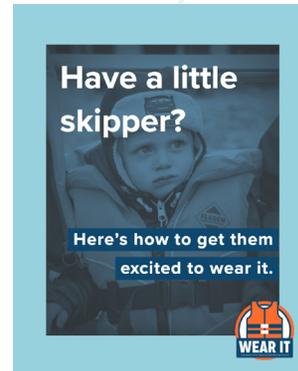
Ready, set, CLEAN!
A how-to for you
WEAR IT



Best of the best
2019's best life jackets
WEAR IT



Can you spot it?
Inflatable Life Vests
WEAR IT



Have a little skipper?
Here's how to get them excited to wear it.
WEAR IT



#TuesdayTips

Tuesday Tips include life jacket safety information provided by the Safe Boating Campaign. These tips are accompanied by graphics with headlines that can be repurposed as PSAs or other ads as necessary.

#TuesdayTip 1

We have boating fever. Do you? While you're prepping your boat for launch, be sure to take a good look at your life jackets. If any of them are torn or have holes, it is time to replace them.

#TuesdayTip 2

If you LOVE Paddle Boarding, but find the life jacket from your boat is too bulky, check out life jackets that are designed specifically for paddling. They have larger openings to allow for your arms to move more freely. No one likes life-jacket rash!

#TuesdayTip 3

Use a mixture of water and liquid laundry detergent with a soft-bristle brush to clean your life jackets. Never use harsh cleaners as they can damage the fabric or the foam of the jacket, making them unusable. Be sure to rinse jackets thoroughly to remove all traces of soap and then line dry.

#TuesdayTip 4

Who let the dogs out (without a life jacket?) Boating with your four-legged friends? Don't let that doggy paddle fool you, your pup needs a jacket too. Here are 10 Tips for Boating with our 4-Legged Friends. <https://www.marinemax.com/connect/lifestyles/10-tips-for-boating-with-your-pets>

#TuesdayTip 5

Need a new life jacket for the kids? Here are tips from the @SeaTowFoundation to properly fit a child in a life jacket. <https://www.seatow.com/BlogList/international/2017/5/-/media/43f4775312d64d379c-7873ba37ae5095.ashx>

#TuesdayTip 6

Do you think life jackets are uncomfortable? Then you've never worn an inflatable Life Jacket - you'll forget you're even wearing it! Check out this list of Inflatable Life Jackets compared by @BoatingMagazine <https://www.boatingmag.com/inflatable-life-jackets-comparison>

#TuesdayTip 7

Life jackets not "one-size-fits-all". Adult life jackets are meant for adults and will not work for children. Be sure to have one jacket per person aboard your vessel with a properly fitting life jacket which fits snugly with no excess room above the openings and the life jacket does not ride up over your chin or face.

#TuesdayTip 8

Boating, Fishing, Kayaking, Oh My! Check out this list for 2019 of the best-reviewed life jackets for Kids, Kayaks, Dogs and Fishing. <https://www.outsidepursuits.com/best-life-jackets/#ftoc-heading-1>

#TuesdayTip 9

Do you know what life jackets you're required to have on board?
ANSWER: The Coast Guard requires you to have one life vest of the correct size for each person on board your boat. This requirement also applies to kayaks and, in most cases, stand up paddle boards. On boats longer than 16', you need to have a throwable device, for example, a cushion, horseshoe, ring buoy or a Lifesling.

#TuesdayTip 10

Do you have a little skipper who doesn't like wearing their life jacket? Get them involved and excited about their jacket! Let your child pick out their own jacket and write their name on it.

#FloatFactFriday

Float Fact Friday gives the audience an understanding of the facts around boating safety and the repercussions of not wearing a life jacket. These facts are taken from the SafeBoatingCampaign.

#FLOATFACTFRIDAY

85%

of recreational boating fatalities are a result of drowning.



#FLOATFACTFRIDAY

12 years

Kids 12 years and under are required to wear a life jacket or vest while on a boat underway.



#FLOATFACTFRIDAY

Only 14%

of deaths occurred on boats where the operator had received boating safety instruction.



#FLOATFACTFRIDAY

100%

Life jackets only work if you use them.



#FLOATFACTFRIDAY

46%

of reported recreational boating accidents occur on open motorboats.



#FLOATFACTFRIDAY

19%

of fatalities on the water where the primary cause was known was due to alcohol consumption.



#FLOATFACTFRIDAY

5.5 DEATHS

per 100,000 registered recreational vessels.*

*Data from 2017



#FLOATFACTFRIDAY

\$46 MILLION

of damage to property as a result of recreational boating accidents occurred in 2017 alone.





#FloatFactFriday

Float Fact Friday gives the audience an understanding of the facts around boating safety and the repercussions of not wearing a life jacket. These facts are taken from the SafeBoatingCampaign.

#floatfactfriday

Approximately 84.5% of those who drowned were not wearing life jackets. Wearing a life jacket and making sure everyone on board is too, is the simplest way to ensure the safety of you and your loved ones.

#floatfactfriday

Children under 13 years of age are required to wear a life jacket when underway unless they are below deck in an enclosed cabin. Be sure to check your local laws as they vary by state.

#floatfactfriday

Life Jackets only work when you wear them.

#floatfactfriday

By just taking a boating safety course, you could save a life. 86% of boating-related deaths occurred on boats where the operator had NOT received boating safety instruction.

#floatfactfriday

Operator inattention, improper lookout, operator inexperience, machinery failure and alcohol use are the top five contributing factors to boating accidents. Alcohol use is the leading known contributing factor in fatal boating accidents. Where the primary cause was known, alcohol was listed as the leading factor in 19 percent of deaths.

#floatfactfriday

Know your state's laws for Life Jacket requirements.
<https://www.boatus.org/life-jacket-loaner/state-requirements/>

#floatfactfriday

When picking out a life jacket for your four-legged friend, be sure to get one with a handle on top. This makes it easy to pull your pet out of the water if needed.

#ShowUsYourFloat

Show us your float allows us to connect with Instagram and Facebook users who have displayed their life jackets in photos. The goal is to show older photos using the #tbt (throwback thursday) tag as well as share newly tagged photos as the campaign is underway. It also allows us to tag popular boating locations for future exposure.





#ShowUsYourFloat

Show us your float allows us to connect with Instagram and Facebook users who have displayed their life jackets in photos. The goal is to show older photos using the #tbt (throwback thursday) tag as well as share newly tagged photos as the campaign is underway. It also allows us to tag popular boating locations for future exposure.

#showusyourfloat

This sweet pup takes his life jacket safety very seriously and you should too! <https://www.instagram.com/p/BwpXozvpgoB/>

#showusyourfloat

Life Jackets don't have to be bulky. Photo credit: onyxoutdoorgear #kayaklife #ShowUsYourFloat #onyxoutdoorgear

#showusyourfloat

#tbt Soaking up summer memories with Brandon. Thanks for keeping this sweet golden boy safe over at Brown's Bank last year. <https://www.instagram.com/p/Bm9UhODAvGM/>

#showusyourfloat

The Crew @BoatinginBoston is ready for summer camp. <https://www.instagram.com/boatinginboston/>

#showusyourfloat

Starting them young! Way to go @prats2007 for wearing those life vests. https://www.instagram.com/p/Bkgoexlhluv/?utm_source=ig_web_copy_link

#showusyourfloat

Making fun on the water for ALL. Thanks @capeableaccessible for being safe on the water while allowing EVERYONE to enjoy the beauty of Cape Cod. https://www.instagram.com/p/BXOxkkBnpm5/?utm_source=ig_web_copy_link





Are you a water safety hero? We need YOUR ideas!

You wear your life jacket EVERY time you're on the water. And you tell your grown-ups (and pets!) how important it is to follow the rules of the water.

Now, we need your ideas for a super special project to keep others safe when they're on the water. **Will you help us?**

With your creativity, we'll design a NEW superhero to help other kids be safe on the water. What would your superhero look like? What would his or her name be?

Get your grown-up to help you take a picture of your drawing and post it on social media using the hashtag **#mywatersafetyhero**.

Enter your photos by **INSERT DATE**. One lucky drawing will be chosen to represent Wear It Massachusetts as the official water safety super hero!



DID YOU KNOW?

Kids 12 years old and under are required to wear a life jacket or life vest while on a boat.

HEY KIDS!

Take the pledge to wear your life jacket every time you're on the water: bit.ly/safeboatingMA



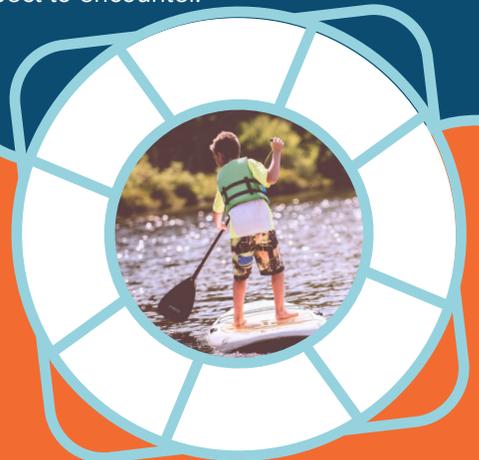
TRY IT ON!

Today's life jackets come in a variety of shapes, sizes, colors and materials. No matter which life jacket you choose, be sure it's right for you, your planned activities and the water conditions you expect to encounter.



Show us your float!

Find us on Facebook, Instagram and Twitter at **USCGAUXMA** and tag your shots **#wearitma**.





Get your grown-up to help you take a picture of your drawing and post it on social media using the hashtag below. Make sure to tag **USCGAUXMA!**

Enter your photos by **INSERT DATE**. One lucky drawing will be chosen to represent Wear It Massachusetts as the official water safety super hero!

#mywatersafetyhero

