



Social Media Guide for #ParachuteNIPD 2020

This guide is to help communities and partners use social media to support and promote Parachute's National Injury Prevention Day.

Who is this guide for?

This guide is for all community leaders and partners who use social media tools or online communication media in a professional capacity, including, but not limited to, the following: Facebook, Twitter, Instagram, LinkedIn, YouTube or blogs.

Use Hashtags!

Use hashtags in all social media channels in order for us to gain momentum and build a community of support leading up to July 6th, during, and after.

Primary Hashtag: #ParachuteNIPD

Secondary Hashtag: #TurnSafetyOn

You can also create your own hashtags, but we urge you to use #ParachuteNIPD in all posts.

How do we engage?

Follow us and comment, share, like and re-post relevant content. We'll be doing the same, with as many of you as possible, leading up to, during and after #ParachuteNIPD!

When should we start posting?

Start posting and Tweeting about #ParachuteNIPD any time! We want to boost the number of people who are aware of Parachute's National Injury Prevention Day and start engaging your community partners and the public as soon as possible.

Other content ideas:

Quotes from your community leaders (e.g. Mayor, Safe Community, local emergency worker)

Sample Tweets

Below are some sample Tweets that you can use on your channels. You're also welcome and encouraged to come up with your own tweets and messages that make most sense for your organization and your community.

Please note that tweet can only be 280 characters in length. You can also tweet out references to your own related materials and website at your organization connect.

Before the date of #ParachuteNIPD

DYK that injury is the #1 cause of death of Canadians ages 1 to 34? Or that injury costs the Canadian economy \$27 billion a year? Learn more about #ParachuteNIPD at parachute.ca/nipd & spread the word about injury prevention.

Preventable injury kills more Canadian children than any disease, and more youth than all other causes combined. On July 6, 2020 landmarks across Canada will be lit up in Parachute green to support #ParachuteNIPD! More: parachute.ca/nipd

Excited to participate in #ParachuteNIPD to shine the light on predictable and preventable injuries! #TurnSafetyOn parachute.ca/nipd

National Injury Prevention day is taking place on July 6th. @parachutecanada is working toward an injury-free Canada! #TurnSafetyOn parachute.ca/nipd

Join the conversation using #ParachuteNIPD and #TurnSafetyOn to help @parachutecanada spread the word about injury prevention. parachute.ca/nipd

On July 6, 2020, major landmarks across Canada will be lit up in Parachute green to support National Injury Prevention Day! #ParachuteNIPD #TurnSafetyOn parachute.ca/nipd

Most injuries are predictable and preventable: We need your help spreading our information on preventing serious injuries on the road, at home and at play. Learn more at parachute.ca/nipd & join the conversation using #ParachuteNIPD

On July 6, 2020 - #ParachuteNIPD

Halifax, NS, Halifax City Hall – @hfxgov

Halifax City Hall will light up in Parachute ‘green’ to celebrate National Injury Prevention Day! #ParachuteNIPD #TurnSafetyOn

Toronto, Ontario, 3-D Toronto Sign – @TorontoComms (City of Toronto)

Toronto Sign shines Parachute ‘green’ for National Injury Prevention Day #ParachuteNIPD. Let’s reach an injury-free Canada! #ParachuteNIPD #TurnSafetyOn

Niagara Falls, ON, Niagara Falls – @NiagaraFalls (Niagara Falls Canada)

Niagara Falls lights up Parachute ‘green’ in honour of National Injury Prevention Day! Help spread the word! #ParachuteNIPD #TurnSafetyOn

Vancouver, BC, Vancouver City Hall – @CityofVancouver (City of Vancouver)

Vancouver City Hall celebrates National Injury Prevention Day by shining Parachute ‘green’. Let’s stop preventable injuries! #ParachuteNIPD #TurnSafetyOn

Kingston, Ontario, Kingston City Hall – @cityofkingston (City of Kingston)

Kingston City Hall will light up Parachute 'green' to celebrate National Injury Prevention Day!
#ParachuteNIPD #TurnSafetyOn

Vancouver, BC, Science World at TELUS World of Science – @scienceworldca

Science World lights up Parachute 'green' to honour National Injury Prevention Day. Let's raise awareness on injury prevention! #ParachuteNIPD #TurnSafetyOn

Victoria, BC, BC Parliament Building – @victoriavisitor

BC Parliament Building shines Parachute 'green' tonight to celebrate National Injury Prevention Day. Take action and stop preventable injuries! #ParachuteNIPD #TurnSafetyOn

Vancouver, BC, Canada Place Sails of Light - @CanadaPlace

Canada Place Sails of Light will participate in #ParachuteNIPD to shine the light on predictable and preventable injuries! #TurnSafetyOn

Whistler, BC, Fitzsimmons Creek Bridge - @RMWhistler

Fitzsimmons Creek Bridge celebrates National Injury Prevention Day by shining Parachute 'green'. Let's stop preventable injuries! #ParachuteNIPD #TurnSafetyOn

Toronto, Ontario, Ryerson Image Centre - @RICgallery

Ryerson Image Centre will light up in Parachute 'green' to celebrate National Injury Prevention Day! #ParachuteNIPD #TurnSafetyOn

Maple Ridge, BC, Maple Ridge City Hall - @YourMapleRidge

Maple Ridge City Hall lights up Parachute 'green' in honour of National Injury Prevention Day! Help spread the word! #ParachuteNIPD #TurnSafetyOn

Post #ParachuteNIPD

#ParachuteNIPD has wrapped up, but #InjuryPrevention is important all year long! Visit @parachutecanada for info & tips: parachute.ca

Images

While we haven't used any images in these sample posts, we encourage you take photos of the Canadian landmarks lit up and share them in your posts. Link to the #ParachuteNIPD 2019 image gallery: parachute.ca/lightupcanada

Glossary

What is @?

The @ symbol is used to call out usernames in Tweets. This may also be referred to as a mention.

What is a hashtag?

Hashtags (#) allow people to search for tweets that have a common topic and categorize important posts, breaking news and relevant topics.

#ParachuteNIPD Lighting Schedule (as of June 1, 2020)

Landmark	Location	Time
Charlottetown City Hall	Charlottetown, P.E.I	Sunset
Halifax City Hall	Halifax, NS	Sunset
Joan Harriss Cruise Pavilion - The Big Fiddle	Port of Sydney, NS	Sunset
St. John's City Hall	St. John's, NL	Sunset
La Grande roue de Montreal	Montreal, QC	Sunset
Kingston City Hall	Kingston, ON	Sunset
Niagara Falls	Niagara Falls, ON	10 pm – 10:15 pm

Landmark	Location	Time
3D Toronto Sign	Toronto, ON	Sunset
Toronto City Hall	Toronto, ON	Sunset
Ryerson Image Centre	Toronto, ON	Sunset
Grand River Pedestrian Bridge	Cambridge, ON	Sunset
3D Cambridge sign	Cambridge, ON	Sunset
3D Hamilton Sign	Hamilton, ON	Sunset
Hamilton City Hall	Hamilton, ON	Sunset
Fountain at the Forks	London, ON	Sunset
JA Taylor Building	London, ON	Sunset
London City Hall	London, ON	Sunset
Canada Life (London Life) Building	London, ON	Sunset
Sifton Properties on Dufferin	London, ON	Sunset
Calgary Tower	Calgary, AB	Sunset
High Level Bridge	Edmonton, AB	Sunset
Maple Ridge City Hall	Maple Ridge, BC	Sunset
Port Coquitlam City Hall	Port Coquitlam, BC	Sunset
Canada Place Sails of Light	Vancouver, BC	Sunset
Science World at TELUS World of Science	Vancouver, BC	Sunset
Vancouver City Hall	Vancouver, BC	Sunset
Fitzsimmons Creek Bridge	Whistler, BC	Sunset
BC Parliament Building (Ceremonial Entrance and Front Fountain)	Victoria, BC	Sunset

Ask Our Advice

If you have any questions or need some guidance, please feel free to direct them to Margarita at socialmedia@parachute.ca