

# **Social Media Guide**

## **Heatstroke Prevention**

**April 2013**



## Social Media Guide - Heatstroke

This guide provides suggested tweets and Facebook postings to raise awareness about heatstroke prevention and how to respond to an incident in your community. When we launch our awareness campaign in late May, a campaign guide will be available to our partners.

### Suggested Tweets

#### Safety Tips

- In just 10 minutes a car's temperature can increase by 19 degrees – and it continues to rise #heatstroke <https://www.youtube.com/watch?v=b3NFfWlfj24>
- 10 minutes is all the time it takes for a car to reach deadly temperatures w/ a child locked inside. [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke) Pls RT
- Forgetting a child in a car, which parents think is impossible, actually happens and results in about 38 deaths a year [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke)
- Tip: Lock all vehicle doors and trunk after everyone has exited the vehicle – especially at home [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke) #heatstroke
- Every year, children die alone in hot cars from heatstroke. This year doesn't have to be one! [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke)
- More than half of the reported heatstroke deaths occurred when a distracted caregiver forgot their child was in the car [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke)
- We can cut down the number of heatstroke deaths and near-misses by remembering to ACT! Find out how [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke)
- Even on a mild day, the sun can turn the car into a convection oven – a dangerous place for a child! [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke)
- Remember to never leave your child alone in a car – even for a minute! Please RT [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke) #heatstroke
- Help us spread the word on #heatstroke! Please share and RT [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke)
- What to do if you see a child in a hot car? Dial 911 immediately! EMS professionals are trained to determine if a child is in trouble - [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke).

#### Incident

- A near-miss - Never Leave Your Child Alone in a Car. A near miss happened here in (your city or state). Read about it: (link to article or news story).
- A tragedy - Never Leave Your Child Alone in a Car. A tragedy happened here in (your city or state). Read about it: (link to article or news story). Please take a minute to review and share these important tips on how prevent heatstroke - [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke).
- Follow up - What to do if you see a child in a hot car? Dial 911 immediately! EMS professionals are trained to determine if a child is in trouble - [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke).

#### Badge of Courage

- Nominate someone in your community for Safe Kids Buckle Up Badge of Courage award [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke)



- Do you know someone in your community who took action to save a child from #heatstroke? Nominate that person today! [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke)
- We would like to recognize brave individuals who took the time to call 911 when a child was left in a hot car! [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke)

### Twitter Tips

- Suggested Hashtags: **#heatstroke**  
Shortcut URLs: **Use bitly to create shortcut URLs for your tweets - <http://bit.ly/>**

### Suggested Facebook Postings

Here are some suggested posts that you can use to raise awareness about heatstroke prevention in your community using your Facebook page.

### Wall Posts

- With the approach of summer, we want to remind parents it's extremely dangerous to leave children alone in cars, especially on hot summer days! Please share this with you friends - [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke).
- What to do if you see a child in a hot car? Dial 911 immediately! EMS professionals are trained to determine if a child is in trouble - [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke).
- Did you know that a child's body heats up 3 to 5 times faster than an adult's? Remember to never leave your kids alone in a car - [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke).
- Sadly, hundreds of children have died from heatstroke after a parent or caregiver mistakenly left them behind. Help us spread the word! [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke)

### Questions

- How long does it take for a car to heat up 20 degrees?
- Answer: Only 10 minutes

### Responding to an Incident

- A near-miss - Never Leave Your Child Alone in a Car. A near miss happened here in (your city or state). Read about it: (link to article or news story).
- A tragedy - Never Leave Your Child Alone in a Car. A tragedy happened here in (your city or state). Read about it: (link to article or news story).
- Follow up – Please take a minute to review and share these important tips on how prevent heatstroke - [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke).
- Follow up - What to do if you see a child in a hot car? Dial 911 immediately! EMS professionals are trained to determine if a child is in trouble - [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke).

### More Information

Contact Julie Kenneally, Public Relations Associate, for more information at 202-662-4472 or [Jkenneally@safekids.org](mailto:Jkenneally@safekids.org)

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