

LIFESAVING SOCIETY

## National Drowning Prevention Week – July 16-22, 2017

Social Media Hashtags

May 2017

Hashtags are commonly used across social media platforms to identify keywords. Because hashtags are also links, the topics they cover are searchable on platforms like Twitter, Instagram, and Facebook. Hashtags are composed by a hash mark, followed by a word or phrase with no spaces. For example: **#drowningprevention**.

Searching for a specific hashtag on Twitter or Facebook would list all public tweets or posts that include this hashtag. If a user's profile is private, only his or her followers or subscribers would be able to see content that includes a hashtag.

Many Lifesaving Society Branches have used hashtags for National Drowning Prevention Week (NDPW) for years. In keeping with practice, this year's NDPW hashtags are:

**#NDPW2017** (English)

**#SNPN2017** (French)

Branches and Affiliate Members are encouraged to use these hashtags on all social media posts about events and initiatives during NDPW. Whenever possible, both the English and French hashtag should be used to encourage the sharing of NDPW events and messages among all provinces and territories.

Other hashtags that could be used during NDPW include, but are not limited to:

- #drowningprevention
- #lifejackets / #lifejacket
- #drowning
- #drowningstats
- #preventionnoyade
- #giletssauvetage #giletsauvetage
- #noyade
- #statsnoyade

Finally, Branches and Affiliate Members are encouraged to mention specific Lifesaving Society Branches that have social media accounts in their tweets or posts. Mentioning a Lifesaving Society Branch will ensure that someone at the Lifesaving Society will see the post, enabling that person to retweet, like, or share the content.