

WEAR YOUR LIFE JACKET TO WORK DAY



Sample Social Media Posts

Social media is a great way to raise awareness of Wear Your Life Jacket to Work Day and share life jacket and boating safety information. Be sure to follow the Safe Boating Campaign on Facebook, Twitter and Instagram, and we'll follow you back! Follow us on social media and find more boating safety information at safeboatingcampaign.com.

Here are a few sample social media posts. Be sure to share an image with the post, such as employee(s) wearing life jacket(s) or past event photos, or share the campaign website. Remember to use the hashtags [#lifejacket2work](#) and [#safeboating](#).

Facebook or Instagram

- Join organizations and individuals around the world – and wear your [#lifejacket2work](#) on May 17 to promote boating safety!
- Join us at one of our Safe Boating Campaign events and win a prize.
- Life jackets save lives! If a boater is wearing one, their chance of survival from capsizing or a fall overboard will dramatically increase.
- Don't just store a life jacket for a "what-if" situation, always wear a life jacket while boating – or to work. [#lifejacket2work](#) [#safeboating](#)
- Did you know drowning is the reported cause of death in four out of every five boating fatalities? [#lifejacket2work](#)
- Celebrate the 2019 launch of the Safe Boating Campaign by wearing your life jacket to work today! Life jackets save boaters' lives.
- Raise your hand if you wore your life jacket to work today – we did! Share your photo with [#lifejacket2work](#).
- Safety isn't optional – help raise life jacket awareness [#lifejacket2work](#).
- Be a safety hero. Wear your life jacket to work and share why safety matters to you [#lifejacket2work](#).
- Who says life jackets aren't stylish? I wear mine to work! [#lifejacket2work](#)
- Float the idea of safety to your boating friends and colleagues by wearing your life jacket to work today! [#lifejacket2work](#)

Twitter

- Join us for Wear Your Life Jacket to Work Day on May 17! [#lifejacket2work](#) [#safeboating](#)
- Life jackets save lives! Wear your [#lifejacket2work](#) to raise awareness of May 17.
- [#DidYouKnow](#) drowning is the reported cause of death in four out of every five boating fatalities? [#lifejacket2work](#)

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- Celebrating the @boatingcampaign by wearing our life jackets to work! Life jackets save boaters' lives.
- Raise your hand if you wore your #lifejacket2work today – we did! Share your photo with #lifejacket2work.
- Safety isn't optional – help raise life jacket awareness. #lifejacket2work
- Be a safety hero. Wear your life jacket to work and share why safety matters to you. #lifejacket2work
- Who says life jackets aren't stylish? I wear mine to work! #lifejacket2work
- Float the idea of safety to your boating friends and colleagues by wearing your life jacket to work today! #lifejacket2work

