LIFESAVING SOCIETY

National Drowning Prevention Week – July 18-24, 2021

Social Media Hashtags

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 using the number or pound sign, followed by a word or phrase with no spaces. For example: ***#drowningprevention***.

Searching for a specific hashtag on Twitter, Instagram 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.

Hashtags for Instagram can be incorporated in a number of ways:

- include in the first comment of your own post,
- as a single paragraph at the bottom of your post separated by either a space or a bullet (•), or
- embed the hashtag directly into the post (e.g 'July 18-24 is #NDPW2021').

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

#NDPW2021 (English)   **#SNPN2021** (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
- #drowningispreventable
- #drowning
- #drowningstats

- #preventionnoyade
- #EviterLaNoyade
- #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.