

# Fall Prevention Month Social Media Guide



This guide is to help communities and partners use social media to support and promote Fall Prevention in Adults during Fall Prevention month in November. The aim is to raise public awareness of falls and how to prevent them.

## Who is this guide for?

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

## Step 1: Follow Fall Prevention Month on Twitter!

Find us at: [@fallpreventCA](https://twitter.com/fallpreventCA)

Follow up and comment, share, like, repost and re-tweet relevant content. Find out what other community leaders and partners are doing for Fall Prevention Month.

## Step 2: Start tweeting!

### Use hashtags!

Use hashtags in your social media channels to build a community of support and raise awareness about fall prevention leading up to and during Fall Prevention Month!

**Primary Hashtag:** #PreventFalls2018

Feel free to create your own hashtags, but we encourage you to use **#PreventFalls2018** in all posts. Together we can make our voices stronger and raise awareness about fall prevention. Try out these sample tweets during Fall Prevention Month!

## Sample Tweets/Social Media Posts

Below are some sample posts which you can use as Tweets or on other social media channels (e.g. Facebook etc.), or you can come up with your own tweets and messages that makes the most sense to your organization and your community (e.g. references to related materials and websites at your organizations etc.).

**Feel free to use these tweets before, during and after the month of November!**

November is Fall Prevention Month. Join the movement! #PreventFalls2018 #FallPrevention  
<http://fallpreventionmonth.ca/>

It takes a community to prevent a fall. We all have a role to play. #PreventFalls2018 #FallPrevention

Falls are the leading cause of injury among older adult Canadians. 20-30% of seniors experience 1+ falls each year. #PreventFalls2018

Over 1/3 of seniors who are hospitalized for a fall are discharged to long-term care. #FallPrevention #KeepSeniorsAtHome #PreventFalls2018

Know an older adult who has fallen? Take action to prevent it from happening again. #PreventFalls2018  
<http://fallpreventionmonth.ca/>

Falls account for 85% of injury-related hospitalizations among seniors. Let's take action to prevent them!  
#FallPrevention #PreventFalls2018

Join us for [insert event name] on [insert event date] and help us #PreventFalls2018

Attention health professionals! Check out these resources to support your work in #FallPrevention.  
<http://fallpreventionmonth.ca/toolkit/practitioner-resources>

Approximately 1 in 3 people over the age of 65 are likely to fall at least once each year  
#PreventFalls2018 <http://fallpreventionmonth.ca/>

Looking for fall prevention resources for older adults? Check:  
<http://fallpreventionmonth.ca/toolkit/information-for-older-adults-and-caregivers> #PreventFalls2018

The average Canadian senior stays in hospital 10 days longer for falls than for any other cause.  
#PreventFalls2018

### **Step 3: If you have an active Facebook page, please share resources from the Fall Prevention Month toolkit!**

Please also like Fall Prevention Month's Facebook page (<https://www.facebook.com/Fall-Prevention-Month-183394712380665/>) and share any events that interest you from the calendar (<http://fallpreventionmonth.ca/events/calendar>)

### **Step 4: Start sharing!**

Start sharing fall prevention related posts to your friends and family on Facebook when they show up on your timeline! Use the hashtag **#PreventFalls2018** in your posts spread the word!

### **Step 5: Get creative!**

Get creative with your own tweets and posts! If you can, use images and/or videos in your posts – your followers will be more likely to take a look.

Here are some ideas of the type of content you'll want to share:

- The Fall Prevention Month website! <http://fallpreventionmonth.ca/>
- The Fall Prevention Month key message: “It takes a community to prevent a fall. We all have a role to play.”
- The hashtag: **#PreventFalls2018**.
- The updated toolkit <http://fallpreventionmonth.ca/toolkit>
- Individual resources from the toolkit
- Fall prevention events and activities from your organization or community
- Photos of your organization or community in action!

## Step 6: Consider following our partner organizations

Many of the Fall Prevention Month partner organizations are on Twitter and Facebook. Stay connected about the latest Fall Prevention Month news by following their accounts.

### **Canadian Patient Safety Institute**

@Patient\_Safety

[www.facebook.com/PatientSafety](http://www.facebook.com/PatientSafety)

### **Finding Balance Alberta**

@StopFalls

<https://facebook.com/stopinjury>

### **Ontario Neurotrauma Foundation**

@OntNeurotrauma

### **Osteoporosis Canada**

@OsteoporosisCA

[www.facebook.com/osteoporosis.canada.5](http://www.facebook.com/osteoporosis.canada.5)

### **Parachute**

@parachutecanada

[www.facebook.com/parachutecanada](http://www.facebook.com/parachutecanada)

### **Public Health Agency of Canada**

@PHAC\_GC

<https://www.facebook.com/Public-Health-Agency-of-Canada-10860597051/>

### **Registered Nurses' Association of Ontario**

@RNAO

[www.facebook.com/RNAOHomeOffice](http://www.facebook.com/RNAOHomeOffice)

### **Saskatchewan Health Authority**

@SaskHealth

<http://www.facebook.com/saskhealthauthority>

### **Toronto Rehabilitation Institute**

@TorontoRehab

[www.facebook.com/TorontoRehab](http://www.facebook.com/TorontoRehab)