



Social Media Guide

This guide is to help communities and partners use social media to support and promote #CheckforPoisons, an awareness campaign to draw attention to the importance of keeping potential poisons locked up high, out of sight and out of reach of children. With everyone doing their part and practicing social distancing, there are many parents at home with children right now. It's important to ensure children have a safe environment to explore in at home.

Who is this guide for?

This guide is for all community leaders and partners who use social media tools or online communication media in a professional capacity, including, but not limited to, Facebook, Twitter, Instagram, Snapchat, YouTube and blogs. As a user, you have access to social media accounts for your organizations (e.g., Public Health Units, schools, municipalities).

Use hashtags!

Hashtag: #CheckForPoisons

You can also create your own hashtags, but we urge you to use #CheckForPoisons in all posts.

How do we engage?

Follow us and comment, share, like, re-post and retweet relevant content. We'll be doing the same, with as many of you as possible.

Twitter: @parachutecanada

Facebook: www.facebook.com/parachutecanada

Instagram: www.instagram.com/parachutecanada

LinkedIn: www.linkedin.com/company/parachute---leaders-in-injury-prevention

Follow our generous Ontario sponsor, Hydro One, for additional #CheckForPoisons content!

Twitter: @HydroOne

Facebook: www.facebook.com/HydroOneOfficial/

Instagram: www.instagram.com/hydrooneofficial/

LinkedIn: www.linkedin.com/company/hydro-one/

When should we start posting?

Start posting and tweeting at any time! We want to boost the number of people who are aware of the #CheckForPoisons campaign and resources, which officially launches April 27 and runs to May 15, 2020. You can start engaging your community partners and the public as soon as possible.

What do we share?

Please share the link to our poisoning page, where you will find #CheckForPoisons information and resources: parachute.ca/poisoning.

We encourage you download these Social Media Images from parachute.ca/CFPimages and add them to your posts, to catch your readers' eye.

Sample Tweets/Social Media Posts

Below are sample posts you can use as tweets or as posts on other social media channels (Facebook, Instagram). You are also welcome and encouraged to come up with your own tweets and messages that make sense for your organization and your community.

Please note that tweets can only be 280 characters in length (including links). In addition to posting #CheckForPoisons materials, you can also tweet out references to your related materials and website at your organization.

While we all practise social distancing and have our kids at home with us, learn how to prevent unintentional poisoning at parachute.ca/poisoning #CheckForPoisons



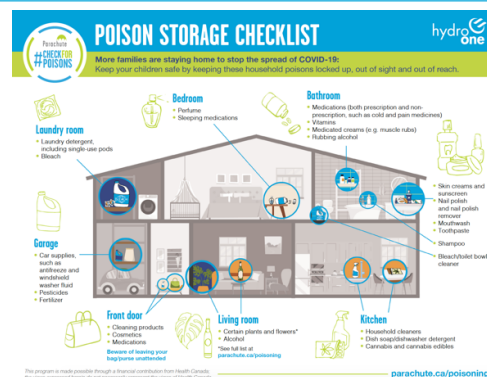
We know many parents are at home with their children right now. Make sure your child has a safe environment to explore, where potential poisons are locked up high, out of sight and out of reach. parachute.ca/poisoning #CheckForPoisons



Medications, vitamins, personal care products, cleaners, car supplies, cannabis products, pesticides, and even some plants can be poisonous to children. Learn how you can keep your child safe while they're at home, at parachute.ca/poisoning #CheckForPoisons



You may have more cleaning products in your home than usual right now, many of which can be poisonous to children. Use the Poison Storage Checklist to make your home poison-safe: parachute.ca/poisoning #CheckForPoisons @HydroOne



Children often explore their environments by crawling on the floor and touching things around them. Ensure your child has a safe home to explore in, where poisons are locked up, out of sight and out of reach. parachute.ca/poisoning #CheckForPoisons @HydroOne



Cannabis can be poisonous to children, even in small amounts. Lock up cannabis just like you lock up your medications and other harmful household products: out of sight and out of reach. Learn more at parachute.ca/poisoning #CheckForPoisons



The top source of poisoning in children is medications, including non-prescription medications such as pain relievers. Never leave medication out in the open: lock it up high, out of sight and out of reach of children. #CheckForPoisons parachute.ca/poisoning @HydroOne



While you are spending more time at home, now is a great time to check your home for potential poisons and ensure you are storing them safely. You can use the resources available at parachute.ca/poisoning #CheckForPoisons @HydroOne

Parent and Caregiver Tips to Prevent Child Poisoning

During this time at home, your children may be looking for things to get into. #CheckForPoisons in your home and make sure your child has a safe space to explore. Learn more about making your home poison-safe at parachute.ca/poisoning @HydroOne



Children want to explore the world around them, but they aren't always aware of the substances that may harm them. With your children at home with you more often, be sure to lock up poisonous items, out of sight and out of reach. #CheckForPoisons parachute.ca/poisoning @HydroOne



Prevent poisoning before it happens: always keep products in their original, child-resistant packaging. parachute.ca/poisoning #CheckForPoisons @HydroOne



Only 40% of Canadian parents report knowing about local poison control resources. Remember to keep your local poison centre phone number stored in your cellphone or in a visible location, such as on your fridge. #CheckForPoisons parachute.ca/poisoning @HydroOne

Keep the number of your local poison control centre near or in your phone.

In the event your child is potentially poisoned, contact your regional poison information centre. If your province or territory does not have a poison control centre, dial 911.

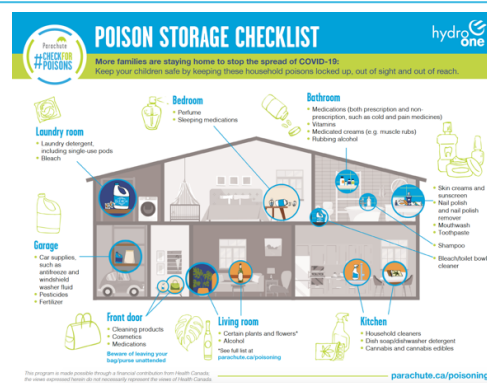
There may be even more potential poisons in your home right now, such as household cleaners. During your time at home, use the Poison Storage Checklist at parachute.ca/poisoning to check around your house for potential poisons. #CheckForPoisons @HydroOne



Kids want to be just like you! Avoid using cannabis products in front of children, to avoid imitation. Find more poison prevention tips to safely store all potential poisons and ensure your kids stay safe at home, at parachute.ca/poisoning #CheckForPoisons

Parent and Caregiver Tips to Prevent Child Poisoning

Always lock poisonous items up high, out of sight and out of reach of children. Visit parachute.ca/poisoning and use the poison storage checklist to make your home poison-safe! #CheckForPoisons @HydroOne



Ask Our Advice

If you have any questions or need some guidance, please feel free to direct them to Margarita at mboichuk@parachute.ca

This material is made possible through a financial contribution from Health Canada; The views expressed herein do not necessarily represent the views of Health Canada.