



Be Ready, Be Steady

# Social Media Guide

All Canadians have a role in preventing falls.



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***“It takes a community to prevent a fall.  
We all have a role to play!”***

## **WHY PROMOTE FALL PREVENTION ON SOCIAL MEDIA?**

Posting to one or several social profiles for an upcoming event is a great way to modernize and enhance your Fall Prevention Month awareness efforts.

Having a social presence allows you to build a relationship with participants and make it easy to share and provide activity information through posts and images. They also allow you to control the message to ensure comprehensive and accurate understandings among audiences. By sharing informative and compelling content, you will encourage your contacts to share the information with their social circles, expanding your reach beyond your immediate followers.

This guide serves as your resource to execute an awareness strategy effectively. This guide will also help our partners use social media to raise public awareness, provide support and prevent falls.

While Fall Prevention Month is in November every year, use these instructions to share materials on fall prevention year round.

The theme for Fall Prevention Month 2020 is “Be Ready, Be Steady.” This theme can be used as a hashtag and can be used throughout the materials as well.

# FALL PREVENTION MONTH RESOURCES

## 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.

## Follow Fall Prevention Month on Facebook

Find us at: <https://www.facebook.com/FallPreventionMonth/>

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

## 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.

### Injury Prevention Centre

[@StopFalls](https://twitter.com/StopFalls)

<https://facebook.com/stopinjury>

### Ontario Neurotrauma Foundation

[@OntNeurotrauma](https://twitter.com/OntNeurotrauma)

### Osteoporosis Canada

[@OsteoporosisCA](https://twitter.com/OsteoporosisCA)

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

### Parachute

[@parachutecanada](https://twitter.com/parachutecanada)

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

### Public Health Agency of Canada

[@GovCanHealth](https://twitter.com/GovCanHealth)

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

### Toronto Rehabilitation Institute

[@TorontoRehab](https://twitter.com/TorontoRehab)

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



## Use our hashtags

**Primary hashtags:** #PreventFalls #BeReadyBeSteady

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

# PLATFORM GUIDE

Not all platforms are right for all audiences. Review each platform outline and select only those that are used by your target audience. For example, if your target audience is likely to be 55-65 years of age, Instagram is not an ideal platform to use. Facebook has a large number of users within this age range and would be a good choice to promote an activity.

## Facebook

### Facebook Audiences

Facebook remains the most popular online platform for Canadians between the ages of 30 and 70, with the ability to target a large audience of potential donors, event attendees and partners.

Having a professional Facebook Page has become nearly as ubiquitous as having a website but it is far easier to maintain.

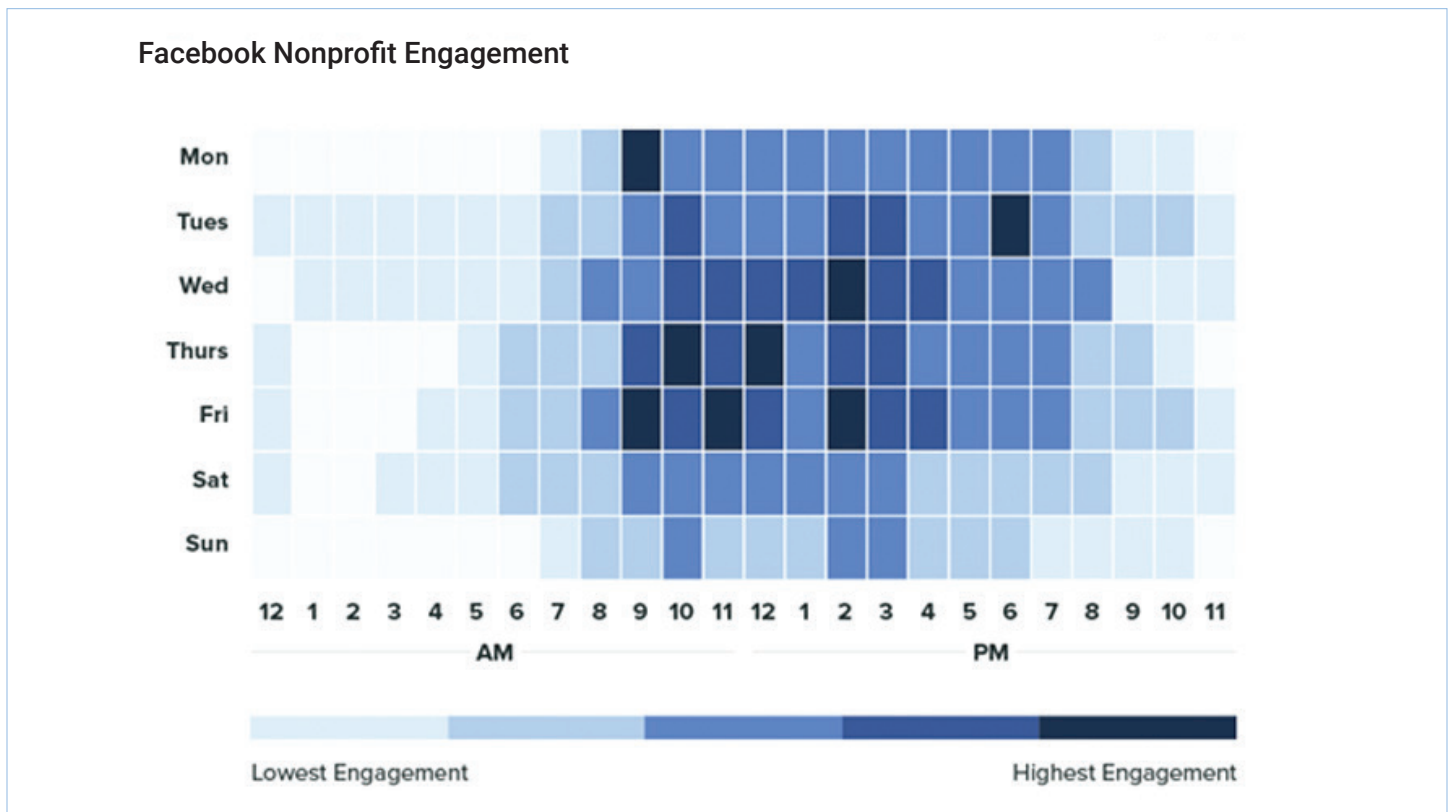
The messenger feature is a great way to field customer and community feedback and can support bot-style apps to simplify and speed-up response times.



### Posting Tips

1. Use visuals (photos, graphics or videos) with every post to engage audiences.
2. Ask questions, invite feedback or include a call-to-action in your posts. For example: "learn more," "sign up," or "share with your friends."
3. Post on Facebook 2-4 times per week.
4. Keep your posts under 250 characters.
5. Consider the intended audience when you draft a social post and use language and phrasing that they will understand.
6. Is the content interesting, entertaining, informative, and relevant?
7. If you want your audience to do something after reading a post, use a "call-to-action" like:
  - a. Share
  - b. Attend
  - c. Sign up
  - d. Donate
  - e. Learn more
  - f. Answer a question

## When to Post



## Facebook Messenger

The messenger feature is a great way to field customer and community feedback and can support automated responses to simplify and speed-up response times.

You can install an app to provide basic answers to frequently asked questions and remind them that if they require immediate assistance, to call your place of business directly. [Chatbot](#), [Chatfuel](#) and [Botsify](#) would work well.

For example, a physician's office could create a response with office hours and a contact phone number.

Activate your Messenger options in your page "Settings".

The image shows a screenshot of the Facebook Page Settings interface. On the left, a chatbot interface for "St. Joseph's Hospital" is displayed, showing a message: "Typically replies within a day. Choose an option or type your own message." Below this are four buttons: "Is anyone available to chat?", "Where are you located?", "Can I book an appointment?", and "What services do you offer?". On the right, the "Messenger Platform" settings are visible, including sections for "General Settings", "Connected Apps", and "App Settings".

## Facebook Events

When managing an activity, creating a Facebook Event is a great way to simplify the process. This app makes Facebook a logical choice for many awareness efforts, even if your audience isn't extremely active on Facebook.

### Event Functionality:

1. Invite people to attend your activity.
2. Communicate details effectively (date, time, location, dress code, cause details).
3. Notify attendees of any changes to the event plan.
4. Automatically suggest the event to users who are nearby or who have friends that are attending.
5. Remind attendees as the event or activity date approaches.
6. Suggested Events – Facebook notifies friends that someone you know is going to an event, suggests additional events and shows you events that are “nearby” on the day of the event.
7. Provide a forum to foster discussion within the event to increase engagement among invitees and generate excitement.
8. Track attendance. Facebook provides metrics that help estimate the number of people attending your event. Be aware, the number of actual attendance is often lower than the number of people marked as “attending” the event.

### Facebook Event Creation Tips

#### Step 1:

From the Newsfeed, click “Events” on the left menu. Click “Create Event” on the left side.

#### Step 2:

Unless your event is by invitation only, select “Public Event.”

**Note:** you are not able to change the privacy settings once you have created your event.

**Note:** If you have multiple dates associated with your event, you can program that information into the event set up.

#### Step 3:

Add a cover photo or video and an event description. Be detailed, you want people to understand what to expect at the event, who they are supporting and why.

#### Step 4:

Invite people to your event by clicking “Invite” below the cover photo. You can invite people using your friends list, invite by text or via email. Write the invitation message, and click “Send Invite.”

#### Step 5:

Ask your friends or co-hosts to also invite Facebook friends via the “Invite Friends” button on the public event profile.

To contact your event guest list, click “...” then “Message Guests.” If your event is public and larger than a certain size, you may not be able to message your guests directly. Post in the “Discussion” section to get in touch with your attendees.





# Facebook Video

If you are using the platform, all videos should be uploaded to Facebook. It will increase your reach when compared to sharing a link to YouTube. Write a brief description and include a call-to-action. You can share a link to a Facebook video on Twitter, Instagram or LinkedIn if you choose not to use YouTube.

Most videos can be uploaded to Facebook, as the requirements are not stringent. However, if you encounter an error with the upload, confirm that the video file is in one of the following formats:

- gif (Graphics Interchange Format)
- mov (QuickTime Movie)
- mp4 (MPEG-4 Video)
- mpeg (MPEG Video)

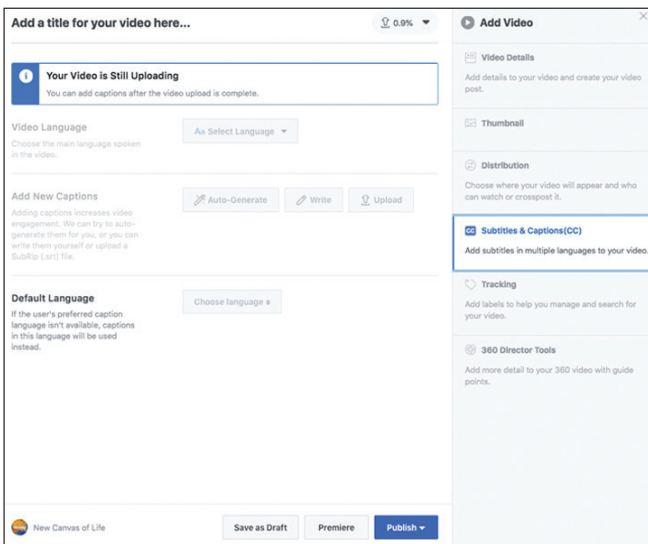
For a full list of approved formats, visit [Facebook](#).

Max Length: 120 minutes  
Max Size: 4 GB

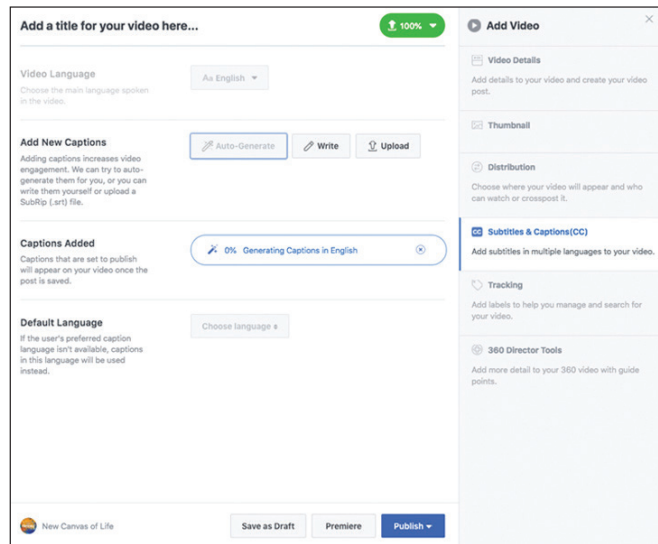
## Add Closed Captions

85% of Facebook videos are watched without sound and closed-captioning makes the videos more accessible to the hearing-impaired. Facebook has an “auto-subtitle” option. Watch the video to make sure the text matches your video audio. There is an easy-editor that simplifies the upload.

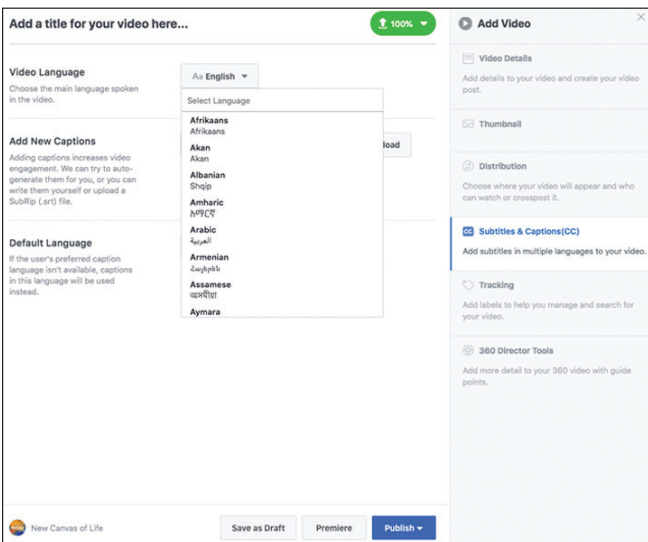
### 1. Select: “Subtitles & Captions”



### 3. And lastly “Auto-Generate”



### 2. Once the video has loaded, “Select Language”



# Twitter

Twitter is a fast-paced, completely public platform that focuses on what is currently “happening.” It is ideal to connect with partners, colleagues and stakeholders and to speak directly to your relevant audiences.

## Twitter Audiences

There are 336 million monthly active users, roughly half are male and half are female. This is unusual, as women dominate most social networks.

- 80% of Twitter users are on a mobile device.
- Twitter users have above average incomes.
- 40% of the platform users are between the ages of 18-29.
- 30% are between the ages of 30-49.

Twitter recently extended the maximum tweet length to 280 characters, but best practices still indicate that shorter tweets (around 50 characters) with two hashtags have the greatest engagement.

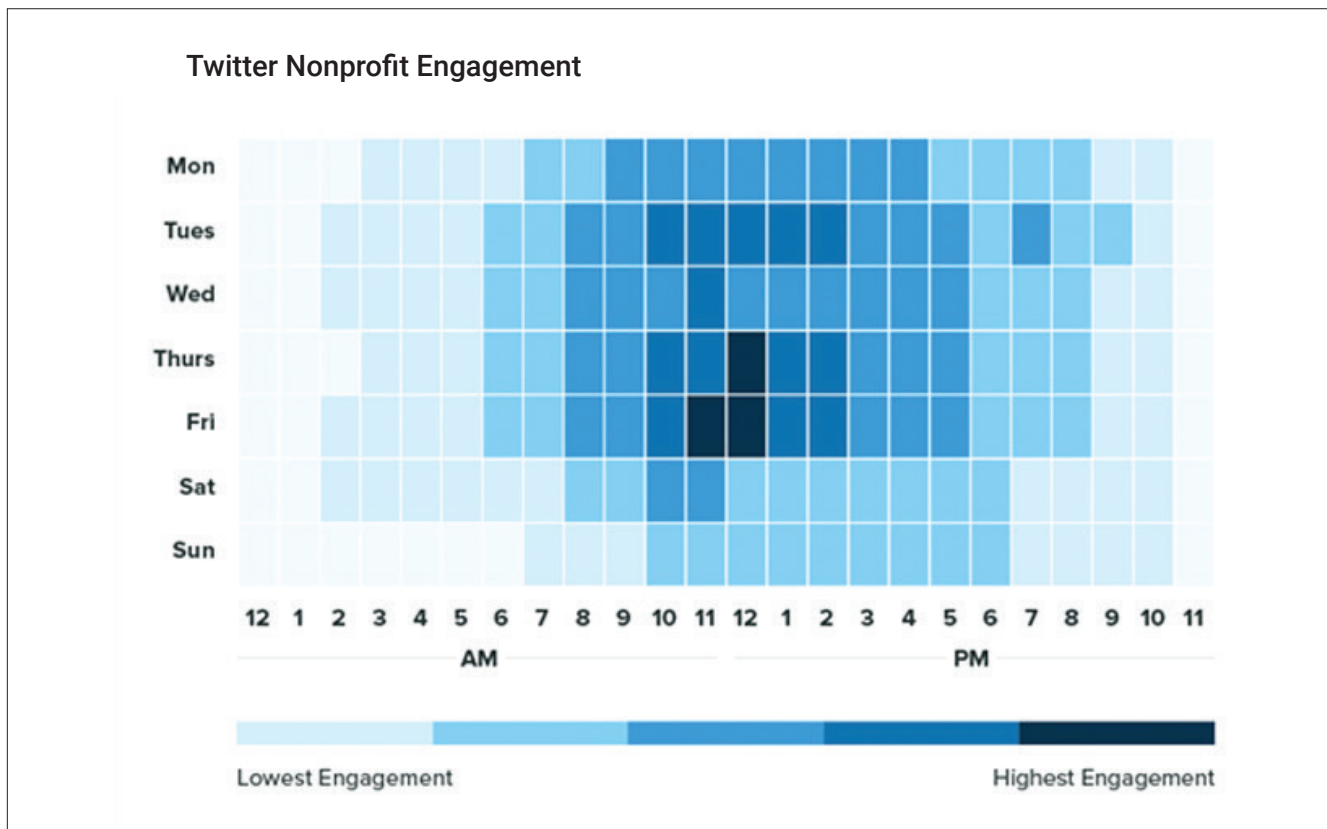
Content on Twitter can have considerable overlap with Facebook, however, when you draft a post, remember that Twitter posts are not “long lived.” Share timely content such as breaking news updates, recent news articles, live-updates from conferences or time-sensitive information.



## Posting Tips

1. Don't rely too heavily on visuals, Twitter is foremost a text-based platform.
2. If you want your audience to do something after reading a post, use a “call-to-action” like:
  - a. Share
  - b. Attend
  - c. Sign up
  - d. Donate
  - e. Learn more
  - f. Tell us
3. Post on Twitter 4+ times per week.
4. Keep your posts under 250 characters.
5. Consider the intended audience when you draft a social post and use language and phrasing that they will understand.
6. Is the content interesting, entertaining, informative and relevant?

## When to Post



Use [Bitly](#) to shorten links and save characters for the rest of your message.

Your list of Followers should be larger than the list of people who follow you. So, periodically use [UnTweeps](#) to remove inactive accounts that you follow to keep your numbers even.

Following – people you are following (should be the lower number)  
Followers – people who follow you (should be the higher number)

When someone follows you, unless you intend to converse with them and reply on Twitter, review their content before following back.

## Hashtags on Twitter

Twitter uses hashtags to allow users to group content by category or “trending conversation.” Prior to posting, research relevant hashtags and save them on your phone or posting device for future use.

On Twitter, the highest engagement is seen when two highly relevant hashtags are added to your message. Do not use more than three on a single post.

For additional suggestions, see our “[How to Use Hashtags Tips](#)” tip sheet.

# Instagram

## Instagram Audiences

Instagram is the most popular platform for younger demographics (18-30 years old). While it has similarities to both Twitter and Facebook, it is by far the most visual of the three. Unlike Twitter and Facebook, links cannot be shared on the platform; so virtually all content must be photos or videos and primarily created by you or taken by someone else and reshared via an app like [“Regrann.”](#)

The only link you can provide is in your page bio. Most pages link to a website or other social profile.

## How to Set Up a Business Page

- Step 1: Download and launch the Instagram Mobile App.
- Step 2: Sign up or login using your Facebook account information.
- Step 3: Within the app, find settings on your profile page, and then scroll down to “Switch to Business Account.”
- Step 4: Create an account with your event details.
- Step 5: Start posting.

Tip: Always check to see which account you are posting to. If you also have a personal account you can toggle back and forth without needing to input your login details for the different accounts.

## [Instagram Stories](#)

Instagram stories are a fun short-lived way to communicate with your audience. The clips remain on your profile for 24 hours but you can categorize and save them to your profile in Highlights. You can also create polls within a story and link to other Instagram accounts within the video or photo segments.

Visit [Instagram help](#) for the most up-to-date information on creating and modifying your Instagram Story.

## [Hashtags on Instagram](#)

Instagram also uses hashtags and they serve a similar function as on Twitter. Prior to posting, research relevant hashtags and save them on your phone or posting device.

Unlike Twitter, there isn't a limit on how many hashtags you can include on a post. Some research has indicated that 11 or more hashtags receive the best engagement, but hide them so they don't look like spam. So, add the hashtags in a reply to your post so it is clear that you are not posting spam content.



## Instagram Video

Instagram video for personal accounts and small pages only allow short snippets of video. Most videos made for Facebook or YouTube won't be ideally suited. Unless you are able to edit the video to fit their requirements, limit Instagram videos to in-the-moment activity preparations, interviews or video blogs/vlog uploads.

Video Requirements:

- Maximum length: 60 seconds
- MP4 File
- Recorded on the app or uploaded from your phone's gallery

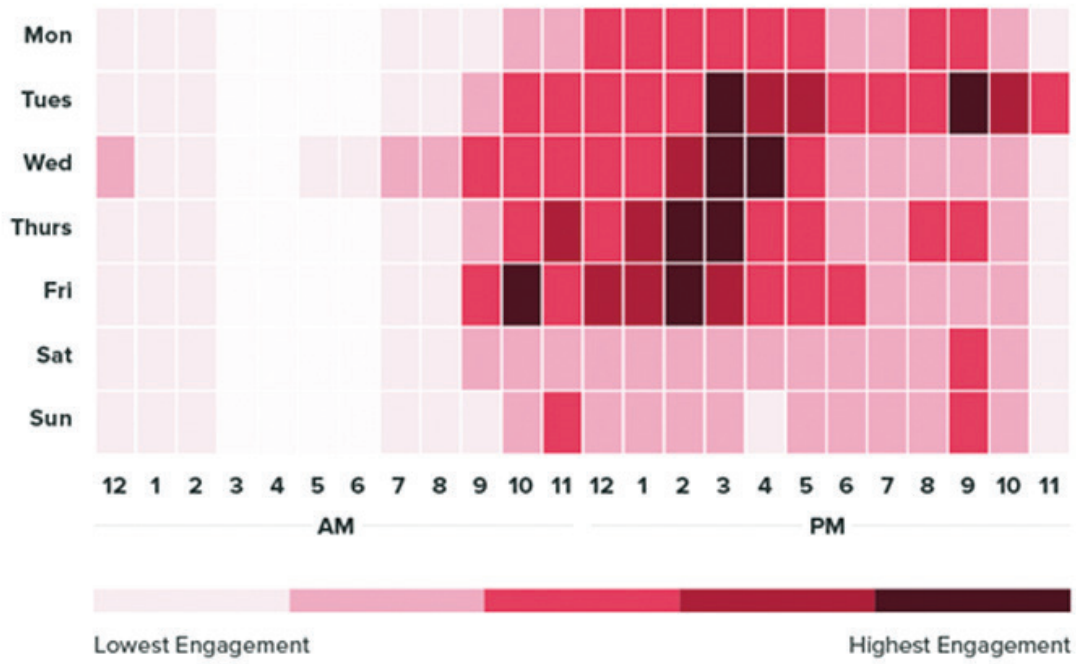
### Posting Tips

1. All posts must contain an image or video.
2. Encourage engagement and suggest people share/tag a friend, as it dramatically increases reach.
3. Post on Instagram at least once a week but make sure your content is relevant and worth sharing.
4. Consider the intended audience when you draft a social post and use language and phrasing that they will understand.
5. Take pictures of event preparations to generate excitement.
6. Share relevant and entertaining memes.



# When to Post

## Instagram Nonprofit Engagement



# LinkedIn

## LinkedIn Audiences

LinkedIn is the world's largest professional network and is regularly used by more than 310 million people for networking, job hunting, professional discussion and socialization.

Individuals create resume-like profiles that allow other site members to learn about their business background, areas of expertise, associations and professional aspirations. Statuses are used to share links and content that fits within that context.

Unlike Facebook, Twitter and Instagram, it is not appropriate to create a brand LinkedIn page for your event. However, if you have a brand page, corporate donors, sponsors or a large number of connections you may want to use your personal or brand LinkedIn account to promote the event, encourage donations and attendees and to showcase your event success after the fact.

You can tag corporate pages in your posts, to thank them for their support and to encourage them to share your post to their page.

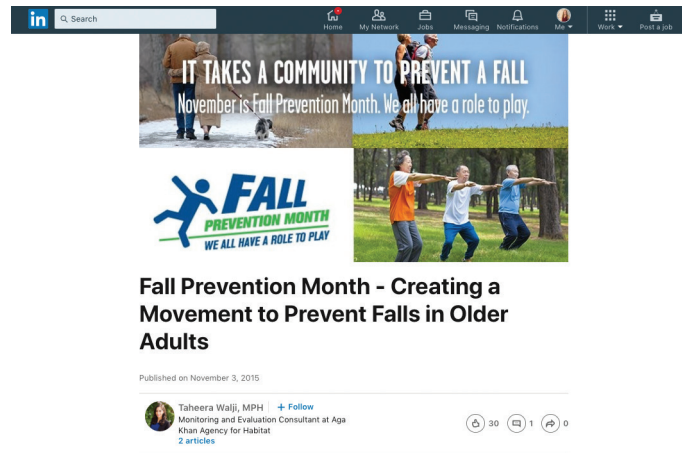
### Posting Tips

1. Use photos over video as research has shown that adding a visual drastically increases post reach but videos show a reduction in post reach.
2. "How-to" post styles and titles perform better than others.
3. Don't write a question post, they generally see a reduction in views.
4. Connect with colleagues and coworkers to share the Fall Prevention Month resources with them.
5. Share news articles and media coverage promoting Fall Prevention Month, prevention tips or regional activities.



## Articles on LinkedIn

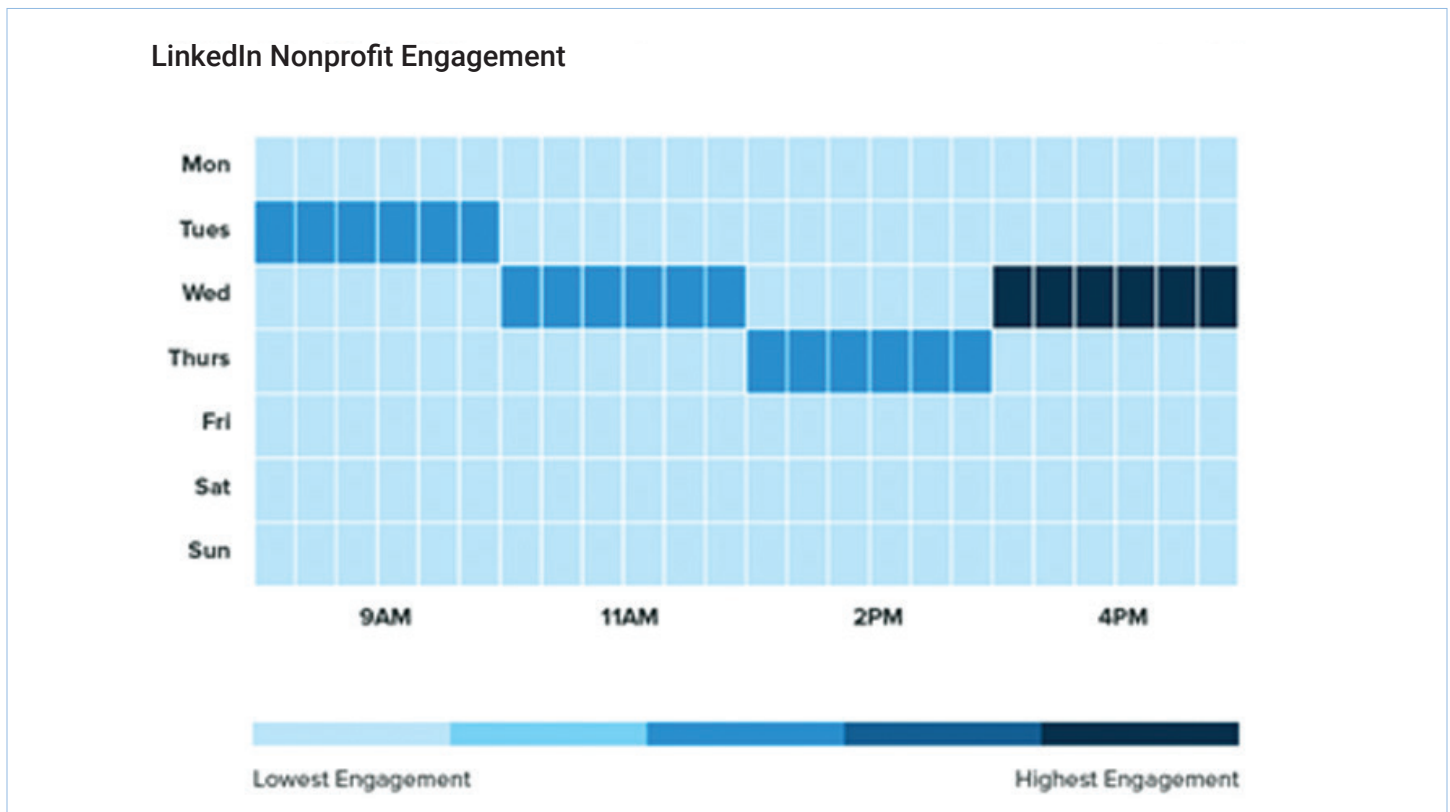
- Publish your own article encouraging Fall Prevention Month participation, visit LinkedIn Help for instructions: <https://www.linkedin.com/help/linkedin/answer/47538/creating-articles-on-linkedin?lang=en>
- Or for an example <https://www.linkedin.com/pulse/fall-prevention-month-creating-movement-prevent-falls-walji-mph/>



*Each year in Canada, it is estimated that one in three persons over the age of 65 experiences a fall.*

Although falls are not typically perceived as a “serious” injury, they are the leading cause of injury-related death and hospitalization among older adults. As an increasing proportion of the Canadian population is aging, falls are becoming a significant public health concern. These incidents are predictable and preventable. It is for this reason that Parachute, a national injury prevention charity has designated one of its’ priorities as raising awareness and understanding regarding the prevention of seniors’ falls.

## When to Post



Brand posts on LinkedIn should reflect the unique aspects of the platform; posts should be in a more serious and professional tone and focus on informative and mature dialogue.

Character limits are not as important on LinkedIn. Long-form posts are common, so feel free to fully explain your point of view.

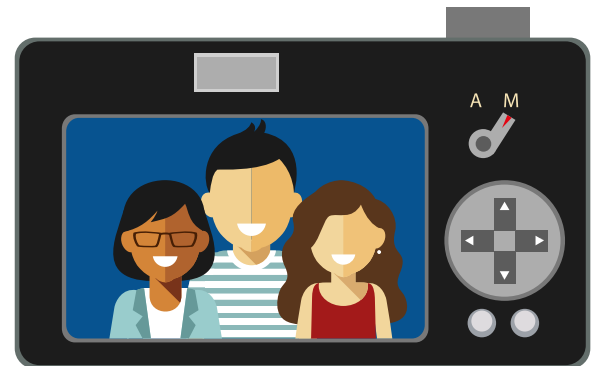


# CONTENT PRODUCTION

## Photography Permission

### Public Events

At your activity, ensuring your attendees consent to appearing in videos or photos is important. If possible, approach the individual before taking the photo, introduce yourself, ask if you may take their photo and explain intended use. If the shot is opportunistic in nature, take the photo but approach the individual after the fact, show them the photo, and ask if you may re-share it. We have provided a boilerplate consent form if you intend use the images in the future promotional materials.



## Video and Photography Tips

### Use a focal point

A focal point is a point of interest. Always consider all elements within your frame and keep it simple by eliminating elements that take away from your focal point.

### Rule of thirds

To guide the eye, apply the rule of thirds, which suggests that an image is split into a grid with nine equal blocks. According to this rule, the horizon should sit on the line and your subject should be strategically positioned at one of the intersections.

### Line it up

Lines can act as a guide for the eye and as a natural frame for your focal point. Look for natural symmetry and leading lines, and keep your lines straight following the grid. Within an urban environment, tall buildings and bridges are helpful. Indoors, use walls or structural features with square dimensions.

### Pay attention to the light

Thinking about light is the difference between creating a grainy, washed-out photo and a crisp, vibrant one. Shoot from a perspective where the sun is on your back, not your subject's so that the light accentuates your subject.

### Experiment with new perspectives

Taking a photo straight-on and from eye level is obvious. Experiment by snapping photos of the same subject from many angles. Move around, shoot from above and shoot from below to highlight less apparent elements.

### Shoot and keep shooting

A great photo isn't captured on the first try. Experiment with different lighting, heights and less-obvious perspectives to create interest. If moving around isn't feasible, take many photos and use "burst mode" to capture the best moment.

# BRAND STANDARDS

## Logo



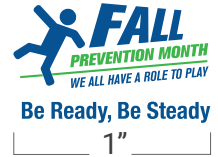
**Be Ready, Be Steady**



### Graphic Environment

To make sure the logo stands out clearly, it should always be framed within an area of unobstructed space.

This space is equal to the height of the capital 'E' in Prevention as shown in the diagram.



Minimum size restrictions ensure the logo is always clearly legible.

Minimum width for the logo is 1".

Colour (preferred application)

### Usage Errors



Distorting the logo in unequal proportions.



Applying colours not recommended in brand guide.

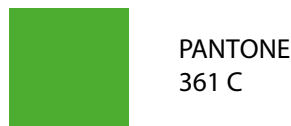


Placing the logo on top of a gradient or patterned background.



Placing the logo too close to other design elements.

## Colours



## Fonts

Headlines & subheads - Roboto Medium

Body copy - Roboto Light

Additional headline & subheads - Roboto Regular

Download fonts from Google: <https://fonts.google.com/specimen/Roboto>



## BE READY, BE STEADY

### THEME RATIONALE FOR 2020 FALL PREVENTION MONTH

#### Purpose

Effective themes should be brief, memorable, believable, identify a key benefit and be aligned with the brand's values.

"Be Ready, Be Steady" speaks to these aspects in the following ways:

**Brief & Memorable:** With the repetition of "Be" and the rhythm and rhyme of the words, it's effective as a memorable theme and it is also short in length.

**Believable:** When used in conjunction and proximity with the Fall Prevention Month logo, the theme has the context of being prepared to prevent falls - both for primary audiences (partners and health care professionals) as well as secondary audiences (older adults can improve their strength and balance by taking part in virtual mobility exercises - to be ready to be physically active and be steady on their feet; parents and their young children can do an activity together to teach children about fall prevention).

**Key Benefit:** The theme effectively conveys that both audiences can play a role in preventing falls through preparation (e.g. hosting and/or attending a virtual event).

**Brand Alignment:** The theme was generated with Fall Prevention Month goals in mind to plan activities and raise awareness for fall prevention in children and older adults.



## Usage

The theme is relevant to fall prevention as it evokes the ability to prevent falls by acting on known risk factors for both children and older adults. There are several uses - both as a tagline and as the theme for this year's Fall Prevention Month.

Using "Be Ready, Be Steady" as a tagline helps make it clear to all audiences that this is the focus of this year's campaign. By using it as a tagline, it must always appear in close proximity to the Fall Prevention Month logo - slightly smaller and below the logo.

"Be Ready, Be Steady," can also be part of the social media strategy in two ways:

- Develop a series of "Be Ready, Be Steady" social media posts that connect the idea of being prepared, with a positive outcome. It can read, for example, if you're trying to reach older adults, "Be ready by checking your house for tripping hazards, so you can be independent and steady around your home."
- It can also serve as an additional/optional hashtag, in conjunction with the consistent hashtag #preventfalls. In this case, it would be used with content that specifically fits the theme of "Be Ready, Be Steady". There are several examples below of how to apply this in practice.

Activities are also a way to promote the "Be Ready, Be Steady" theme to older adults and their caregivers as well as parents who have young children, and may also have older parents who need support with fall prevention. Caregivers may have a formal or informal role (e.g. the older adult's children).

All these activities (and more) can be promoted with the "Be Ready, Be Steady" theme. Examples are provided below each activity section.

### Older Adults

#### **Exercise Activities**

- Fitness Activities - Older Adult/Caregiver
- Safe Winter Walking - Older Adult/Caregiver

**Older Adults:** *Be Ready to challenge yourself to move! Regular physical activity improves your strength, balance and flexibility so you can Be Steady when it comes to preventing falls.*

**Health Care Professionals:** *Be Ready to consult and advise your older adult patients on exercises or activities they enjoy so they can Be Steady on their feet.*

#### **Medication & Healthcare**

- Vision & Safety - Older Adult/Caregiver/Health Care Professionals
- Medication Review - Older Adult/Caregiver/Health Care Professionals
- Staying Independent Checklist - Older Adult/Caregiver

**Health Care Professionals:** *Be Ready to help prevent falls! Talk with older adults about their vision changes so they can Be Steady when they're at home or on the go.*

**Older Adults:** *Be Ready to fill out the Staying Independent Checklist to find out ways to Be Steady in your home.*

### **Nutrition**

- Eating Healthy reminders - Older Adults/Caregivers

**Health Care Professionals:** Encourage older adults to Be Ready and stay healthy by promoting ideal food portions so they can Be Steady and prevent falls.

**Older Adults:** Be Ready to track how much water you're drinking, even if you're not thirsty. Staying hydrated means that you're less likely to get dizzy and can Be Steady on your feet.

### **Around the Home**

- Safe Elders - Bingo - Older Adult/Caregiver

**Older Adults:** Everyone can help when it comes to being independent around the home and preventing falls. Be Ready by using a home safety checklist to identify tripping hazards, so you can Be Steady.

**Health Care Professionals/Older Adults:** Encourage older adults to Be Ready to enjoy their safe homes by removing falls risks and moving carefully around the home to Be Steady on their feet.

## **Children and Parents**

### **Exercise Activities**

- Alex at the Playground Book Reading - Children/Parents

**Parents:** Reading together and discussing the book can help your child to Be Ready when they're at the playground, so they can Be Steady and avoid serious falls.

**Health Care Professionals:** Speak with your young patients' parents about common fall risks and how to Be Ready to notice them so their children can Be Steady on their feet.

### **Medication & Healthcare**

- Brain Mold Demonstration - Children/Parents

**Parents:** Help your kids Be Ready with this interesting brain mold demonstration. Understanding concussions and their relationship to falls can help them to Be Steady when it comes to fall prevention.

**Health Care Professionals:** Provide information and support to parents of young children to Be Ready to understand concussion risks from a fall and ways that their children can Be Steady while active.

### **Around the Home**

- Home Fall Proof Checklist - Children/Parents

**Parents:** Be Ready to identify and remove tripping hazards in your home so your children can Be Steady and avoid serious falls.

**Health Care Professionals:** Encourage parents to Be Ready and identify tripping hazards in the home with their children so the entire family can be Steady.



# MAKING FALL PREVENTION MONTH ACCESSIBLE

## Accessibility benefits everyone.

By making information easier to access, more people can be involved with Fall Prevention Month and related activities.

Canadians of every age may need accessible information. For example, additional visual and auditory options can be helpful to a 22-year-old who is deaf or has a hearing impairment, a 30-year old who is autistic or on the autism spectrum and older adults in their 80s who have a visual impairment. For example, high contrast between text and the paper colour (e.g. black on white) may make a document more accessible for someone with a visual impairment and a person who is on the autism spectrum.

There are a few elements to consider when creating accessible materials. Most importantly, always ask your target audience how they would like to receive information. Never assume. No audience is homogenous, but you may discover patterns.

### Format

- Use headlines to separate information in documents.
- Use colours that provide high contrast (e.g. dark blue and white, rather than yellow and green).
- Use simple sans serif fonts that are easily available, such as Arial, Helvetica and Tahoma.
- Use a larger font size, which is measured in “points.” Twelve-point fonts are often suitable.
- Put extra space between lines, such as 1.15 instead of 1.
- Keep photos, graphics and tables to a minimum and include alt text.
- Create printer-friendly documents with no more than two decorative colours, if necessary, and keep the background white and text black.
- Consider how your documents will be seen on different digital platforms, such as desktops, mobile phones or tablets.

### Language

- Speak and write clearly without jargon or negative language (Use “Do” instead of “Do not”).
- Write short sentences.
- Write for a grade six literacy level. Journalists are taught to write with this in mind for all audiences, regardless of ability.

- Use person-first language such as “Participants who have a disability can contact us by...”.
  - There are exceptions and differences in some deaf and autism spectrum communities. For example, in both communities some people believe that autism or deafness is an integral part of who they are and they want to be identified by that characteristic.
- Use language that recognizes independence, competence and experience such as “older adults” rather than “elderly” or “seniors.”

### **Assume Independence**

- Speak with or consult rather than tell.
- Ask what is needed rather than assume (e.g. video with captions instead of a document).
- Encourage independence by providing easy to access information.

### **There are various types of accessible documents:**

- Websites optimized for screen readers
- Accessible Word document
- Accessible PDFs
- Braille
- Large print
- Subtitles or descriptive audio for video

## **Resources & Guides**

### **Government of Ontario – Accessibility Laws**

<https://www.ontario.ca/page/accessibility-laws>

### **Ryerson University – Accessible Documents**

<https://www.ryerson.ca/accessibility/guides-resources/accessible-documents/>

### **Queen’s University Accessibility Hub – Accessible Documents**

<https://www.queensu.ca/accessibility/how-info/accessible-documents>

### **Canadian Marketing Association**

<https://www.the-cma.org/regulatory/accessibility>

### **Microsoft Word – Make your Word documents accessible to people with disabilities**

[https://support.microsoft.com/en-us/office/make-your-word-documents-accessible-to-people-with-disabilities-d9bf3683-87ac-47ea-b91a-78dcacb3c66d#bkmk\\_decorative\\_mac&PickTab=Windows](https://support.microsoft.com/en-us/office/make-your-word-documents-accessible-to-people-with-disabilities-d9bf3683-87ac-47ea-b91a-78dcacb3c66d#bkmk_decorative_mac&PickTab=Windows)

### **Canadian Association of the Deaf: Terminology**

<http://cad.ca/resources-links/terminology/>

## SOCIAL MEDIA BEST PRACTICES

Social media is an effective way to share information with people to help spread the message about fall prevention and the Fall Prevention Month campaign. Through Facebook, Twitter, Instagram and other platforms, it's easy to raise awareness during Fall Prevention Month and beyond.

This is a quick overview of social media best practices. For detailed information, [access our full social media guide here](#).



### Facebook

Facebook is the most popular social media platform in Canada, especially with older adults. One of Facebook's greatest strengths is the ability to reach more people, even those who don't follow your page, through engagements, such as likes, loves, comments and shares.

#### What to consider

**Goal:** Posts should have one goal. Do you want people to click through to an article? Do you want people to read a statistic or tip? Do you want people to register for an online activity? Do you want people to share the information with their networks? Asking yourself these questions before you post will help keep your posts succinct and effective.

**Visuals:** Facebook is a visual platform. Wherever possible, use an image with your post to increase engagement. If you have a short video clip, share that to increase engagement even more. Feel free to use the [promotional materials](#) on the Fall Prevention Month website (e.g. graphics, postcards, etc.) or videos featured in [resources](#) or [activities](#).

**Engagement:** Create posts that ask questions, suggest an action or provide interesting information to share.

**Organic vs. Paid:** Organic posts are the most common type and are free to post. Paid posts have a "spend" or budget that determines who can see it, based on factors such as age, geography, interests and more. "Boosting" a post - adding a spend to one post - can be effective to reach new audiences, for example attracting new people to register for an event in a specific area. To learn how to boost a Facebook post, visit <https://www.facebook.com/business/help/240208966080581?id=352109282177656>.



## Twitter

Twitter is mostly focused on text-based conversations. With a limit of 240 characters (including spaces), brevity is important. Twitter is used by approximately 30% of Canadians. However, it is heavily used by people in health care, research and politics who want to learn and share information. The audience tends to be people in their 30s and up.

### What to consider

**Goal:** Tweets have one goal which is to share information widely. Clicking through to an article, retweeting the post, commenting or sharing the post are all good ways to share information. Identifying the intended outcome and the goal may help with choosing a hashtag. Reference the How to Use Hashtags tip sheet for details.

**Visuals:** Visuals can help your Tweet stand out. However, Twitter is not a visual platform like Facebook and Instagram. Only add an image when it helps illustrate a message in an interesting way.

**Engagement:** Comments and retweets are the most helpful engagements. Create Tweets that ask questions or provide interesting information people may want to share.

**Organic vs. Paid:** While Twitter offers an option for “paid” Tweets, it is not typically recommended. Twitter has fewer users than Facebook or Instagram and it is easy to disregard paid Tweets.

**Hashtags:** Hashtags are also an important part of this platform. It’s important to use one or two (and no more) hashtags with each post, so your post can be seen by anyone following that hashtag. For example, attracting new people to register for an event in a specific city or about a specific topic.

## Instagram

Instagram can be a “fun” platform to use. It has a more casual approach and is wholly dependent on images and hashtags. It is increasingly common among a wide age range, from younger adults to older adults.

### What to consider

**Goal:** Instagram has a very simple goal — to encourage engagement through likes and comments.

**Visuals:** Visuals can be anything from a photo or video, to an event invitation, meaningful quote, statistic or tip! Use the graphics found on the Fall Prevention Month website, or create visuals using a free platform like [Canva](#).

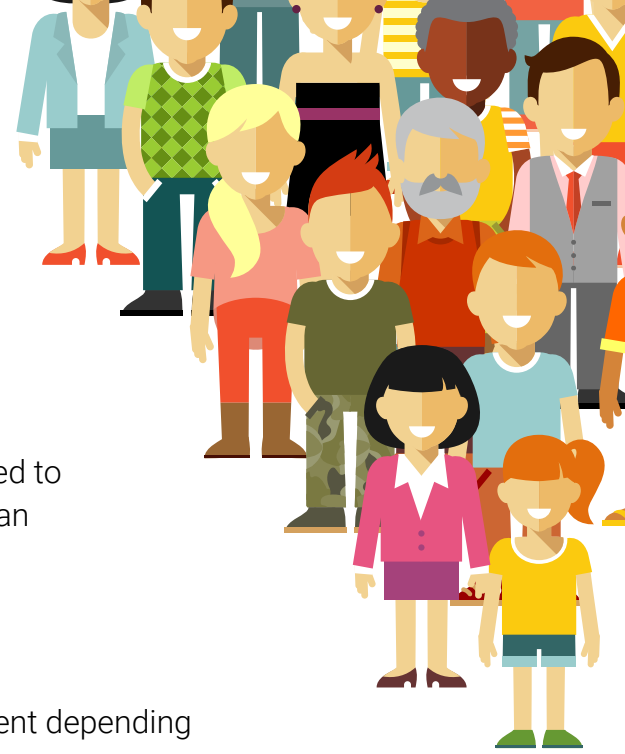
**Engagement:** Experiment with different types of visuals to see which types your audience responds to the most. Instagram is a good platform to be creative while being professional.

**Organic vs. Paid:** Paid Instagram ads can also be effective. If you have a Facebook account, you can advertise on Instagram at the same time.

**Hashtags:** Hashtags are also an important part of this platform and you can include up to 30 hashtags on a post. It’s important to use several hashtags in many iterations. For example, a post could contain all these hashtags, as long as they are all relevant to the visual, even though the first two are the primary hashtags for the campaign.

**#BeReadyBeSteady #preventfalls #fallpreventionmonth #fallpreventiontips**

You can also use the hashtags to follow topics related to Fall Prevention Month.



## HOW TO USE HASHTAGS

Hashtags are one of the most important ways to encourage engagement across a number of platforms. Hashtags are designed to help people find content that fits their interests. Using hashtags can also help increase a campaign's presence online.

Effective hashtags are short, easy to remember, easy to spell and cannot contain spaces or punctuation.

There are a few simple rules for hashtags, but they are a bit different depending on the social media platform you use.

For Fall Prevention Month, the primary hashtags are *#preventfalls* and *#BeReadyBeSteady* in English. In French, there are three hashtags, *#PreventiondesChutes*, *#Soyezpret* and *#Restezenequilibre*

### Facebook

While Facebook does not rely on hashtags, they can still work to share a post with a wider audience. Facebook has no recommended limit to hashtags. However, the hashtags used should be relevant and popular. For Fall Prevention Month, it is recommended to use the primary two hashtags together or in specific situations. For example, a post geared towards older adults that provides advice on how to Be Ready to avoid falls should use *#preventfalls* and *#BeReadyBeSteady*.

### Twitter

Every Tweet should have at least one hashtag and no more than two. Depending on the Tweet, select from the primary hashtags. For example, when posting a Tweet with a statistic about preventing child falls in your province, use the hashtags *#preventfalls* and *#BeReadyBeSteady*.

### Instagram

Instagram posts can have several hashtags, but not more than 30. If the post has more than six, it is common to "reply" to the post and add the hashtags in the reply. Hashtags can be related to fall prevention, geographic location (when relevant), a relevant activity and more. For example, a post about a virtual exercise event for older adults in Calgary could include all these hashtags: *#preventfalls #BeReadyBeSteady #stayhealthy #beactive #yyc #calgary #playinside*.

**To find more relevant hashtags, reference these online sources:**

[Daily Hashtags](#) from HootSuite

[Tags Finder](#)

# HOW TO USE INSTAGRAM STORIES

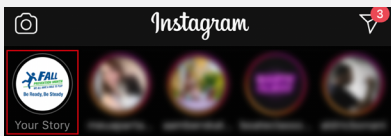


Instagram Stories allow you to engage with your audience in an interactive, personal manner. This Instagram feature allows you to share photos and videos as well as polls and questions through short-lived clips that vanish after 24 hours.

To [sign up for Instagram](#), you may use your Facebook account or create your own username and password.

## How to Post an Instagram Story

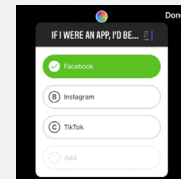
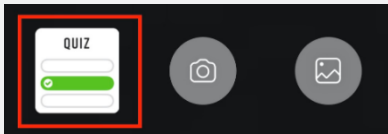
- 1 Download and launch the Instagram app on your mobile device.
- 2 Login to the app using your Instagram or Facebook account.
- 3 On the top left of your home feed, click the **Your Story** button that has your profile picture.
- 4 Once the Story feature launches, you can choose to take a photo or use a pre-existing one by clicking on the square in the bottom left corner.
- 5 Edit and customize your chosen image or photo by using Instagram Stickers, face effects, the drawing tool or text—all available on the top right side of the app.



## How to Create an Instagram Quiz

The Instagram Quiz sticker lets you ask multiple-choice questions to your audience and track results in real-time. Your followers will immediately know if they got an answer right, making it an interactive, fun way to engage with them. Once you have added a story, follow these simple steps if you would like to use the Instagram Quiz sticker.

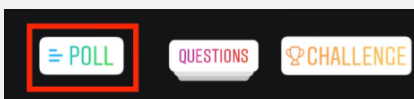
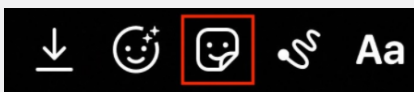
- 1 Once you have chosen your background, click on the peeling **Square Smiley Face** button on the top right corner.
- 2 Click on the **Quiz Sticker**.
- 3 Type in your question and options; select your answer and change the sticker colour to your choosing.
- 4 Click **Done**, then click on your profile picture at the left bottom of the story and share the quiz with your audience.
- 5 To check results and insights, open your story and swipe up on the screen. Here you can see how people responded to each option.



## How to Create an Instagram Poll

Instagram Polls allow you to ask a question about a particular topic to your audience and see real-time results you can later on share. You can also add an Instagram Poll Sticker to your Story.

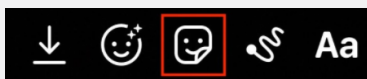
- 1 Once you have chosen your background, click on the peeling **Square Smiley Face** button on the top right corner.
- 2 Click on the **Poll Sticker**.
- 3 Type any relevant question and answers for your poll.
- 4 Click **Done**, then click on your profile picture at the left bottom of the story and share the poll with your audience.
- 5 To check the results and insights of your poll, open the story and swipe up on the screen.
- 6 After your poll has been up for your desired length (24 hours or less), click on the **Share** button on the story to share the poll results with your audience.



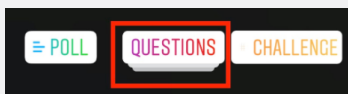
## How to Use Instagram's Ask Me A Question Sticker

Instagram's Questions Sticker allows your audience to ask you questions about any topic you choose. Once you have added a story, follow these simple steps to use the Instagram Questions Sticker:

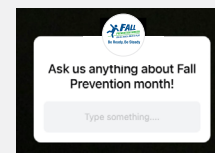
- 1 Once you have chosen your background, click on the peeling **Square Smiley Face** button on the top right corner.



- 2 Click on the **Questions Sticker**.



- 3 Type in your desired topic and change the sticker colour to your choosing.



- 4 Click **Done**, then click on your profile picture at the left bottom of the story and share the quiz with your audience.

- 5 To check the questions being asked, open your story and swipe up on the screen.

- 6 Answer questions privately through direct messages or share the question and your response in a new story.

## HOW TO USE FACEBOOK LIVE

Facebook Live allows you to live-stream video content to your followers directly from your mobile device. You can use this feature to host a Q&A with your audience or to stream a conference or event.

### How to Host a Facebook Live Event

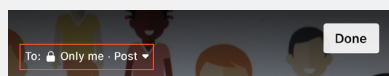
- 1 Download and launch the Facebook app from your mobile device.

- 2 Login to the app using your Facebook credentials.

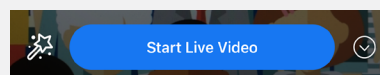
- 3 Click on the **Live** button with a red camera on the top left corner of the app.



- 4 Click on the top left corner once Facebook live has launched to select your audience (public, friends or a personalized friends list).



- 5 Add a description to your Facebook Live event and click on **Start Live Video** to begin streaming.



- 6 After the event, find your Facebook Live on your feed and feature it on your page to increase its views.

- 7 Facebook automatically saves your live event, so you can share it at a later date to reach a new audience.

# HOW TO HOST A WEBINAR



A webinar is an online video event that helps you engage with your audience for a variety of purposes, including workshops, virtual games and educational presentations.

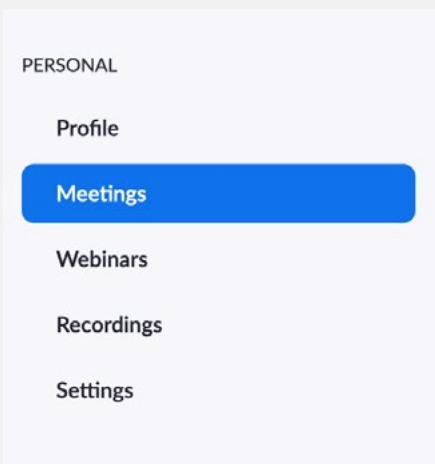
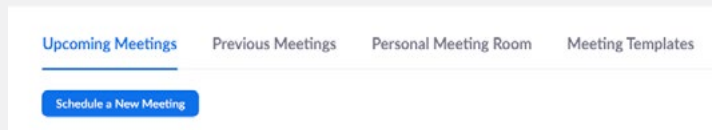
There are various platforms you can use to host a webinar. In this guide, you will learn step-by-step how to schedule, host and record a webinar using Zoom and Google Meet.

## Zoom

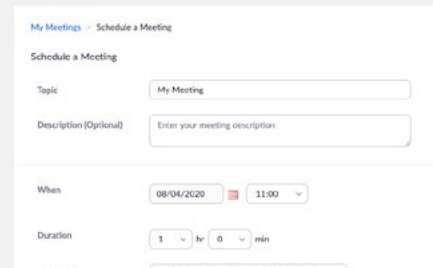
Zoom allows you to host video meetings of up to 100 participants with a 40-minute time limit, for free. [To sign up for Zoom](#), you may use your work email or your personal Google or Facebook account.

### How to Schedule a Zoom Meeting

- 1 Go to [zoom.us](#) and sign in or create an account.
- 2 Once you've signed into your account, click the **Meetings** tab on the left-hand side.
- 3 Under **Upcoming Meetings**, click **Schedule a New Meeting**.



- 4 In the **Schedule a Meeting** form write your Topic (the title of your webinar), a short description for attendees, as well as the time, date and duration. Please review the other options related to privacy and security.



- 5 Scroll down to the bottom of the form and click **Save**.
- 6 On the next page, review and manage the details of your meeting, including the title.
- 7 Click **Copy Invitation** and paste your event details into an email to share with your participants.

## How to Record a Zoom Meeting

Recording a Zoom meeting allows you to share an event with people who weren't able to attend it live.

- 1 Make sure you select where you would like to store the recordings in the app settings.
- 2 At the start of the meeting, click the **Record** button on the bottom menu.
- 3 Once the meeting ends, a message will appear confirming that the meeting was being recorded.
- 4 Find the meeting in the folder you previously selected, then share it with your audience through email or social media.

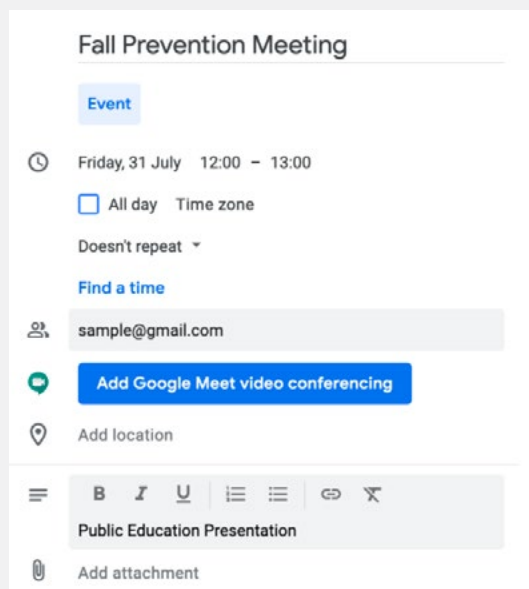


## Google Meet

Google Meet allows you to host video meetings of up to 100 participants with a 60-minute time limit, for free. However, if your business has Google G Suite set-up, you can host up to 150 participants with a 300 hour time limit, using the most basic plan.

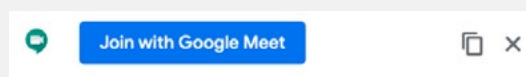
### How to Schedule a Google Meet meeting

- 1 Go to [Google Calendar](#), then sign in with your business or personal account.
- 2 Click on the **Create** button and add a title to your event.



- 3 Select the date and time for your meeting.
- 4 Add your participants' email address in the **Add guests** section.

- 5 Click on **Add Google Meet video conferencing**.
- 6 Add a description to your event and links to any materials your participants may need.
- 7 From the event you created in Google Calendar, start the meeting by clicking on **Join with Google Meet**.



- 8 If you're presenting anything to your participants, click on the **Present** button below the video and select the window or screen you would like to share.



**Note:** To record a meeting using Google Meet, you will need to have a Google G Suite Business account. For more information, [click here](#).

## Webinar Tips for Hosts

- 1 Before you start the webinar, take two minutes to introduce the participants to the technology, such as how to ask a question, and respond to their questions.
- 2 Once you have introduced the technology, walk the participants through the purpose of the webinar, the process or goals, and introduce any speakers you may have.
- 3 Assign a colleague to respond to technical questions during the webinar through the chat room or by direct email. Your colleague can be prepared with responses to common questions or concerns such as, "I can see the speakers, but I can't hear them."
- 4 Decide when and how you want your participants to ask questions and let them know early on in the webinar. For example, should they use the Q&A box or the chat room? Will the Q&A take place in the middle of the webinar or at the end?
- 5 If you intend on evaluating the webinar, provide a form at the end of the webinar. Alternatively, send a follow up email to participants with a survey and thank them for attending. Keep the survey short - between three and five questions.

Note: Google Meet and Zoom features may change at any time.  
Please visit <https://apps.google.com/meet> or <https://zoom.us/pricing> for up-to-date information.

