



# Social Media Guide

All Canadians have a role in preventing falls.



# TABLE OF CONTENTS

<b>Why promote fall prevention on social media?</b>	3
<b>Social media handles &amp; hashtags</b>	4
<b>Platform Guide</b>	5
<b>Facebook</b>	5
Facebook Audiences	5
Posting Tips	5
When to Post	6
Facebook Messenger	6
Facebook Event	7
Facebook Video	8
<b>Twitter</b>	9
Twitter Audiences	9
Posting Tips	9
When to Post	10
Hashtags on Twitter	10
<b>Instagram</b>	11
Instagram Audiences	11
How to Set Up a Business Page	11
Instagram Stories	11
Hashtags on Instagram	11
Instagram Video	12
Posting Tips	12
When to Post	13
<b>LinkedIn</b>	14
LinkedIn Audiences	14
Posting Tips	14
Articles of LinkedIn	15
When to Post	15
<b>Hashtag Tips</b>	16
<b>Content Production</b>	17
<b>Photography Production</b>	17
Public Event	17
<b>Video and Photography Tips</b>	17
<b>Brand Standards</b>	18



***"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.

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 November every year, use these instructions to share materials on fall prevention year round.

# FALL PREVENTION MONTH RESOURCES

## Follow Fall Prevention Month on Twitter

Find us at: [@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.

### Finding Balance Alberta

[@StopFalls](#)

<https://facebook.com/stopinjury>

### Osteoporosis Canada

[@OsteoporosisCA](#)

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

### 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>

### Toronto Rehabilitation Institute

[@TorontoRehab](#)

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

## Use our hashtags

**Primary hashtags:** #PreventFallsCA #FallPreventionMonthCA

Feel free to create your own hashtags, but we encourage you to use **#PreventFallsCA** and **#FallPreventionMonthCA** 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.

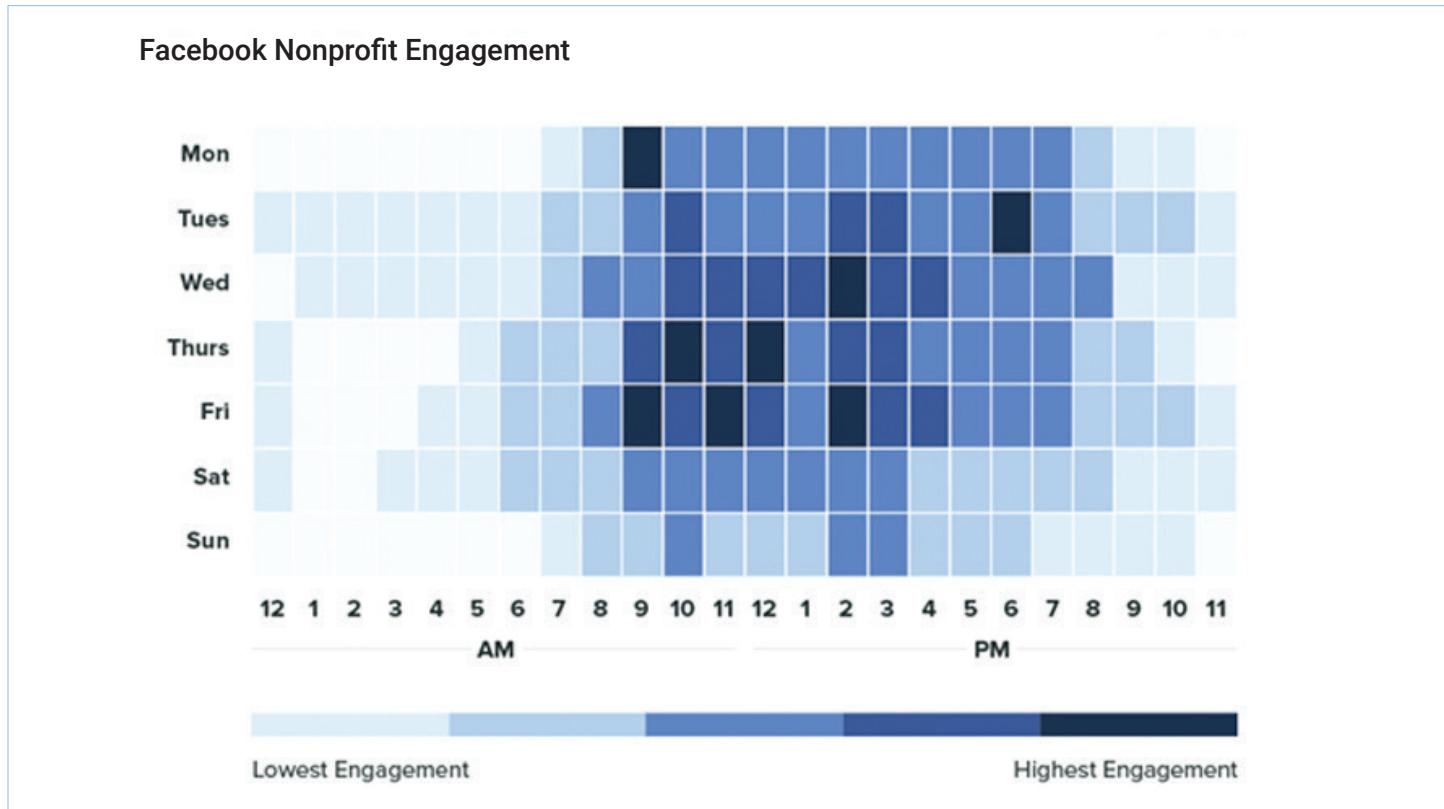
The messenger feature is a great way to field customer and community feedback and can support bot-style apps to simplify and speed-up response times.



### 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".

A screenshot of the Facebook Page Settings interface. The left sidebar shows navigation links like Page, Ad Center, Inbox, Manage Jobs, Notifications, Insights, More, Settings, and Help. The main content area is titled "Messenger Platform" under "General". It includes sections for "General Settings", "Your Messenger Link", "Advanced Messaging Features", "Customer Chat Plugin", "Discover Settings", and "High Volume Messages". On the right, there are sections for "Connected Apps" (which is empty), "App Settings" (with a "Configure" button), and "Share Attribution".



## 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 confirm 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 video is watched without sound and closed-captioning makes the video 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”

The screenshot shows the Facebook video upload interface. At the top, it says "Add a title for your video here...". Below that, a progress bar shows "0.9%" with a note "Your Video is Still Uploading" and "You can add captions after the video upload is complete.". On the left, there's a "Video Language" section with a dropdown set to "As Select Language". Below it are sections for "Add New Captions" (with a note about auto-generating subtitles), "Default Language" (with a note about fallback), and "360 Director Tools". On the right, there are sections for "Add Video", "Video Details", "Thumbnail", "Distribution", "Subtitles & Captions(CC)" (which is highlighted with a blue border), "Tracking", and "360 Director Tools". At the bottom are buttons for "Save as Draft", "Premiere", and "Publish".

### 3. And lastly “Auto-Generate”

This screenshot shows the same Facebook video upload interface as the previous one, but with some changes. The "Subtitles & Captions(CC)" section is still selected. Now, there is a large button labeled "Auto-Generate" with a progress bar below it showing "0% Generating Captions in English". Other options like "Write" and "Upload" are also visible. The rest of the interface remains the same with sections for "Video Language", "Caption Added" (showing the progress bar), "Default Language", and "360 Director Tools".

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

This screenshot shows the Facebook video upload interface with the "Video Language" section selected. A dropdown menu is open, showing "As English" and "Select Language". A list of languages is visible, including Afrikaans, Akan, Albanian, Amharic, Arabic, Armenian, Assamese, and Aymara. The "Default Language" section at the bottom is also visible. The overall layout is identical to the first screenshot, with sections for "Add Video", "Video Details", "Thumbnail", "Distribution", "Subtitles & Captions(CC)", "Tracking", and "360 Director Tools".



# 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.

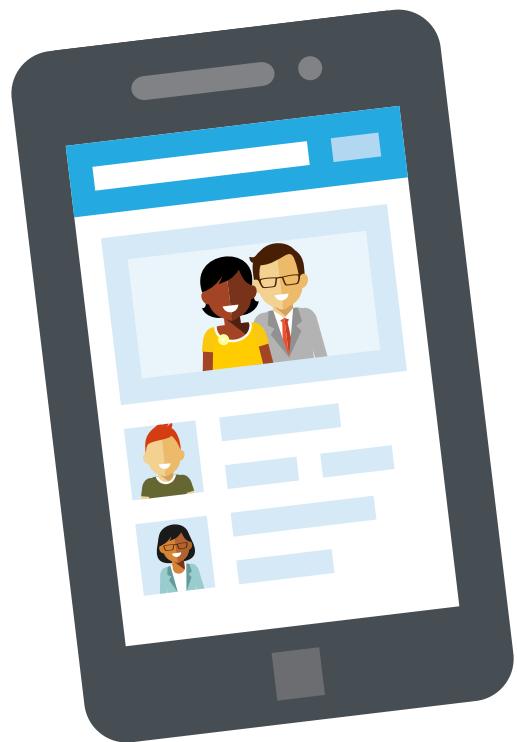
## Twitter Audiences

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.

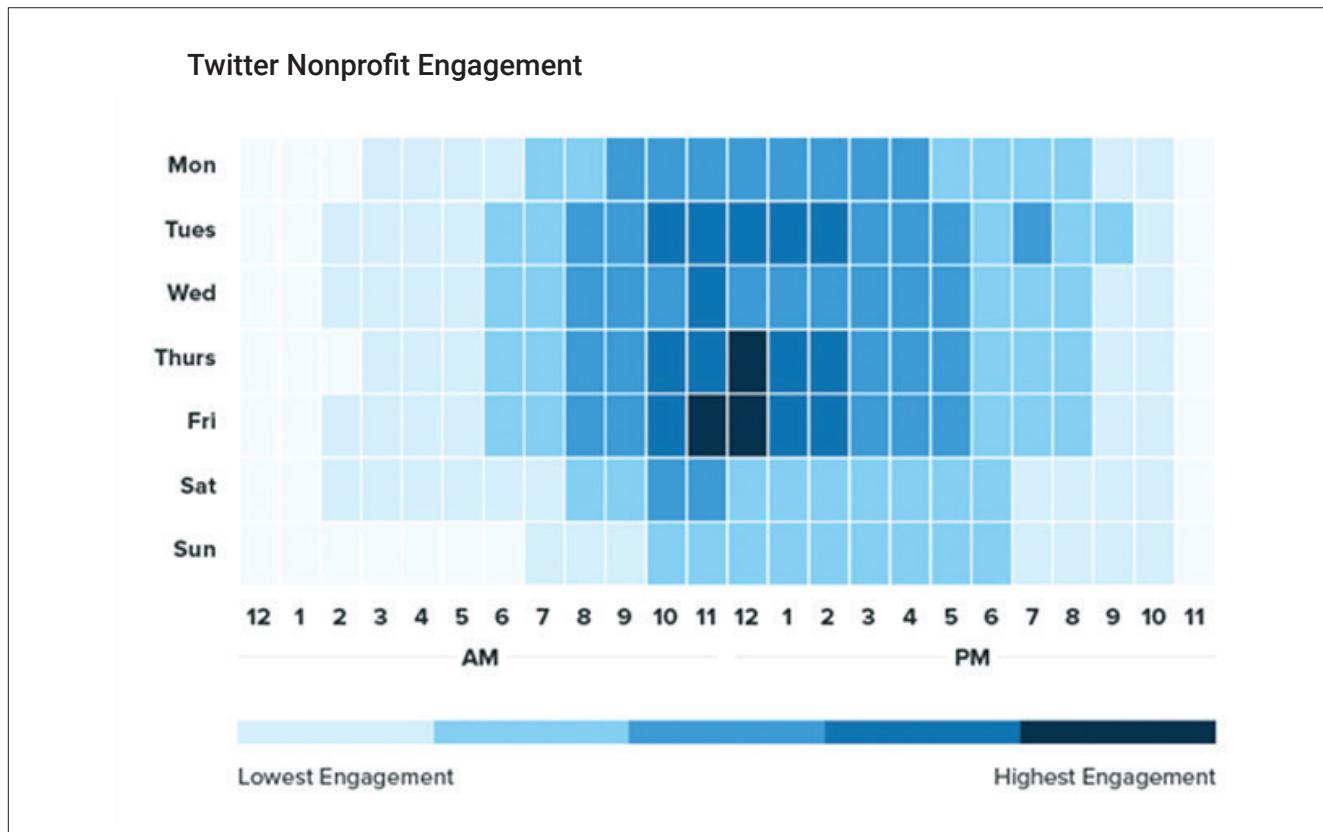
Content on Twitter can have considerable overlap with Facebook, however, when you draft a post, remember that Twitter posts are not very "long lived." Share timely content such as breaking news updates, recent news articles, live-updates from conferences or time-sensitive information.



## 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.

You shouldn't follow considerably more accounts than 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 “[Hashtags Tips](#)” section.



# Instagram

## Instagram Audiences

Instagram is the most popular platform for younger demographics (18-30 years old). While it bears 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

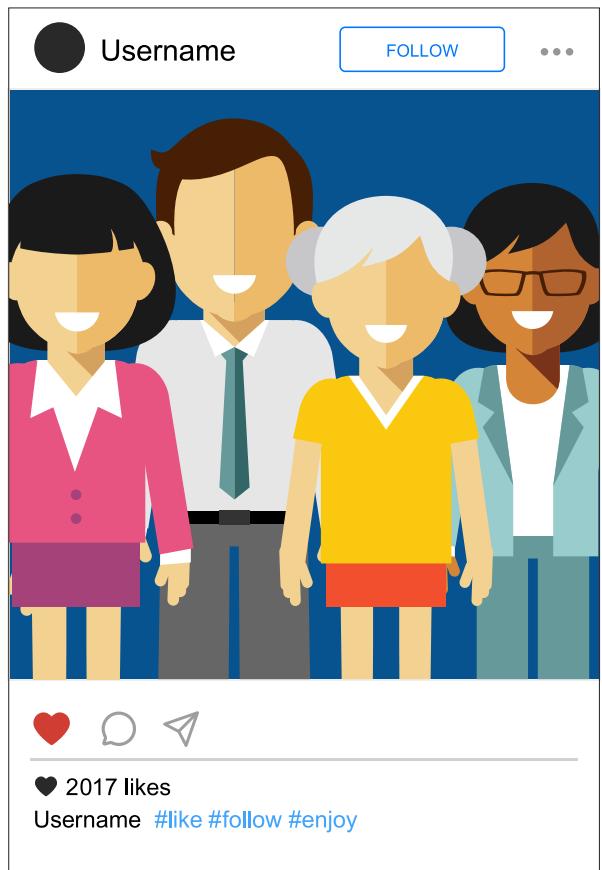
Instagram stories are a fun short-lived way to communicate with your audience. The clips remain on your profile for 24 hours but you can categorize and save them to your profile in Highlights. You can also create polls within a story and link to other Instagram accounts within the video or photo segments.

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.



## Instagram Video

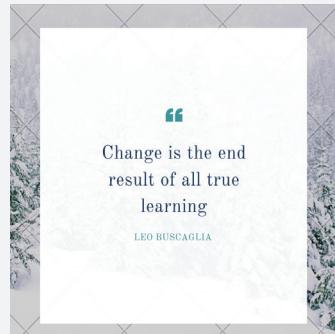
Instagram video for personal accounts and small pages only allow short snippets of video. Most videos made for Facebook or YouTube won't be ideally suited. Unless you are able to edit the video to fit their requirements, limit Instagram videos to in-the-moment activity preparations, interviews or video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

### Video Requirements:

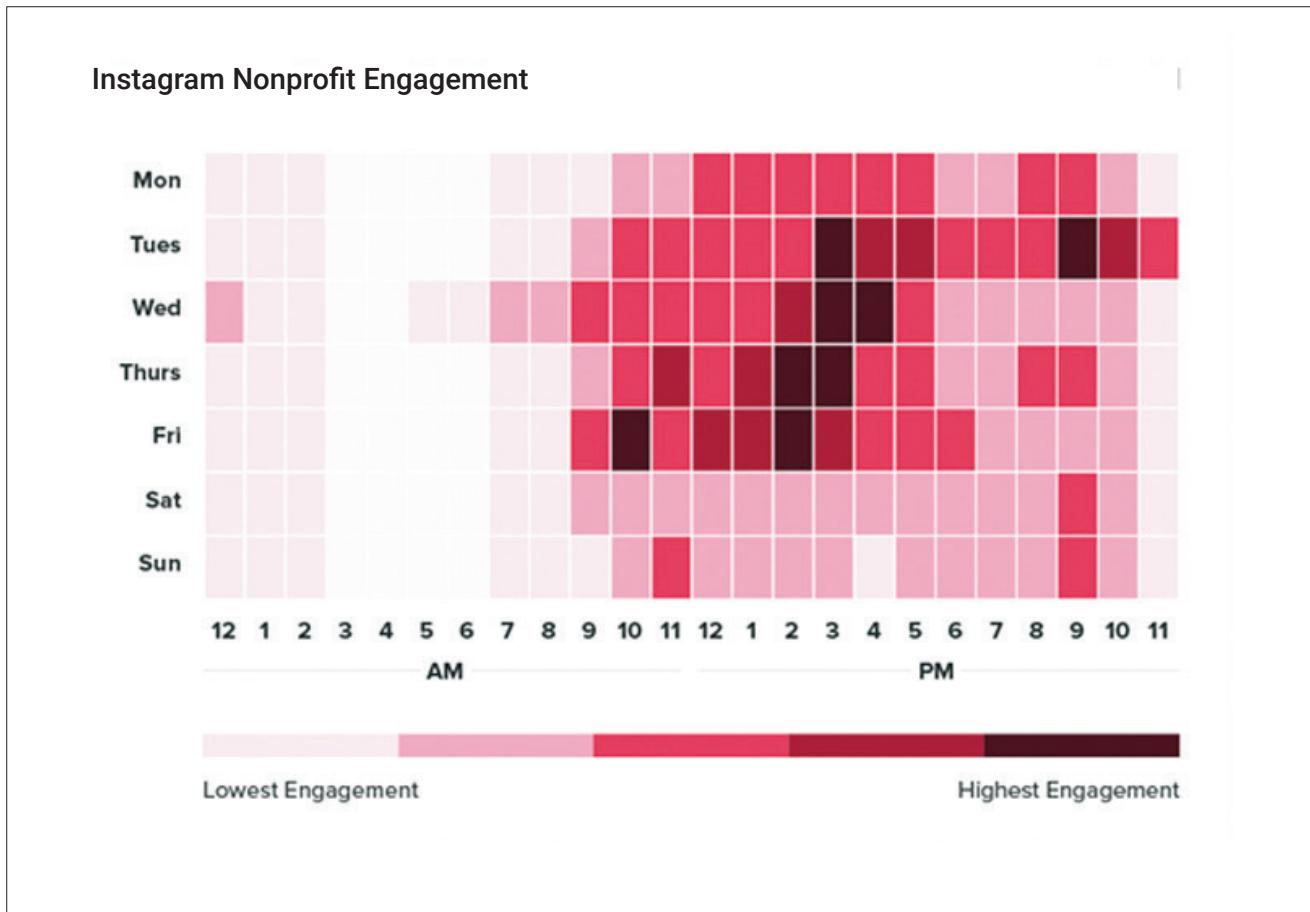
- Maximum length: 60 seconds
- MP4 File
- Recorded on the app

## 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



# 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.

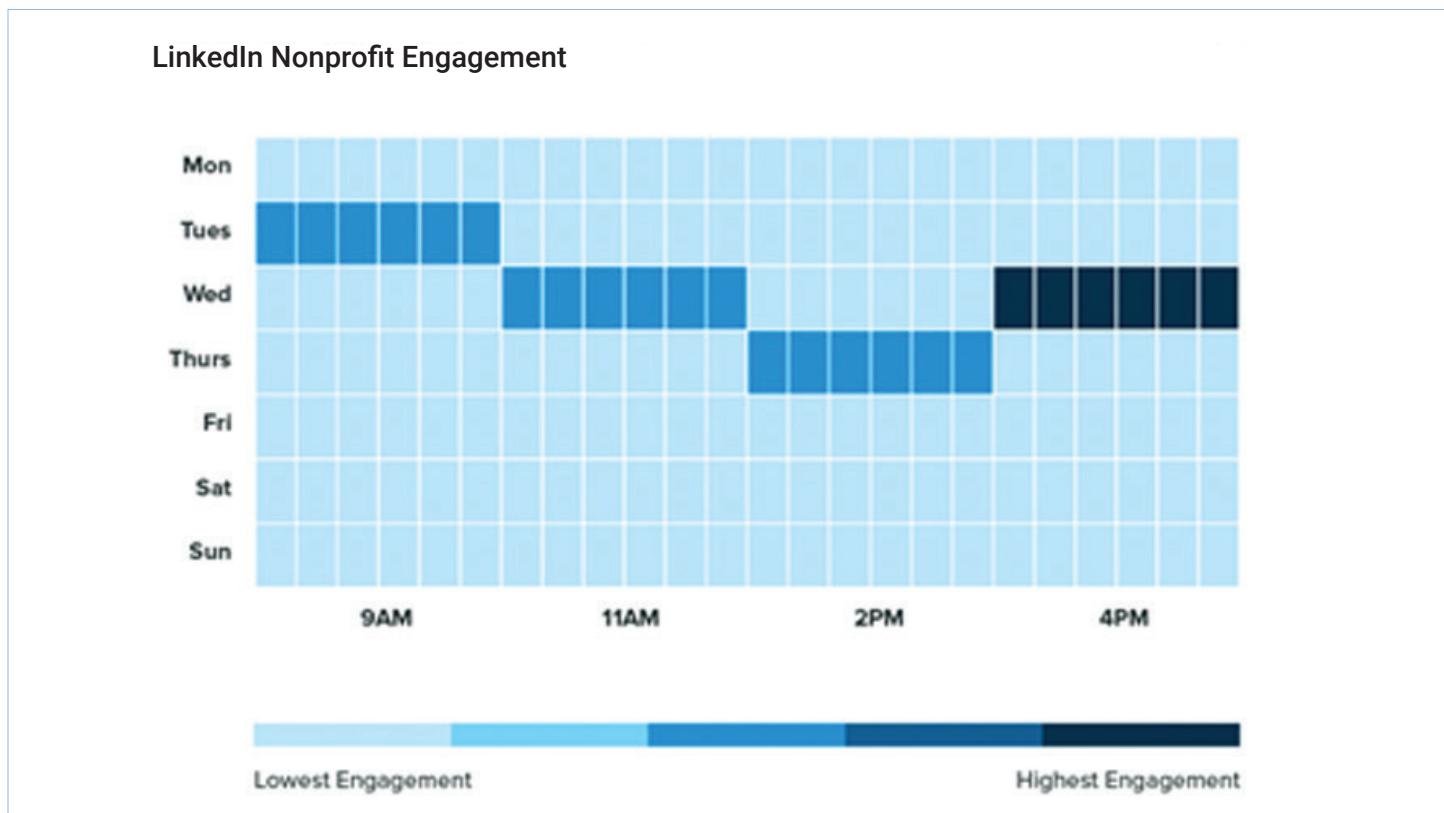


## Articles on LinkedIn

- 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-mp/>
- Take a look at Fall Prevention Month's article examples for more inspiration. You can draw from these articles when writing your own Fall Prevention Month promotional articles or use these articles in full as needed: <https://www.fallpreventionmonth.ca/adults/take-action-adults/promotional-materials/media-articles-and-tips>

A LinkedIn post from Taleera Walji, MPH, titled "Fall Prevention Month - Creating a Movement to Prevent Falls in Older Adults". The post features a banner with the text "IT TAKES A COMMUNITY TO PREVENT A FALL November is Fall Prevention Month. We all have a role to play." and an image of three people exercising outdoors. Below the banner is a logo for "FALL PREVENTION MONTH WE ALL HAVE A ROLE TO PLAY". The post includes a quote: "Each year in Canada, it is estimated that one in three persons over the age of 65 experiences a fall." It also notes that falls are the leading cause of injury-related death and hospitalization among older adults.

## 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.



# HASHTAG TIPS

The purpose of the hashtag is to amalgamate all the images and posts from your event into a single space, and make it easier for your target audience to find relevant content to interact with.

For quick access and to avoid typos, copy hashtags and paste them directly into the app to post.

To increase awareness use regional hashtags on all your posts. If your content is applicable to the entire country add #Canada to your tweet. If it is for a regional event, most cities have their own. For example, in London Ontario, the hashtag "#LdnOnt" is commonly used and a great way to reach your target audience. Toronto has several, including their airport code #YYZ, #Toronto and #The6ix.

Avoid hashtags that are:

## 1. Too common

If a hashtag has been used for multiple events or by multiple brands and individuals, the hashtag won't work for your event because irrelevant chatter will drown out the relevant posts at your event.

#Fall – This hashtag could refer to the season fall, and used by a number of people who are not engaged in fall prevention awareness.

## 2. Too complicated

If your hashtag is too difficult to reproduce or remember, posts will be lost if a guest types in the tag with an error. Make it easy for your target audience to read and type quickly.

#FPMActivityNamePlace2020 – When a hashtag is over 15 characters, the chance of a typo is quite high and your attendees may not want to type that out for each post.

#tttippffff – if you have a lot of letters that repeat or blur together, the opportunity for misreading, error or typo become more likely.

## 3. Not relevant

#SuperFun – while not a hashtag actively being used by a group or brand, it is far too general and doesn't provide anything relevant about your event or help with awareness. Include a key word from the name of your event or the activity you are sponsoring so that people know it is associated.



## Use our hashtags

**Primary hashtags:** #PreventFalls #PreventChildFalls

Feel free to create your own hashtags, but we encourage you to use **#PreventFalls** 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!

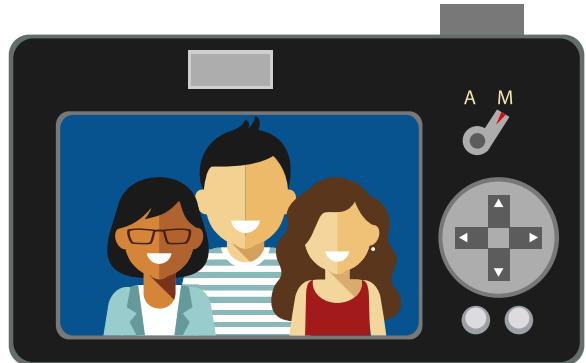


# CONTENT PRODUCTION

## 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



Colour (preferred application)



Minimum size restrictions ensure the logo is always clearly legible.

### 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



R - 7  
G - 82  
B - 144



PANTONE  
7686 C



C - 99  
M - 74  
Y - 16  
K - 3



R - 59  
G - 180  
B - 74



PANTONE  
361 C



C - 75  
M - 0  
Y - 100  
K - 0

## Fonts

Headlines & subheads - Roboto Medium

Body copy - Roboto Light

Additional headline & subheads - Roboto Regular

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



# FALL PREVENTION MONTH TIP SHEETS

Looking for more helpful resources on how to optimize your fall prevention month campaign? We also have 1 or 2-pager Tip Sheets on topics like Engaging Communications Departments, How to Use Hashtags, Social Media Best Practices, How to Host a Webinar, and more! You can find these on the Fall Prevention Month Tip Sheet webpage: <https://www.fallpreventionmonth.ca/adults/take-action-adults/promotional-materials/tip-sheets>

