Heatstroke Social Media Guide

This guide provides suggested Facebook posts and tweets to help raise awareness about heatstroke prevention and how to respond to an incident in your community.

Facebook

**General Posts**

Help protect kids from heatstroke by remembering to ACT: Avoid heatstroke. Create reminders. Take Action. Learn more [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke)

Your car heats up faster than you think. Remember to never leave a child alone in a car, not even for a minute. [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke)

What should you do if you see a child alone in a car? Dial 911 – emergency personnel are trained to respond. [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke)

**Rapid Response Posts**

A child nearly died from heatstroke here in (your city or state). Never leave your child alone in a car. Share these tips to help prevent heatstroke. [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke).

A tragedy happened here in (your city or state). Never leave your child alone in a car. Share these tips to help prevent heatstroke. [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke).

What should you do if you see a child alone in a hot car? Dial 911 immediately! [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke).

Twitter

General Tweets

* In just 10 minutes a car’s temperature can increase by 19 degrees – and it continues to rise #heatstroke <http://bit.ly/1dtPS9M>
* 10 minutes is all it takes for a car to reach deadly temperatures for a child inside. <http://bit.ly/1gy2XPR> #heatstroke
* Heatstroke can happen to anyone, anywhere. <http://bit.ly/1fT7GgB>
* Tip: Make sure to keep your car locked when you’re not in it so kids don’t get in on their own. <http://bit.ly/1gy2XPR> #heatstroke
* Every 10 days a child dies from being left in a hot car. Help prevent #heatstroke. <http://bit.ly/1fT7GgB>
* More than half of reported #heatstroke deaths occurred when a distracted caregiver forgot their child was in the car <http://bit.ly/1fT7GgB>
* We can cut down the number of #heatstroke deaths and near-misses by remembering to ACT! Find out how <http://bit.ly/1gy2XPR>
* Remember to never leave your child alone in a car – not even for a minute! <http://bit.ly/1fT7GgB> #heatstroke
* Help us spread the word to prevent #heatstroke. <http://bit.ly/1fT7GgB>
* What should you do if you see a child alone in a hot car? Dial 911 immediately. <http://bit.ly/1gy2XPR> #heatstroke

**Rapid Response Tweets**

* Alert: A child nearly died of #heatstroke here in (your city or state). Read about it: (link to article or news story).
* Alert: A child died of #heatstroke here in (your city or state). Read about it: (link to article or news story).
* Take action against #heatstroke. <http://bit.ly/1fT7GgB>

Twitter Tips

Suggested Hashtags: #heatstroke

Shortcut URLs: Use bitly to create shortcut URLs for your tweets - <http://bit.ly/>

More Information

Contact Julie Kenneally, Public Relations Associate, for more information at 202-662-4472 or [Jkenneally@safekids.org](mailto:Jkenneally@safekids.org)