



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

CAMPAIGN SYNOPSIS: WATER SAFETY MONTH MAY 2016

YMCA OF GREATER SEATTLE

TIMELINE

May 1—31, 2016

CAMPAIGN GOALS

Promote water safety awareness

Position the Y as a leader and subject matter expert -“America’s Swim Instructor”

Provide opportunities for community to try the Y for swim lessons and water safety programs

LOCAL GOALS

Align our messaging across all YMCA of Greater Seattle branches to collectively and appropriately amplify the YUSA Water Safety Month campaign and reflect our diverse local community.

TARGET AUDIENCES

Families with kids

Adult non-swimmers

General public

LOCAL INITIATIVES

Messaging framework

Focus on what makes the Y unique in our aquatics programs—nurturing, caring, supportive.

Call-to-action

Dive into summer with Water Safety

Register for swim lessons

Benefit statement options

SPLISH SPLASH INTO SAFETY

READY, SET, SAFE

BE CONFIDENT, BE SAFE, HAVE FUN

Opportunities to share the campaign message

Key Messages:

- Drowning poses a threat to the health and well-being of people nationwide, particularly among children and minority populations.
- The Y is “America’s Swim Instructor” and the most accessible community resource to prevent drowning.
- Teaching children how to swim and be safe around water is one of the most important life skills parents can help their children learn. It not only saves lives, it builds confidence.
- The Y’s Water Safety programs teaches children of all ages and from all backgrounds that water should be fun, not feared, as long as you know how to stay safe in and around water.

Digital (see Digital Media Drive for photo/video assets)

Use hashtags #WaterSafety, #BestSummerEver

Weekly Facebook awareness messaging:

- Week One: It’s National Water Safety Month! Throughout May and beyond, we provide King County kids access to water safety lessons so they can be confident and make a splash this summer! Learn more about how you can help your kids have a safe and #BestSummerEver <http://bit.ly/249STbS> {INSERT INCLUDED WATER SAFETY OR SWIMMING PHOTO}
- Week Two: Swimming is a lifelong skill that can benefit the entire family! Strong swimmers = confident kids. #WaterSafety <http://bit.ly/249STbS> {INSERT SWIM LESSONS INFOGRAPHIC}
- Week Three: As “America’s Swim Instructor” the Y teaches 1 million kids how to swim every year. Giving kids the skills to be safe around water not only saves lives, it builds confidence. Learn more at <http://bit.ly/249STbS> #WaterSafety {INSERT WATER SAFETY INFOGRAPHIC}
- Week Four: YMCA Water Safety Tip: Everyone, even strong swimmers, should wear a life jacket when participating in water sports like boating, tubing, and canoeing. #WaterSafety Find more tips at ymca.net/watersafety {INSERT LIFE JACKET PHOTO}

Twitter messaging:

- May is #WaterSafetyMonth. Check out some safety tips to practice swimming: #BestSummerEver <http://bit.ly/1SArOTF>
- Meet us at the pool this summer! We have great swimming programs for all ages, even adults! #WaterSafety <http://bit.ly/249STbS>
- Practice fun + safety around water this swimming season. Learn some easy tips <http://bit.ly/1SArOTF> #WaterSafety
- Swimming is a lifelong skill that’s great for staying active and being safe around water #WaterSafety <http://bit.ly/249STbS>

Media Relations

Customizable Op-Ed:

<https://yexchange.org/PublicRelations/Resources/2016-Safety-Around-Water-Blogger-Article-Op-Ed.doc>

Using your regional media list, submit this article to your local blog or newspaper to engage the community and start a discussion about the importance of water safety.

Events

Promote one Water Safety event or swim lesson open house via social media and local media outlets. This could be something new or a pre-existing activity. Consider incorporating Water Safety messaging/events into things like Family Night or open swims. Additional messaging resources can be found at www.ymca.net/watersafety

ADDITIONAL BRANCH-LED

Highlight branch Aquatics staff and participants on social media. Use a photo and a quote or brief bio.

Share AO Facebook awareness messaging to branch pages including:

- **Short videos featuring branch Aquatics staff providing water safety tips (posted each Monday)**
- **May is also Foster Month—Accelerator Y video on Facebook featuring foster family and swim lessons. (posted May 17)**
- **Live tweet or share Facebook updates from Water Safety events**
- **Encourage members/participants to share photos/videos using campaign hashtags to branch FB page**