



Preventing Fall Related Injuries in Georgia

A Collaborative Resource Provided by the Georgia Committee for Trauma Excellence

Fall Prevention Social Media Guide #PreventTrauma #PreventFallsGeorgia #FallsFreeGA September 21 – 25, 2020 Fall Prevention Awareness Week

This guide is to help trauma centers and partners utilize social media platforms to support and promote fall prevention in older adults. Please feel free to share this material with your partners in prevention.

Share Fall Prevention messages on Facebook, Instagram, and Twitter

Step 1: Follow Georgia Trauma Foundation on Facebook and Twitter!

Find us on Twitter: <https://twitter.com/georgiatrauma>

Find us on Facebook: <https://www.facebook.com/georgiatrauma/community>

Follow us to comment, share, like, repost and re-tweet relevant content. You can also find out what our partners are doing for Fall Prevention Awareness Week.

Step 2: Start posting!

We've included sample posts below, or you can come up with your own messages tailored to your organization and community. Be sure to use **#PreventFallsGeorgia** **#PreventTrauma** **FallsFreeGA** in all your posts to make our collective voices stronger and raise awareness during Fall Prevention Awareness Week!

Sample Social Media Posts:

- * *Did you know falls are the leading cause of injury and death for Georgians 65 and older? Take steps now to #PreventFallsGeorgia. Learn more at: www.cdc.gov/steady/pdf/STEDI_OlderAdultFactSheet-a.pdf #FallsFreeGA #PreventTrauma #STEDI*
- * *1 in 4 people 65 and older falls each year. Take steps to keep yourself and loved ones safe. #PreventFallsGeorgia #PreventTrauma #FallsFreeGA vimeo.com/148517287*
- * *Know an older adult who has fallen? Learn how you can help prevent falls. #PreventFallsGeorgia #FallsFreeGA #PreventTrauma vimeo.com/148517287*
- * *An older adult falls every second of every day. Join us for [insert event name] on [insert event date] and help us prevent falls. #FallsFreeGA #PreventFallsGeorgia #PreventTrauma*
- * *Attention healthcare professionals! Check out these resources to help prevent falls in older patients www.cdc.gov/steady/index.html #PreventFallsGeorgia #PreventTrauma #FallsFreeGA #STEDI*

Sample Social Media Graphics:

We encourage all partnering organizations utilizing these materials to keep the Trauma Foundation logo intact. Trauma Centers and partnering organizations are welcome to co-brand these materials so long as the Trauma Foundation logo is not altered.

Download these images and others at the link below:

<https://georgiatraumafoundation.pixieset.com/georgia-fallpreventionimages/>



Step 3: Amplify the Message!

When you see fall prevention messages from partners on Facebook, Twitter, and other social media channels, share with your networks! Remember to use #PreventFallsGeorgia #FallsFreeGA in your posts.

Fall Prevention Partners:

- * Georgia Trauma Centers
- * The Georgia Trauma Commission
- * Georgia Society of the American College of Surgeons
- * The Injury Prevention Research Center at Emory
- * Georgia Tools for Life
- * Shepherd Center
- * Georgia Department of Public Health
- * Department of Human Services, Aging Services
- * Area Agencies on Aging
- ...and more.

Additional Resources:

- * [Fall Prevention Center of Excellence](#)
- * [Center for Disease Control](#)
- * [American Occupational Therapy Association](#)
- * [National Council on Aging](#)
– [Falls Free CheckUp](#)