



# Spreading the Word

**noregrets**

  
Parachute

# Using Social Media

## WHY WOULD NO REGRETS WANT TO USE SOCIAL MEDIA?

- To easily and frequently inform you of program updates.
- To hear about how the No Regrets program is coming along in your community, including both successes and challenges.
- We want to hear the opinions of you and your friends on these matters!
- To share information we come across in the form of breaking news, new research, cool initiatives, and even interesting or funny videos.

## WHAT ARE SOME THINGS PARACHUTE KEEPS IN MIND WHEN USING SOCIAL MEDIA?

- We want to be where YOU are, so you don't have to roam too far.
- It's a conversation! Let Parachute know what you and your team are up to, as well as any thoughts you may have on the issue of injury.
- We'll keep things engaging, diverse, and ongoing!

So with that being said, let's take a closer look at some of the various ways that we'll be interacting...



[Facebook.com/noregretsprogram](https://www.facebook.com/noregretsprogram)

[Facebook.com/parachuteinaction](https://www.facebook.com/parachuteinaction)

*On Facebook, you can expect:*

- Photos and status updates about No Regrets programs, training sessions, and other highlights from schools across Canada.
- Links to interesting articles, research, videos, and related websites.

- Question of the Month related to injury.

*What do we need from you?*

- Spread the word: Tell your team to “like” the No Regrets page for constant updates.
- Post: Upload a photo from your latest initiative or share a link to a relevant article or interesting video you came across.
- Participate: Like an article? Agree or disagree? Create a dialogue with youth across the country.

# noregrets

Sign up for our newsletter at [noregrets.parachutecanada.org](http://noregrets.parachutecanada.org)

*With the monthly newsletter, you can expect:*

- A newsletter released every month.
- A place to get caught up with Parachute programs.
- Clear, concise information with photos and relevant tips and stories for your No Regrets team.

*What do we need from you?*

- Content: Send us photos, write an article, or send us a link to a website and we’ll make sure you get in the newsletter that goes out to over 400 students and staff advisers and over 300 related organizations, sponsors, donors, and community partners.



*What's up there now?*

- A series of videos including Program Trailers, Injury Survivor Vignettes, Public Service Announcements, and videos produced by No Regrets teams.
- We’ve been online since 2009 and have over 28,000 views and counting.

*What would be awesome to see?*

- More footage from schools! Film your initiatives and we'll upload the clip to our account.



twitter

<https://twitter.com/parachuteaction>

*What's up there now?*

- Updates about No Regrets programs, training sessions, links to interesting articles and other highlights.

*What do we need from you?*

- Follow us! You can keep up to date with everything that is going on at our end and by tagging us in your posts, we can be updated on your stories as well.

## Traditional Media

More traditional forms of media, such as newspapers and the radio, can also help promote your No Regrets team by getting your story out to a large audience and raising your public profile. In general, media are very interested in what youth in their community are up to and what they're thinking. Once you reach out to them, you may be pleasantly surprised at how eager they are to talk to you.

The media are flooded with story ideas and press releases; therefore, you need to find a way to make your story seem interesting enough to rise above the rest and get coverage.

## IMPORTANT THINGS TO CONSIDER

- **Research local coverage.** Your story may not be national newspaper or TV material but your local media are likely to be interested in what you are doing, especially if they focus mostly on local news.

- **Who should you approach?** The assignment or general news editor is often your best source unless there's a reporter who covers your area of focus (e.g., youth, news, health issues).
- **What's new?** News is all about the current and the different. Highlight those elements right up front in your story pitch.
- **Context:** If you're trying to interest a reporter in injury prevention, have available some local statistics on deaths and injury, or some local examples of youth hurt or killed by unintentional injuries.
- While the media will generally have their own ideas about visuals to illustrate your story, it is always helpful for you to think about them as well and to check out what's possible (e.g., images or a video of an activity at your school).

## DEVELOPING THE STORY: THE PRESS RELEASE

**A press release can be used for a couple of different purposes:**

- 1. Whole Story:** This kind of press release contains the whole story – the who, the what, the where, the why and the how. It allows the media to prepare a story entirely from your release, without even contacting you.
- 2. Invitation:** This kind of press release is generally an invitation to an event. It's a teaser, where you are trying to interest the reporter in, for example, coming out and observing something at your school.

### **How to Write a Press Release:**

- **Avoid Editorializing:** For example, "This is the best event in history!" It is important to sound excited about the event, but journalists will decide for themselves if something is newsworthy or not.
- **Keep it Short:** When editing your essays at school you might have been told to take out extra words when you can. The same goes for writing a press release. Journalists are almost always pressed for time so keep your release as short and to the point as possible.
- **Headline:** Make it clear and interesting.

**Paragraph One:** The most important information goes in the first paragraph, as news editors will often decide whether to toss or use a press release after the first paragraph. Try to open with something catchy while attempting to answer the “who, what, when and where questions” in two to three sentences. This can be difficult so feel free to put new information in the second paragraph.

**Paragraph Two:** Answer the why question and expand.

**Paragraph Three:** Try to have a quote from somebody on the No Regrets team, a principal, teacher, or even a member of the student body. They can talk about how excited they are about the event or what they think will happen.

**Paragraph Four:** This should be the last paragraph. Add some information about the No Regrets program and how long it has been running at the school. Also be sure to list the No Regrets website, *noregrets.parachutecanada.org* for more information.

See the next page for an example.

## **SAMPLE PRESS RELEASE**

Contact: (name of peer leader or staff adviser)

Heart Lake Secondary School

Phone: (000) 000-0000

Email: [johnsmith@heartlake.ca](mailto:johnsmith@heartlake.ca)

Students at (School Name) tackle the leading killer of Canadian youth

<Your city>, date. Students at <School Name> are being invited to BYOB (bring your own banana) to receive a free banana split on Friday as part of the school's No Regrets Month campaign. <School Name> is one of about 100 schools across Canada running a No Regrets program, which is designed to help students learn to manage risks and prevent injury, the leading cause of death for young people.

Parachute, a national charitable organization, helps youth see the risks in their everyday lives and shows them how to take those risks in the smartest ways possible so that they can enjoy life to the fullest. No Regrets is a high school peer-led initiative geared at reducing the incidence of predictable and preventable sport and activity-related injuries among youth. The goal is to save lives by making injury prevention a school-wide movement.

No Regrets team members organize injury prevention activities in their school that promote Parachute's Five Key Messages: Buckle Up, Look First, Wear the Gear, Get Trained and Drive Sober. For example, this week students are being asked to BYOB on Friday to receive a free banana split. The event promotes the "Drive Sober" message. "We use positive messaging and fun activities like this to get across to our classmates that it is their choice to take smart risks and prevent injuries," says No Regrets student leader <name>. "Since our program started in September, this is the third activity we've run and we're hoping to get lots of students out."

With activities like BYOB, the No Regrets team at <School Name> hopes to make predictable and preventable injuries a thing of the past.

For more information on No Regrets at <School Name>, please contact <name of peer leader or staff adviser>. For more information on Parachute, No Regrets or injury prevention for youth, visit [noregrets.parachutecanada.ca](http://noregrets.parachutecanada.ca)