CREATING A SAFE BOATING CULTURE 365 DAYS A YEAR

Use this social content bank as a starting point. Share our message that *Boating is Serious Fun* by simply reaching out to friends, family and colleagues. Help make our waters safer for everyone.

Remember to adjust your content based on the social platform of your choice (e.g., keeping your message under 280 characters if posting on Twitter). Use tagging more on Facebook and hashtags more on Twitter or Instagram. And always add imagery or videos to make your posts more inviting. You may find some image resources available from the U.S. Coast Guard.

Don't forget to include @boatlive365, #boatlive365 or a link to the website, www.boatlive365.org where relevant.

Year-round Safety

Four out of every 5 boaters who drowned were in boats less than 21 feet in length. Help your community create a safe boating culture 365 days a year at www.boatlive365.org.

In 2023, the Coast Guard reported 3,844 recreational boating accidents, including 564 deaths, 2,126 injuries and approximately $63 million of damage. Help create a safe boating culture 365 days a year, and let's make it our goal to lower all of these numbers! @boatlive365

In reported accidents, 45% involved open motorboats, 17% kayaks and 8% personal watercrafts. Help your community create a safe boating culture 365 days a year. Learn more at www.boatlive365.org.

Recreational boating advocates, unite! If you're passionate about creating a safe boating culture 365 days a year, check out www.boatlive365.org.

Boat Live 365 provides resources and public outreach to lower the rate of boating accidents, incidents and fatalities nationwide. Share this [post, link, etc], and let's help save lives together.

Boating is serious fun! Spread the word and share this [post, link, etc]. The safer we are on the water, the more fun and great memories we'll have. Visit www.boatlive365.org before the fun begins so it can keep going.

Produced under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

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Share this [post, link, etc], and save a friend. It's boating season – visit www.boatlive365.org before the fun begins so it can keep going!

Boat Live 365 is a movement to empower recreational boating advocates to create a safe boating culture 365 days a year, with proven resources and public outreach. Join us.

Accident Reporting

Filing an insurance claim is not a substitute for filing a boat accident report. Find more great resources to help create a safe boating culture 365 days a year at www.boatlive365.org.

Download the U.S. Coast Guard accident report form. [Embed link: http://boatlive365.org/wp-content/uploads/2018/03/CoastGuard_Accident-Report-Form.pdf]. Keep blank copies on your boat even though you will never need them, right? Help create a safe boating culture 365 days a year. @boatlive365

Boat Operator Responsibility

Operator inattention, operator inexperience, improper lookout, excessive speed and machinery failure rank as the top 5 primary contributing factors in boating accidents. Learn more at www.boatlive365.org. Help your community create a safe boating culture 365 days a year.

Cold Water

Your body loses heat faster in water than in air. Learn life-saving tactics at www.boatlive365.org.

Hypothermia begins at just a 3.5 degree dip in body temperature. Learn life saving tactics at www.boatlive365.org.

Don't panic! Stage 1 of falling into cold water – cold shock response. Stay calm, raise your body to a floating position and steady your breathing. Learn more at www.boatlive365.org, where boating is serious fun!

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Life Jackets

75% of boating fatalities were from drowning, and 87% of those were not wearing a life jacket. Create a safe boating culture 365 days a year at www.boatlive365.org. @boatlive365 @wearit

Wearing a life jacket is your best shot at surviving the unexpected. Help create a safe boating culture 365 days a year at www.boatlive365.org.

You planned the fun, not the boat crash, the man overboard or the BUI boater that capsized your boat. Your life jacket is your best shot at surviving the unexpected. Learn more at www.boatlive365.org.

Navigation Rules

Before you set sail, know the rules so you can live to boat another day! Navigation rules prevent collisions on the water. Learn and share the knowledge. @boatlive365

Some rules save lives, like rule #5 - every vessel shall at all times maintain a proper lookout. Learn more and share it all. @boatlive365

Propeller

According to the 2023 U.S. Coast Guard Recreational Boating Statistics, there have been 145 accidents in which at least one person was struck by a propeller. Collectively, these accidents resulted in 23 deaths and 133 injuries. Learn more at www.boatlive365.org.

A typical three-blade propeller running at 3,200 RPM can inflict 160 impacts in 1 second. WHOA!! The results of a propeller strike are horrific. Learn life saving boating tips at www.boatlive365.org. Boating is serious fun.

YOUR BOATING DOLLARS AT WORK

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Safety Training

75% of deaths occurred involving boat operators who did not have any boating safety instruction. Boating is serious fun. We must do better! Learn more at www.boatlive365.org.

Most states require basic boating education before you operate a boat. Have you had your boater safety training? Boating is serious fun – make time to learn more at www.boatlive365.org.

Under the Influence

Alcohol use is the leading contributing factor in boater deaths where the primary cause was known. It's not worth it. @boatlive365 @OperationDryWater #BoatSober #NEVERbui

Drunk boating IS drunk driving! Help your community create a safe boating culture 365 days a year. www.boatlive365.org @boatlive365 @OperationDryWater

The federal BAC limit for BUI is .08, just like driving a car. Learn more. @boatlive365 @OperationDryWater #DrunkBoatingisDrunkDriving

It is illegal to operate a boat while under the influence of alcohol. Create a safe boating culture 365 days a year at www.boatlive365.org. @boatlive365 @OperationDryWater

If a #drunkboating crash doesn't kill or seriously injure you the consequences may still ruin your life. Create a safe boating culture 365 days a year at www.boatlive365.org. #BoatSober #NEVERbui

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