



Smart911 Holiday Safety Social Media Strategy

Social Media Post 1 - Day 1:

Keep Poisonous Plants Out of Reach: Mistletoe, holly berries, and Jerusalem cherry can be toxic to children and pets. Keep them high and safe! 🌿🚫 #HolidaySafety

Social Media Post 2 - Day 2:

Use Proper Equipment: Avoid standing on chairs or furniture. Always use a step stool or ladder for those hard-to-reach places! 🪜👍 #HolidaySafety

Social Media Post 3 - Day 3:

Sharp Blades are Safe Blades: Using a dull knife requires more pressure and can lead to injury. Keep your tools sharp! #HolidaySafety

Social Media Post 3 - Day 4:

Stay Safe Online: Avoid posting your travel plans on social media. Keep your home safe while you're away! 🏠🔒 #HolidaySafety

Social Media Post 3 - Day 5:

Keep Your Tree Fresh: A dried-out tree can be a fire hazard. Choose a fresh tree and keep it well-watered! 🌲💧 #HolidaySafety

Social Media Post 3 - Day 6:

Recycle Gift Wrap: Don't burn or toss gift wrap in the fireplace. Instead, recycle it responsibly! ♻️🎁 #HolidaySafety

Best time to post on social media:

- Facebook: 12 p.m., Monday – Wednesday
- Twitter: 12 p.m., Monday – Wednesday
- Instagram: 12 p.m., Monday – Friday
- LinkedIn: 7:45 a.m., 10:45 a.m.; 12:45 p.m.; 5:45 p.m.. Monday and Wednesday