

Your RoSPA **FALL FIGHTER**

Toolkit Guide



accidents don't have to happen

In partnership with



Guide to your

Fall Fighter digital toolkit

You've completed our Fall Fighter session, **congratulations!**

Across the session you have learnt about why falls happen, who they affect and what you can do to prevent falls from happening.

So now you're ready to spread the word and become part of the solution.

As a newly initiated Fall Fighter, you should now have the know-how to provide advice to help prevent falls. To support you we've put together a digital toolkit and this guide, to aid you in starting the conversation online around falls prevention.

Don't forget!



Visit our fall prevention web hub for FREE fall prevention advice and tools!

Visit the [web hub](https://rospa.com/falls) rospa.com/falls

How do you...

become a **Fall Fighter** online?

Sharing content is a great way to raise awareness of the importance of fall prevention, and the Fall Fighters session.

It has never been easier to reach a large audience, thanks to the internet. By using video, social media, email and even digital versions of traditional media like leaflets and press releases, we have the opportunity to tell our own stories and share information to positively impact the lives of older people (those who are most at risk of experiencing falls).

Being a Fall Fighter online means you have the chance to change the lives of many, sometimes just by clicking send or sharing a post. This guide, and the resources provided within the toolkit, are here to help you maximise your digital potential.

Whether you're looking for advice, tips or guidance on the materials provided, or how to use specific platforms, you'll find all you need here.

So let's get started!



Social media

Why do we use it?

Did you know...

...there are an estimated

53 million

social media users in the United Kingdom?

That's a lot of people.

Just for reference, there are approximately 66 million people in the UK, so this is a pretty big proportion.

Social media offers us a smart way to share news, information and content with a wide range of audiences, and with platforms like **Twitter, Facebook, Instagram** and more - there is plenty of choice!

Alongside friends and family, who may also find information on preventing falls useful, there are groups, forums, and content communities, giving you plenty of places to share your Fall Fighter knowledge.

However, creating and posting content takes time, and around your day to day schedule, you may find this difficult to do...which is why our next sections cover how to use the ready made content we've provided!



Overwhelmed by choice...

First, before sharing any content, you'll want to decide which platforms you'll be using and sharing content on.

It's easy to get overwhelmed by the amount of platforms, and let's be honest, there may even be a temptation to be on all platforms at once so you don't risk missing out.

However, being on all platforms, well, it can be a LOT of work.

So before we move ahead we recommend that you think of at least one platform you're regularly active on to use the materials we've provided.

If you find yourself on Facebook on a daily basis, maybe that's the platform you go for, or if you find yourself enjoying scrolling through Twitter it may be that you'd prefer to post there.

Most of the resources we've provided have been optimised for use on Facebook, Twitter, LinkedIn and Instagram, so whether you'll be posting or changing your banner, you'll have a selection for your platform of choice.



Social media resources

Using them is **easier** than you think!

Some of the social media resources provided in the toolkit may leave you with some questions on how best to use them.

Not to worry, here are some tips on how to get the most out of the ready made content we've provided!

Static Posts

The images/graphics available have been pre-sorted into use by platform, so the ones labelled for Twitter or Instagram should be the perfect size already. All you'll need to do is copy and paste a post from our social media resource page, add the relevant image/graphic, and then share!



Gifs/Videos

If you've decided to use a gif, these can only be shared on Twitter, but our videos can be used across all platforms. Just share with a post from our social media resources page.

Banners

Banners are fun to use, so much fun in fact that we've also made some for each platform. Simply go to your cover image or banner, and swap out what you've currently got with the one labelled for that platform.



Top tip...

Reduce your time by scheduling

There are many ways to reduce the time you spend posting content on social media, and that's by making use of tools online!

Services such as Hootsuite and Buffer work across multiple platforms, and can allow you to manage all your accounts in one place, even to a point where you can schedule your posts in advance.

These tools can be used for free - to an extent, and are worth looking at if you're hoping to post about Fall Fighters on a regular basis.

Platforms covered include Facebook groups and pages, Twitter, Instagram, and LinkedIn pages and profiles.

Alternatively, some platforms now allow you to schedule posts in advance on site. For Twitter you can schedule while writing your posts, and on Facebook, by using Creator Studio you can schedule posts in advance for pages and for Instagram.



Press release

What a **press release** is, and how you use it

If your organisation has become involved in supporting the Fall Fighter movement you may want to consider a press release to promote your involvement. Press releases are a great way to talk about and raise awareness of the work you do.

There are many ways to make the most of a press release, not only can they be shared with local, regional or national press, but extracts can be posted to social media, and also hosted online on your own website.

As a part of this digital toolkit, we've provided two press release templates for you to use. The templates are in a word document format which makes it easy for you to personalise them for your organisation.

Distributing your press release

Once you've edited the press release of your choice, you'll need to get it to the relevant journalists who can help you amplify your work.

One way to go about this is to contact a local newspaper to find the relevant journalist, another way is to use Twitter to reach out instead.

If you're unsure, you can use the general newsdesk email to send your release to. It's worth looking at local newspapers, community media, blogs or radio stations to also reach out to.

To make sure you're fully prepared before you make contact, write down a brief outline to summarise your story over the phone, or include your email alongside your press release. If you do decide to call, make sure you ask for an email to send further information to.

Top tips...

when sending your press release



Timing is key

Thinking of sending your press release on a Friday afternoon? Think again! We recommend sending your release earlier on in the week, like a Monday morning. Sending on a Friday afternoon could mean your message gets missed.



Utilise the body of your email

Alongside using a summary, you could also utilise the space of the email to include a copy and pasted version of your press release. Do this alongside your attached copy, so journalists can see everything they need when they view your message.



Just emailing journalists? Why not your local MP?

When considering who to send your release out to, why not show off your hard work by telling your local MP? This could raise the profile of the work you are committed to, alongside keeping them informed of what's going on in their constituency. They may even mention your efforts in their parliamentary work.



Let us know when you share

If you get media coverage for your Fall Fighter activity, please let us know about it! Feel free to tweet us at @RoSPA and @rsagroup or send us a Facebook message at RoSPA.



Extra promotion

Have you read the facts and posts booklet?

We've included a facts and posts booklet as part of the Digital Toolkit. It contains key facts and figures you will have seen during your Fall Fighter session, as well as social media post suggestions, making it easy for you to get out there and share your newly gained knowledge and skills.

Have you included an email signature?

Email signatures, when used correctly, can be turned into powerful tools to drive awareness. It gives you the opportunity to reach people across all areas of your life, whether that's at work, or for personal use.

It's really easy to use, just save the image and import into your email signature.

Click these links to adjust your signature on Outlook or Gmail.

[Gmail](#)
[Outlook](#)



Free resources

Take advantage of the **fall prevention web hub**

Working with our partner, insurer RSA, we've put together a fall prevention web hub full of information, advice and tools, to help you and your loved ones prevent accidental falls – all available for free!

What will you find on the web hub?

- **Video demos** from Later Life Training on the role that exercise, particularly strength and balance exercise, can play in preventing falls and promoting wellbeing
- **Step-by-step guide** to fall prevention around the home
- **Advice** on home fire safety and other home safety tips – because preventing other accidents is also a good idea!
- **Checklists** and an **exercise tracker** to help you stay safe and active.



Visit the **web hub**
rospa.com/falls

Digital badge

Making the most of it online

You've completed the Fall Fighter session, and now you want to shout about it. We hear you!

Alongside utilising the materials we've provided for email, social media and for members of the press, another great aspect of our kit includes a badge and a certificate.

So how can you use these materials?

Your digital badge

Platforms such as LinkedIn offer the chance to update your accomplishments and volunteering sections, making it easy to showcase your role as a Fall Fighter and your achievement in taking part in our course.

To use the badges (and your certificate) in these sections simply head on over to your LinkedIn profile, scroll down to volunteering or accomplishments, and click on the plus symbol and add what the course covered.

These sections offer an area to add imagery or media, here's where you can include your badge.

Alternatively, if you want those visiting your profile to immediately see your achievement, you can rearrange your profile to have these sections first, or you can include the badge in your featured section by also using the plus symbol.

Alongside sharing on social media, you could also upload your badge to your website!



Digital certificate

Making the most of it [online](#)

You can, of course, share your certificate online in a similar manner to the digital badge, however, another option is to print it and add it to your personal portfolio.

If you're looking at changing roles soon, you can always include your role as a Fall Fighter in your CV, with your certificate available on request, or you can take it along with you when interviewing for a new job.



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**Thank you for becoming
a RoSPA **Fall Fighter!****

rospa.com/fall-fighter
#FallFighter

