



accidents don't have to happen

The xylem logo is written in a lowercase, white, sans-serif font. It is positioned in the upper right corner of the page, set against a background of dark, choppy water. To the right of the logo, there is a graphic of four overlapping circles in red, green, blue, and yellow, which is part of the ROSPA branding.

xylem

Find Your Float: Social Media Toolkit

Introduction

Floating on your back is a science-backed self-rescue skill that works in both salt and fresh water. If you get into trouble in the water, it could save your life.

Because everybody floats differently, it is important to learn what floating looks and feels like for you. You can “find your float” by practicing in a safe and supervised location like a swimming pool or lifeguarded beach. By practicing how to float somewhere safe, you will be better prepared if you need to float in an emergency.

How to find your float:

1. Tilt your head back with your ears under the water
2. Stay calm and breathe normally
3. Move your hands to help you float
4. Don't worry if your legs sink, everybody floats differently
5. When you feel calm, shout for help or swim to safety

Social media posts

We have created these posts to help you share information about how to find your float with family, friends and colleagues. You can post the images and captions directly to your feed or share the information privately via direct message. Posts can be used for Facebook, Instagram or LinkedIn.

If you decide to practise finding your float as a family or group in a safe and supervised environment, share a picture on social media for World Drowning Prevention Day on 25 July with the hashtag #FindYourFloat.



Post 1

Image

If you get into trouble in the water, knowing how to float can save your life. But everybody floats differently.

Find your float by practising in a supervised location like a swimming pool or lifeguarded beach.

By practising how to float somewhere safe, you can learn what floating looks and feels like for you. This will help you know what to do in an emergency.

#FindYourFloat



Post 2

Image

Floating is a skill that can help save your life if you get into trouble in the water.

How to find your float:

1. Tilt your head back with your ears under the water
2. Stay calm and breathe normally
3. Move your arms and legs to help you float
4. Don't worry if your legs sink, everybody floats differently
5. When you feel calm, shout for help or swim to safety

You can practise this technique somewhere safe and supervised, such as a swimming pool or lifeguarded beach.

#FindYourFloat

