



# Help spread the word about bystander CPR.

It's a social movement to save lives from cardiac arrest.

Join us for the worldwide, annual initiative to spread the word about bystander CPR and AED use! Your social media platforms are the perfect tool to reach a large audience, to promote your commitment to saving lives and to educate people about Hands-only CPR/AED.

This toolkit will provide you with tips and tools to use in your own social and digital communications.

Facebook ... Instagram ... Twitter ... whatever social platforms you use, they are the perfect means for you to share your passion for improving cardiac arrest survival. We hope you find these materials useful!

## Official World Restart A Heart day Hashtag:

#WorldRestartAHeart

Use this hashtag in all your social media posts along with any other tags that are relevant to your own work and organization.

The International Liaison Committee on Resuscitation (ILCOR) and resuscitation councils around the globe will be using this hashtag to link and track Instagram, Facebook, Twitter and LinkedIn posts.

## What is World Restart a Heart day?

On October 16th we will be celebrating the World Restart a Heart (WRAH) initiative with events all around the world taking place on or around that date.

All seven constituent councils of ILCOR are supporting a global initiative to increase awareness about the importance of bystander CPR and to also increase actual bystander CPR rates worldwide. Visit [www.ilcor.org/wrah](http://www.ilcor.org/wrah)



#WorldRestartAHeart

# How to create content for your social media platforms

Reach your followers and raise awareness of bystander CPR/AED by using any of the following ready-to-use posts, or customize them to fit your own voice or organization's goals.

**You will find the link in the Resources section of this toolkit, page 4.**

## Facebook Sample Posts

- In Canada, a cardiac arrest happens every 15 minutes.<sup>1</sup> #WorldRestartAHeart day is a worldwide movement to save lives. Heart & Stroke's hope is that all people in Canada learn how to help. Follow #WorldRestartAHeart today.
- Cardiac arrest can happen anywhere, to anyone. Your fast action gives that person their best chance to survive. Join a worldwide movement of people willing to be difference-makers by learning CPR and how to use an AED. #WorldRestartAHeart

## Sample Tweets

- Do you know CPR? If you see someone suddenly collapse, your fast action can save their life. Learn the three easy steps of #CPR in 90 seconds. Watch @HeartandStroke video and share with your friends and family. #WorldRestartAHeart #HandsOnlyCPR
- A defibrillator or AED – is a small device that's simple to use and could save a life. Anyone can use one. It will only deliver a shock if the person needs it, so it is absolutely safe. Watch @HeartandStroke and share with your friends and family. #WorldRestartAHeart

- More than half a million people in Canada learn CPR/AED from @HeartandStroke programs every year, in communities across the country. Thank you to the more than 10,000 instructors who make a difference! #WorldRestartAHeart
- In Canada, a cardiac arrest happens every 15 minutes<sup>1</sup> – mostly in workplaces, public spaces and at home. You can be a difference-maker. Learn CPR and how to use an AED to be ready for the unimaginable. #WorldRestartAHeart #HandsOnlyCPR
- According to @HeartandStroke most cardiac arrests occur outside the hospital.<sup>2</sup> Workplace CPR and AED training could help you save the life of a colleague, friend or loved one. #WorldRestartAHeart #HandsOnlyCPR

## Sample Instagram Wall

- In Canada, a cardiac arrest happens every 15 minutes.<sup>1</sup> If you see it happen, you are that person's best chance to survive. #WorldRestartAHeart day is here – be ready to act, learn the simple steps of Hands-only CPR. Please share this video with your friends and family by tagging them below.

#WorldRestartAHeart

# Toolkit and Resources

Include any of the following graphics, videos and resources to bring your posts to life.

All of these graphics are available for you to download here:

[View and download materials for social media:](#)

## Links

[The Basics: What is a cardiac arrest](#)

[Learn about CPR & AEDs](#)


[ILCOR World Restart A Heart](#)

## Survivor Story

[Cardiac arrest in the pool](#)

## Poster

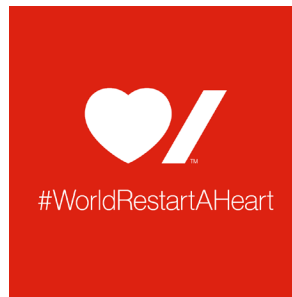
[Download a printable Hands-Only CPR poster](#)



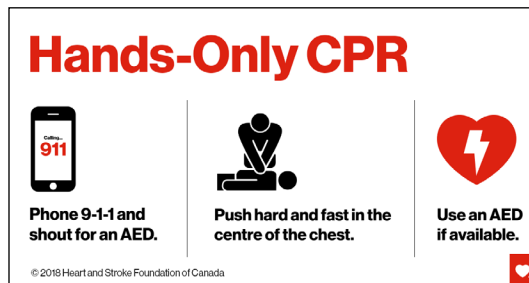
The Heart and Stroke Foundation of Canada grants you a limited, revocable, non-transferable and non-exclusive license to upload, download or post this material, as applicable, for non-commercial and not-for-profit use only, provided that you do not modify any such content or remove or alter any visible or non-visible identification, marks, notices, or disclaimers. VIDEOS MAY BE USED ONLY IN SOCIAL MEDIA. Not for broadcast.

#WorldRestartAHeart

## World Restart A Heart Day graphics



## Hands-only CPR graphics (Facebook, Twitter or Instagram)



## Videos



[Click image to view video](#)



[Click image to view video](#)

# Social media tips

## Twitter

Keep your language natural – think of how you would talk to a friend. Your followers will recognize authenticity.

Make your call to action clear: click, learn, watch...

Use full words and sentences. Good spelling and grammar improves your chance of others re-tweeting.

Create your own tweets, use the ones provided in this toolkit, or re-tweet what others are saying about #WorldRestartAHeart - and when you do, don't forget to add your own comment on their tweet. Follow other organizations involved in WRAH and amplify their messages – it shows your followers that you are aligned with an important cause.

Be sure to tag @HeartandStroke in your tweets so we will get a notification and engage with you online. @tags can be tagged on the image instead of taking space in the text of your tweet.

Keep your tweets short, clear and to the point. While Twitter recently expanded the number of characters, it's still best to keep your tweets below 140 characters.

Use the official hashtag #WorldRestartAHeart as well as other tags that you typically use when you are talking about CPR (for example, #HandsOnlyCPR). Try to work hashtags into the body rather than stringing them on the end, and try to keep to 1 to 2 hashtags per tweet. Hashtags help your followers connect with others who are also tweeting about this important topic.

Don't forget visuals! Your tweets will be more interesting if you include photos, graphics or videos.

## Facebook

Be a conversation-starter: encourage others to comment on your post. Ask questions and don't hesitate to encourage others to share your post.

Use our suggested materials or create your own, just make sure you keep bystander CPR/AED the key message.

Link to other information – Facebook provides lots of opportunity to direct your audience to visit your website (or to [heartandstroke.ca/cpr](http://heartandstroke.ca/cpr) or other related sites) to get the bigger picture.

Human interest stories work great on Facebook – do you have someone who has had experience either as a reviver or a survivor? Share their story (with their permission, of course).

Good quality visuals add interest – use any of the videos, wordmarks or infographics included in this kit to add interest, or use your own. Facebook makes it easy.

Try posting at various times of day – you may reach new people who may choose to like your page.

## Instagram

Instagram is all about being in the moment – it's personal, visual and invites the readers in.

Instagram users like to be involved – ask questions, ask your followers their opinions or ask them a question to test their knowledge.

Be sure to tag @HeartandStroke in your photo or copy so we will get a notification and can engage with you online.

## LinkedIn

This is a great way to reach professionals involved in some aspect of healthcare, resuscitation or emergency services, to highlight your support of World Restart a Heart and encourage others to do so.

#WorldRestartAHeart



Thank you for supporting World Restart a Heart Day!

Together, we'll improve bystander CPR rates – and improve the chances to survive a cardiac arrest.

For more information:

[heartandstroke.ca/cpr](http://heartandstroke.ca/cpr)

[ilcor.org/wrah](http://ilcor.org/wrah)