



The New Jersey Department of Children and Families – KEEP ME SAFE: Water Safety Social Media Toolkit

Overview

The New Jersey Department of Children and Families (NJ DCF) is committed to helping families enjoy a safe, healthy and connected summer through the “Keep Me Safe” Water Safety Campaign.

Water activities are a favorite part of summer for many New Jersey families. Whether children are swimming at the beach, visiting a local pool, splashing in a kiddie pool, or taking a bath at home, simple safety practices can help prevent tragedy.

As part of the campaign, DCF is using a **yellow rubber duck** with the words “Keep Me Safe” on it as a simple reminder for parents and caregivers to stay alert around water. When families see the duck in the bathtub, pool, beach bag, or near the water, it serves as a cue to remember important safety practices such as active supervision, designating a Water Watcher, putting distractions away, and keeping children within sight and reach.

Drowning can happen quickly and quietly, even in shallow water and even when people are nearby. Every year, preventable water-related incidents affect children and families across New Jersey and the nation.

Through this campaign, DCF is sharing resources and reminders to help parents, caregivers, educators, healthcare providers, community organizations, and family-serving agencies to help amplify these life-saving messages throughout the summer season.

Key Messages

- **Water Safety Starts with Supervision**
 - o Children should never be left unattended near water, even for a moment.
- **Drowning Doesn't Always Look Like Drowning**
 - o Drowning is often silent and can happen quickly.



- **A Water Watcher Saves Lives**
 - o Designate one responsible adult to actively supervise children around water.
- **Swim Lessons Build Skills and Confidence**
 - o Swimming lessons can significantly reduce drowning risk in children and families.
- **Shallow Water Can be Dangerous**
 - o Bathtubs, kiddie pools, buckets, fountains and splash pads all require supervision.
- **Bright Colors Improve Underwater Visibility**
 - o Neon-colored swimsuits are often easier to spot underwater in case of emergencies.

Social Media Posts

DCF Hashtags: #SafeHealthyConnected, #NewJerseyDCF, #NJDCF, #NJFamilies

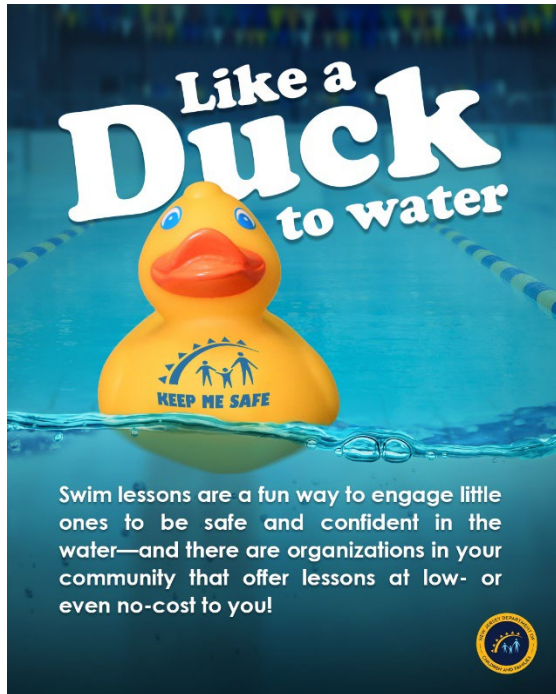
Campaign Hashtags: #WaterSafety #SwimSafety #KeepMeSafe #KeepMeSafeNJ

Graphic: Like a Duck to Water – Swim Lessons

Copy #1: Swim Lessons Focused

Swimming is not only a fun life skill, it can also help children build confidence and stay safe around water.

Swim lessons don't replace supervision, but they can help children learn important water safety skills early.



Single Graphic

1080 x 1350

- 🏡 Look for lessons in your community
- ❤️ Keep practicing water safety habits.
- 👁️ Always supervise children around water.
- 🔗 Find more water safety resources:
<https://www.nj.gov/dcf/public-information/campaigns/water-safety.shtml>

Copy #2: Summer Activities Focused

- 🌞 Pool days, Splash pads, beach trips: Summer fun and water go hand in hand!

Help children enjoy the water safely by combining swim lessons, active supervision, and age-appropriate safety measures.
- 😎 Confidence in the water starts long before getting in the deep end.
- 🔗 Find more water safety resources:
<https://www.nj.gov/dcf/public-information/campaigns/water-safety.shtml>



Graphic: Don't Be A Sitting Duck – Be A Water Watcher!



Single Graphic

1080 x 1350

Copy #1: Water Watcher Focused

When everyone thinks someone else is watching the kids, that's when accidents can happen.

Designate a "Water Watcher" whenever children are near water. One responsible adult – no scrolling, no distractions, and no assumptions.

Watch the water, keep the phone away, and keep kids safe.


 Learn more:

<https://www.nj.gov/dcf/public-information/campaigns/water-safety.shtml>

Copy #2: Summer Gatherings Focused

 Cookouts. Pool parties. Family reunions.

When everyone's watching the party, sometimes no one is watching the water.

 Choose a dedicated Water Watcher to actively supervise children around water and rotate responsibilities as needed.

A simple plan can save a life.



Get more water safety tips here:
<https://www.nj.gov/dcf/public-information/campaigns/water-safety.shtml>

Graphic: Don't Duck The Small Stuff – Shallow Water Still Matters



Single Graphic

1080 x 1350

Copy #1: Parent/Caregiver Focused

It only takes a few inches of water for tragedy to happen.

Bathtubs, kiddie pools, buckets, coolers, and even pet water bowls can pose risks for young children.

- 👉 Stay within an arm's reach of the child
- 🚰 Empty tubs and water containers after use and turn upside down.

✘ Never leave young children unattended around water.

Small moments matter when it comes to water safety! Make every moment count.

Learn more water safety tips here:

<https://www.nj.gov/dcf/public-information/campaigns/water-safety.shtml>



Copy #2: Stronger Emotional Hook

☁ Most drowning incidents don't happen during a day at the beach; they happen during everyday moments.

A bath, a kiddie pool, a bucket left outside in the rain.

🦩 Don't duck the small stuff. Stay alert around any amount of water and help keep little ones safe all summer long.

🔗 More water safety tips:

<https://www.nj.gov/dcf/public-information/campaigns/water-safety.shtml>




Graphic: Duck, Duck, CHECK! – Bathtub Safety



Single Graphic

1080 x 1350

Copy #1: Bath Safety Focused


 Before bath time, do a quick Duck, Duck... CHECK!

✓ Test the water temperature to make sure it's not too hot.

✓ Gather your supplies before bathtime starts

✓ Stay within an arm's reach of the child at all times

✓ Drain the tub immediately after use. Bath time should be fun, not risky.

 Find out more here:

<https://www.nj.gov/dcf/public-information/campaigns/water-safety.shtml>

Copy #2: Quick Checklist

100 A quick check can make a big difference!

Before little ones get into the water:

✓ Check the temperature

✓ Check your surroundings.



- ✓ Check who's supervising.
 - ✓ Check for distractions.
 - 👉 Duck, duck, CHECK! Water safety begins before the splash.
- Visit: <https://www.nj.gov/dcf/public-information/campaigns/water-safety.shtml>

Carousel Suite: Drowning Safety



DrowningSafety_1



DrowningSafety_2



DrowningSafety_3



DrowningSafety_4

Full Carousel Suite (4 Slides) 1080 x 1080

Copy #1: 🌈 Swimming and any kind of playtime around water can be fun, but also dangerous.

Drowning can happen, VERY quickly, and even in shallow pools. It doesn't always look the way it is depicted on TV.

👁️ Learn the signs, take swim lessons, and make sure someone attentive is always watching your kids when they're playing with and around water.



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Find out more: <https://www.nj.gov/dcf/public-information/campaigns/water-safety.shtml>

Copy #2: 📵 Stay off your phone when kids are playing in water! In a moment of scrolling, tragedy can happen.

Drowning can happen quickly and quietly.

... Even in shallow water.

... Even to good swimmers.

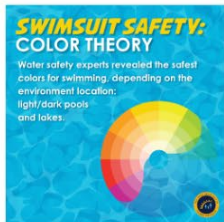
... Even with other kids around.

It may not look the way you'd think, so be sure to be dedicated to your water supervision to make sure you see the signs.

Find out more: <https://www.nj.gov/dcf/public-information/campaigns/water-safety.shtml>



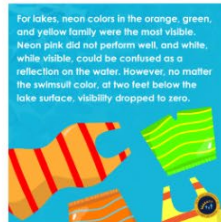
Carousel Suite: Swimsuit Color Theory



SwimsuitColorTheory_1



SwimsuitColorTheory_2



SwimsuitColorTheory_3



SwimsuitColorTheory_4



SwimsuitColorTheory_5

Full Carousel Suite (5 Slides) 1080 x 1080

Copy: Be vigilant and diligent when picking out your kids' bathing suits 🌊

🏊 During swim time we need to make sure bathing suits are highly visible! Some colors are simply safer than others.

👙 Pro tip: Neon colors are more than just cool fashion; it's the safest option to be seen underwater!

🌊 For more information about Swim Safety: <https://www.nj.gov/dcf/public-information/campaigns/water-safety.shtml>