

# Float to Live 2024

## Content and copy guide

Including social media and email

## Social Media Copy

*To accompany Float to Live videos and imagery.*

### Short length

*Such as Twitter.*

However you end up in the water this summer, floating could save your life.  
Remember it. Share it. #FloatToLive

*Or*

If you're struggling in the water this summer, floating could save your life.  
Remember it. Share it. #FloatToLive

### Long length

*Such as Facebook & Instagram.*

Do you know what to do if you get into trouble in the water this summer? Float to Live:

- Tilt your head back and submerge your ears
- Relax and try to control your breathing
- Move your hands to help you stay afloat
- It's OK if your legs sink, everyone floats differently

Once you are over the initial shock, call for help or swim to safety. In a coastal emergency dial 999 or 112 for the coastguard.

### Hashtags

#FloatToLive is the core hashtag.

#RespectTheWater is encouraged too.

## Email Copy

*A few paragraphs of suggested copy to include in an email, whether that is to customers or to an internal audience.*

### Short length

*When you only have a few lines to deliver the float message.*

However you end up in the water, if you get into trouble, remember to Float to Live.

You can learn how to float following these five simple steps:

1. Tilt your head back, submerging your ears.
2. Relax and try to control your breathing.
3. Move your hands to help you stay afloat.
4. Your legs may sink but that's OK – everyone floats differently.
5. Spread your arms and legs to improve your stability.

We actively encourage practising how to float in a safe environment. It's a lifesaving skill and having the confidence to float in a life or death situation could make all the difference.

### Long length

*When you have space to include some more context in your email.*

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But why Float to Live, you ask?

Cold water shock is our body's natural response to entering cold water and can very quickly lead to drowning. Floating, even for a short time, allows the effects of cold water shock to pass. It enables you to regain control of your breathing and your survival chances will greatly increase.