

Nonprofit Organization Grants:

Coast Guard Office of Auxiliary and Boating Safety
Recreational Boating Safety

Federal Grant Title:	National Non-Profit Organization Grant Program
Federal Agency:	United States Coast Guard
Funding Opportunity Number:	DHS-USCG-2022-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: Water Sports Foundation
Grant Number: 70Z02322MO0005113
Grant Title: Maximizing Social Media for Boating Safety
Period of Performance: 1 year grant

Award Amount: \$75,000.00

Summary:

This project is an outreach safe boating campaign harnessing the power of social media to reduce recreational boating and paddling casualties. Maximizing social media for Boating Safety combines the broad reach and credibility of America's leading boating and paddling publications with the unique ability of social media to engage the target audience, foster conversation and influence group culture.

The campaign will use sophisticated marketing techniques to unlock social media's unique promise not only to share safer boating messages to a precision-targeted audience but also for the audience to further amplify the messages within their own peer groups.

The campaign will deliver a variety of safety messages, including video public service announcements (PSAs) and memes through social media posts on popular boating and paddling social media channels.

The objective of the campaign is to reduce boating casualties by informing the at-risk boating public with millions of safe boating impressions about inherent risks, persuading the public to adopt safer boating behaviors, and reminding them of these behaviors.

The outcome of the project will be a more informed and safer boating public.

Analytics provided by the media partners and social media companies will facilitate quantitative measurement of campaign effectiveness with informative reports on the number of views, likes,

shares, clicks and comments. The WSF's annual attitudes and behaviors study will gauge the campaign's qualitative effectiveness.

STATEMENT OF MERIT – The FY21 Maximizing Social Media project reported in Q3 (April 1, 2022 through June 30, 2022) excellent results demonstrating this project's ability to increase greater engagement and effect boating behavior cultural change. During the quarter, the project deployed 86 posts, generating 2,604,340 media impressions, 671,798 video views, 3,008 hours of consumed video, 532 comments, 10,556 likes and reactions, 4,290 shares and saves and 6,244 clicks on boating safety content further proving the project's concept and ability to engage boaters.

STATEMENT OF BROAD IMPACT – Based the project's national-in-scope results, the project will produce millions of safer boating impressions and thousands of hours of consumed video. Empirical evidence provided by this project shows that informing the public about inherent risks, persuading them to adopt safer behavior and constantly reminding them to practice safer boating and paddling behaviors results in reduced property loss and casualties including injuries and deaths.

<https://www.watersportsfoundation.com/>