

Below are the social media themes for each day of Backcountry Winter Safety Awareness Week (Dec.7-13). We encourage all participating partners to take creative liberty when developing social media posts for your respective audiences to promote backcountry winter safety. Graphics and videos for partner use are located in the campaign toolkit.

Please use hashtags #KnowBeforeYouGo, #LiveLifeOutside, #RecreateResponsibly and #CareForColorado in posts when appropriate. Link to more information here:

<https://www.colorado.com/WinterBackcountrySafety>

Day 1 (Dec. 7)- Know Before You Go/Choose Your Destination Wisely. Always tell someone where you are going and when you will be back home. Some areas that are easy adventures in the summer can become dangerous with winter conditions. Know and respect trail and area closures. Have a backup plan if the trailhead is closed, crowded or has unsafe conditions. Discover local, state, and federal trails and track closures on the [Colorado Trail Explorer \(COTREX\)](#) app.



Day 2 (Dec.8)- Recreate Responsibly/Avoid Activities Beyond Your Skill Level. Accidents stemming from high-risk types of activities may require extensive resources. Being responsible outdoors can help prevent overloading first responders, search and rescue and medical professionals.



Day 3 (Dec.9)- Care for Colorado/ Trash the Trash. Don't trash the backcountry. Whatever you pack in, pack it out. No matter how you enjoy the outdoors, it's all of our responsibility to keep Colorado landscapes clean. Respectful recreation includes disposing of trash properly, not walking on or damaging vegetation, not stacking rocks on top of each other, and properly distinguishing campfires.



Day 4 (Dec.10)- Know Before You Go/Check Avalanche Information Center (CAIC) Forecast and Avalanche Danger Rating-

Weather can be unexpected and change quickly, and avalanches can strike even the most prepared winter recreationist. Check conditions with the Colorado Avalanche Information Center online to determine local mountain weather and safety risks. <https://avalanche.state.co.us/>
CAIC: Statewide Twitter Account- <https://twitter.com/COAvalancheInfo>



Day 5 (Dec. 11)-Recreate Responsibly/ Bring the Proper Safety Equipment. Safety first. Bring the proper safety gear for outdoor winter adventures, which may include extra warm layers, first-aid kit, a mask, a shovel, compass, whistle and avalanche transceiver and probe. Consider your vehicle as part of your winter emergency gear too (e.g. tires, flashlights, blankets, extra food and water, etc.).



Day 6 (Dec. 12) - Care for Colorado- Keep Wildlife Wild- Colorado's amazing wildlife is part of our draw to live and play in our great state. But wildlife is wild, and we all need to do our part to ensure they stay that way. Give wildlife space, do not harass, feed or approach them. Keeping wildlife safe and conserving their habitat means respecting trail closures and always picking up and properly throwing away all trash.



Day 7 (Dec. 13) - Take the Backcountry Winter Safety Pledge- Nature belongs to us all - trail etiquette is social etiquette. Knowing the rules of the backcountry makes the outdoor experience more safe and enjoyable for all. Get ahead of backcountry winter recreation dangers, take the pledge. Be educated, be safe, be kind to wildlife and others.

