



Partner Promotional Tipsheet

Website

- Place a link to www.steadyu.ohio.gov on your website and in your newsletters. Download our logo and HTML link code on the [resources page](#). “Proud Partner” badges are available by request.
- Encourage staff to include www.steadyu.ohio.gov in their email signatures.
- Encourage staff and stakeholders to take and share the [falls risk self-assessment](#).
- Add our “Tip of the Day” widget to your website.
- Submit resources and tips for us to include on the website.

Facebook

- “Like” the STEADY U Ohio Facebook page (www.facebook.com/steadyuohio).
- “Like,” share and comment on our posts as appropriate.
- Post tips and resources on our timeline; we’ll share and re-post, as appropriate.
- Use the hashtag #PreventFalls in your posts and we’ll “like,” comment and share as appropriate.

Twitter

- Follow STEADY U Ohio on Twitter (www.twitter.com/SteadyUOhio)
- Retweet, favorite and reply to posts by STEADY U Ohio.
- Mention @SteadyUOhio in posts to your followers.
- Use the hashtag #PreventFalls and we’ll retweet, favorite and reply to your update, as appropriate.

Electronic Newsletter

- Subscribe via www.steadyu.ohio.gov.
- Subscribe via www.aging.ohio.gov.
- Subscribe via [our Facebook page](#).
- Subscribe via text message: Text “STEADYUOHIO” to 22828.

Printable Resources

- Visit the [STEADY U Promotional Toolkit](#) to access printable promotional materials, including:
 - STEADY U poster, flier and fact sheet
 - Falls fact sheet
 - Postcards and pocket cards
 - “Print and Go!” tipsheets
 - Sample newsletter articles

For assistance, please contact John Ratliff at 614-466-9614 or jratliff@age.ohio.gov.