



GLOBAL
**SEARCH AND
RESCUE DAY**
10 SEPTEMBER

Social Media Toolkit

Designed to provide resources and guidance for you to share the message about Global SAR Day via your own media channels

sarday.406.org

An initiative by Cospas-Sarsat, the international satellite system for search and rescue

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ABOUT THE DAY

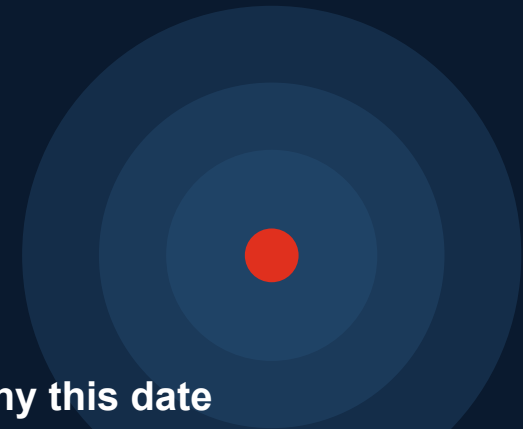
What is Global Search and Rescue Day?

Observed every 10 September, the Day honours the search and rescue professionals, and especially the Mission Control Centre operators, who answer distress calls around the clock, all year long.

10 SEPTEMBER 1982

The first time it worked

A small plane goes down in the forest with three people on board. Injured, they pull the emergency locator transmitter and its antenna from the wreck, set it up by hand and switch it on. That night, a passing satellite catches the signal and rescuers are guided straight to them.



Why this date

10 September marks the first rescue ever credited to the Cospas-Sarsat System, in British Columbia, Canada, in 1982.

Everything you need to post about the Day

Write your own post or publish ours as is. Pick the pieces you need from the sections below, then add a visual and share.

1

Key messages

p.5

The three things to say in any post.

2

Tone & taglines

p.6

How to sound, plus lines you can lift.

3

Verified figures

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Numbers you can quote with confidence.

4

Ready to post copy

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Captions to publish as is, by audience.

5

Visual assets

p.8

Banners in every format, ready to co brand.

6

Good practice

p.13

What to do, and what to avoid.

To publish:

1 Choose your text 2 Add a visual 3 Tag us with #GlobalSARDay

Key messages

01 A day for the people behind the system

10 September honours the search and rescue professionals, and especially the Mission Control Centre operators, who answer distress calls around the clock.

02 Four decades of lives saved

Since 1982, the Cospas-Sarsat System has helped rescue more than 70,000 people over land, sea and air.

03 Everyone has a part to play

Whether you register a beacon, share the campaign or recognize your own team, there is a way to take part. Discover yours at sarday.406.org.

tone of voice

Quiet authority, people first

The system is invisible to most people. Let the human story carry the message and keep the technology as the proof, not the subject.

Taglines you can use

- Everyone has a part to play.
- Behind every rescue, someone was listening.
- A safety net built by the world, for the world.
- Lifeline to survival.
- We save lives. (Cospas-Sarsat signature, use beside the logo)

Write like this

- Short sentences. Human feel.
- Show the work rather than claiming credit.
- Use verified figures only.

VERIFIED FIGURES

Facts you can quote

70,000

people rescued since 1982

22,000

search and rescue operations since 1982

34

Mission Control Centres on watch, 24/7

100%

coverage from every point on Earth's surface

70+

satellites in LEO, MEO and GEO orbits

<5 min

typical alert time via MEOSAR

Always check the latest figures at sarday.406.org before publishing. Numbers here reflect official Cospas-Sarsat data as of December 2025.

ASSETS

Ready made visuals, in every format

Each banner carries the Day logo, the date and the campaign line.



Square

1080 x 1080

Instagram, LinkedIn, Facebook feed



Landscape

1200 x 630

LinkedIn, X, Facebook link posts



Vertical

1080 x 1920

Stories and Reels



Cover banner

1584 x 396

LinkedIn page header

Co-branding

Use this Canva template to personalize your post. Feel free to add your own logo.

DOWNLOAD VISUALS AND LOGOS

READY TO POST

Copy you can publish as is

FOR THE GENERAL PUBLIC

Somewhere tonight, someone will activate a distress beacon. Within minutes, satellites will pick up the signal and rescuers will be on their way.

That is what we mark on 10 September, Global Search and Rescue Day.

If you sail, fly or explore the outdoors, register your beacon. It is the one thing that lets the system find you.

Everyone has a part to play. Discover yours: sarday.406.org

#GlobalSARDay

FOR MCCs AND MEMBER STATES

Today is Global Search and Rescue Day.

Behind every distress alert that reaches [your centre], there is a team on watch 24 hours a day, all year long. Today we recognise them, and every search and rescue professional around the world.

Since 1982, the Cospas-Sarsat System has helped rescue nearly 70,000 people.

sarday.406.org #GlobalSARDay

Replace anything in [brackets] with your own details.

READY TO POST

For partners

FOR PARTNER ORGANISATIONS

On 10 September, the world marks Global Search and Rescue Day.

[Organisation] is proud to stand with the international search and rescue community and the satellite system that has helped rescue nearly 70,000 people since 1982.

Everyone has a part to play. Discover yours: sarday.406.org

#GlobalSARDay

FOR MEDIA*

Short line for a caption or a bulletin:

Global Search and Rescue Day, marked on 10 September, honours the professionals who answer distress calls worldwide. The date recalls the first satellite aided rescue, in Canada in 1982.

Need more?

- Figures and spokespersons on request
- Write to mail@406.org
- Find press release at sarday.406.org

Replace anything in [brackets] with your own details.

**For more information, please consult the public relations toolkit.*

Help us find and reshare your posts

Always use

#GlobalSARDay

One shared hashtag makes the whole campaign visible in one place.

Add where relevant

#SearchAndRescue #CospasSarsat #406MHz

#RegisterYourBeacon

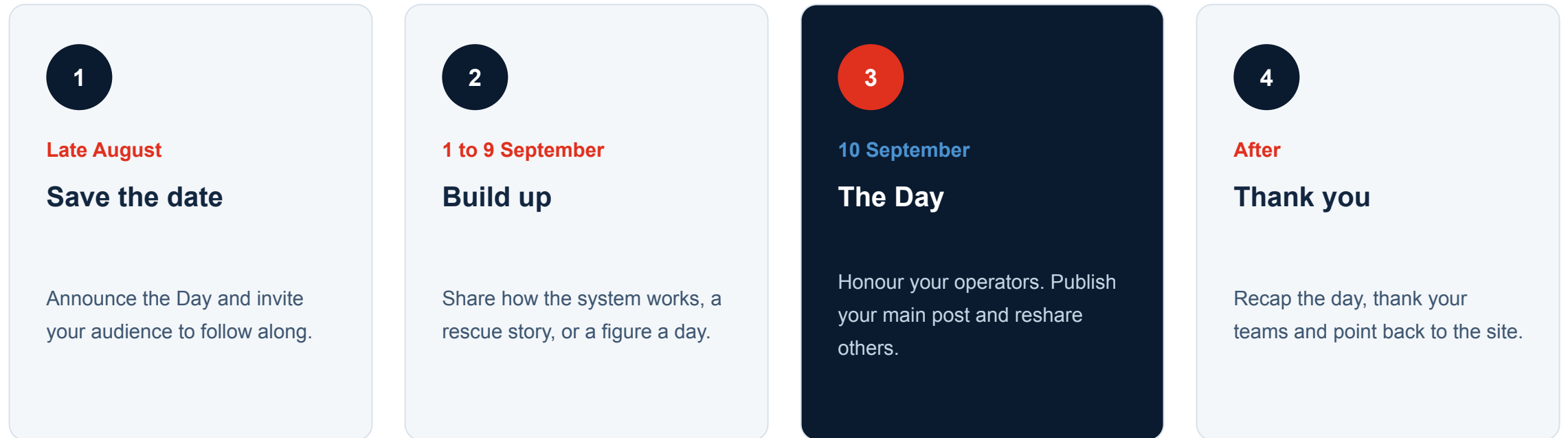
Tag the Programme

- LinkedIn: International Cospas-Sarsat Programme
- Instagram: @cospas_sarsat_406
- Facebook and YouTube: International Cospas-Sarsat Programme

Tagging us means we can reshare your post to the whole network.

WHEN TO POST

A simple four step calendar



Two or three posts across the campaign are enough. Consistency matters more than volume.

A few things to keep in mind



Please do

- Write 10 September, not September 10.
- Lead with the people, keep the technology as proof.
- Add captions and alt text so posts reach everyone.
- Credit rescue stories and get permission before publishing them.
- Link to sarday.406.org in every post.



Please avoid

- Altering, recolouring or cropping the Day logo.
- Quoting figures that are not in this toolkit.
- Naming or appearing to endorse a beacon brand or retailer.
- Using distressing or graphic rescue imagery.
- Suggesting the Day is a call for help rather than a celebration.

10 SEPTEMBER

Everyone has a part to play.

Download the assets, pick your post and join the network of people marking the Day around the world.

sarday.406.org

Questions, assets or interview requests: mail@406.org

Cospas-Sarsat, we save lives.

