

Spread the Word!



How to Make a TikTok or YouTube PSA About Safe Sleep

What makes you stop scrolling? You know how to get teens' attention! Put that skill to work for a baby who's counting on it. Here's how to make a safe sleep video that makes people stop to watch and is actually right.

1

Hook them in the first 3 seconds.

- Open with a question, a surprising stat, or a bold statement — not a slow intro.
- Try: "My grandma still doesn't know this..." or "The #1 baby sleep myth, busted in 30 seconds."
- Show, don't just tell — show a bare crib or a photo of one, or hold a stack of things that DON'T belong in a crib.

2

Pick ONE message — not all of them.

- "One. Two. Three. Every sleep, every time." That's a whole video on its own.
- A myth-bust format works great: "They said ___. Here's the truth."
- Cramming in everything makes people scroll away. One clear idea sticks.

3

Formats that actually work.

- Myth vs. Fact — quick-cut side by side.
- "POV: babysitting and grandma says..." — a real pushback scenario, handled well.
- Room tour — "safe sleep space" vs. "what NOT to do," shown fast.
- Duet/stitch a safe sleep post from Charlie's Kids and add your own take.

4

Keep it real, not preachy.

- Talk like you talk. No lecture voice.
- Empower, don't scare: "You can do this" beats "or else."
- A little humor is fine for memorability and keeping interest, but the safety facts are not the joke.



Credibility matters more than views

Social media is full of confident-sounding baby sleep advice that's flat-out wrong — from old family habits to viral "hacks." When you post, you're not just making content. You're one of the sources someone's family might actually trust.

A few reminders:

- Safe sleep is injury prevention. All content you share needs to match AAP safe sleep guidelines.
- Like with all social media posts, state clearly whether you are sharing a fact or opinion.
- Only share what you know to be true. Ask yourself, "Would I be okay if a new parent followed this exact advice?"

One inaccurate video can undo a lot of good ones. Getting it right — every time — is what makes you a source people can actually rely on, not just another loud voice online.

A quick final checklist before you hit "Post":

- Double-check your facts against Charlie's Kids and AAP (American Academy of Pediatrics) guidance, not from memory.
- Don't forget to add a caption or on-screen text with the core message.
- Tag or link Charlie's Kids so people can go straight to the real source.
- End with one clear takeaway. What should someone do differently after watching? How can you inspire them?

You don't need a big following to make a difference. You need one accurate video that reaches the right person at the right time. That could be a parent, a grandparent, or a friend who's about to babysit for the first time.