

NSDM SOCIAL MEDIA MESSAGES



Social media has become an integral tool in how society sends and receives information, communicates with family members and colleagues and learns about new products and services.

Facebook and Twitter have become two of the best and most cost-effective ways for stakeholders to communicate with their various audiences about the importance of safe digging practices.

To assist stakeholders who have created Facebook and Twitter accounts for their organizations, CGA has developed a series of recommended Facebook status updates and “Tweets” to use during National Safe Digging Month.

Please review the list of recommended messages below and use them verbatim or modify them as needed. You’ll notice that we’ve added the #call811 “hashtag” to the end of these messages. This will allow any stakeholder to visit <http://search.twitter.com> or Facebook search and type #call811 into the search field to see what everyone else is saying about safe digging throughout the month of April.

If you have questions, please send an email to nsdm@commongroundalliance.com.

Facebook

1. What sort of digging projects do you have planned for this month? #call811
2. April is National Safe Digging Month! This month, recognized by CGA stakeholders, reminds diggers the importance of calling 811 before all outdoor digging projects, large or small. <http://www.call811.com> #call811
3. Did you know failure to call 811 before digging results in damage to a buried utility once every 6 minutes across the United States? #call811
4. No matter if you’re a contractor, landscaper or “do-it-yourselfer,” 811 works for you! Smart digging means always calling 811 before any project to have your underground utility lines marked. #call811
5. What is the most difficult outdoor do-it-yourself project you ever completed? #call811
6. Wondering how 811 works? Check out <http://www.call811.com/how-811-works/default.aspx> #call811
7. Be sure to call 811 several days before any digging project. Hitting an underground utility line while digging can cause serious injuries, disrupt service to entire neighborhoods, and potentially result in fines and repair costs. #call811
8. The following colors represent the seven various utility lines: red, orange, blue, green, yellow, purple, and white. To see which colors correspond with each utility click here: <http://www.call811.com/faqs/default.aspx> #call811
9. Today is Earth Day! Will you be doing anything to celebrate it? If it includes digging, make a call to 811 your first step. #call811
10. What’s the name of your one call center? You can find out at Call811.com/state-specific.aspx. #call811

Twitter

1. April is National Safe Digging Month, recognizing the importance of calling 811 before all outdoor digging projects. www.call811.com #call811
2. Before installing a mailbox or fence make sure to call 811 a few days in advance to have underground lines marked. www.call811.com #call811
3. EVERY outdoor digging project requires a call to 811 beforehand. www.call811.com #call811
4. 811 works as the easiest way to call before digging nationwide. Make the call a few days before you dig. www.call811.com #call811
5. 7 colors represent the various underground utility lines. Do you know what they are? #call811
6. 811 is the national number designated to protect diggers from hitting an underground utility line. www.call811.com #call811
7. One easy call to 811 starts the process of having underground utility lines marked. Here's how it works. <http://tinyurl.com/ykgmfz> #call811
8. Before planting any trees this Arbor Day, remember to call 811 to avoid striking an underground utility line. www.call811.com #call811
9. Did you know digging without calling 811 can lead to lost utility service? Visit www.call811.com to learn more. #call811
10. Don't make a judgment call. Make a phone call. Call 811 several days before digging to have underground utilities marked. #call811