



FALL CAMPAIGN CONTENT PACKAGE



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About BC 1 Call's Fall Campaign

What is BC 1 Call Trying to Achieve with This Campaign?

The Fall Campaign will run throughout the month of October and aims to **increase the consistent use of BC 1 Call's safety service among excavation professionals** as essential steps to keep their projects running smoothly. This means preventing damage to underground infrastructure and its consequences including: injury, costly repairs, project delays and environmental contamination.

Although homeowners have their fair share of damage incidents, it's known that contractors – professionals whose work involves disturbing the ground – are more likely to cause damage due to the nature of their work.



How Can I Use This Content Package?

This package includes sample copy and graphics that can be used on social media and newsletters. Feel free to use the content as is, or adjust it according to your needs.

Below are a few suggestions of how your organization can help amplify our campaign messaging:

Share our Social Media Posts

You can share our social media posts on Facebook, Twitter, Instagram and/or LinkedIn. Be sure to follow BC 1 Call on social media!

Facebook: @BC1Call

Instagram: @bc1call

Twitter: @BC1Call

LinkedIn: @bc 1 call

Publish Your Own Social Media Posts

You can simply copy the posts provided below or use them as inspiration to create your own.

We encourage you to use the campaign hashtag **#DontRiskIt** as it will ensure your posts are added to the collection of content that contractors will be able to discover. Please mention BC 1 Call so we can share your content and showcase you as one of our campaign supporters!

Facebook/Instagram/LinkedIn

Option 1: BC 1 Call Service

Want to safeguard your excavation project so that it runs smoothly?

Submit your free locate ticket with @BC1Call and follow its members' instructions before you break ground. By doing so, you can avoid injuries, costly repairs, project delays and many other consequences of damaging underground infrastructure. #DontRiskIt

Visit bc1c.ca/contractors for more info.

Share this safety message with your colleagues.

Option 2: Safe Excavation Practices

Did you know there are 3 key steps to safe excavation? #DontRiskIt, always:

Step 1: Click or call @BC1Call

Step 2: Read the maps and instructions provided by BC 1 Call members

Step 3: Expose the underground line, pipe or cable to find its exact location before using power tools

Visit bc1c.ca/education-safety-tips to learn more about safe digging practices.



Twitter

Option 1: BC 1 Call Service

Safeguard your digging project: avoid injuries, delays, and other potential consequences of damaging underground infrastructure.

Submit your ticket with @BC1Call and follow its members' instructions before you break ground.

#DontRiskIt

Learn more at bc1c.ca/contractors.

Option 2: Safe Excavation Practices

Safe excavation starts by contacting @BC1Call, but it doesn't stop there!

Before you use power tools, make sure you read the maps and instructions provided by their members and expose the buried line to find its location. #DontRiskIt

Learn more at bc1c.ca/education-safety-tips.

Publish Content in Your Newsletter

Did you know there are 3 basic safe excavation steps?

To avoid preventable injuries, costly repairs, project delays and many other consequences of damaging underground infrastructure, make sure you:

- 1) Submit your free locate ticket with [BC 1 Call](#)
 - 2) Follow their members' instructions
 - 3) Expose the underground line, pipe or cable to find its exact location before using power tools
- #DontRiskIt

Visit [BC 1 Call's website](#) to learn more.

Campaign Assets

Below you can find a couple of assets that you can use to illustrate the written content:

[Graphics](#)

Social media and newsletter graphics

[BC 1 Call logo & brand guidelines*](#)

Create your own graphics leveraging the files provided

**BC 1 Call grants permission to have its logo used on your organization's channels and materials as long as our brand guidelines are followed.*

Let's Continue Working Together!

Thank you for your interest in amplifying BC 1 Call's message!

BC 1 Call is open to working with organizations that aim to improve safe digging practices in BC. If you would like to continue collaborating with us or would like further information about BC 1 Call to assist with your communications efforts, please contact communications@bc1c.ca.