



MARKETING & COMMUNICATIONS PACKAGE

INFORMATION & RESOURCES TO HELP SHARE THE BC 1 CALL MESSAGE

Getting word out about BC 1 Call's service helps keep our communities and workers safe, and safeguards underground infrastructure that delivers critical services. According to our recent member survey, there is 100% agreement on the importance of BC 1 Call actively promoting our locate request service through marketing and communications initiatives. To help stakeholders easily support and amplify these efforts, this information package has been developed.

Everyone is welcome to leverage the contents of this package to help raise awareness and use of BC 1 Call's service, and to profile your organization's championship of safe digging best practices. Read on for information about our annual campaigns, and select from samples of BC 1 Call content, including graphics, that can be used year-round on your communications channels, such as your website, blog, newsletter, and social media platforms, so that, together, we can reach as many British Columbians as possible with our collective safe digging messages.

1. Information about BC 1 Call's annual marketing campaign

- [Spring Campaign \(March - May 2023\) & the April Safe Digging Month Declaration](#)

2. Content you can use or repurpose for your communication platforms

- [Print, Digital & Advertising Assets](#) (images, graphics and gifs)

3. Help amplify the BC 1 Call message

- [Share our social media posts](#)
- [Make use of our logo](#)
- [Co-brand your corporate swag or tools](#)
- [Bumper Stickers](#) - now available!

4. General BC 1 Call information

Feel free to use the content as is, or modify as needed:

- [General Info & blog post content](#)
- [Social media post content](#)

Looking for something specific or different?

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



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

We kindly request that you tag us or let us know if you publish content about BC 1 Call so we can give you a shout out!

ANNUAL MARKETING CAMPAIGN

BC 1 Call Spring Campaign

The month of April is declared as 'Safe Digging Month' across Canada. In B.C., the provincial government recognizes Safe Digging Month and joins all the damage prevention stakeholders in B.C. (including BC 1 Call and its members) to educate and remind the public to “click or call” BC 1 Call before digging.

Historically, damage incidents spike in the spring as all forms of construction ramp up, including commercial, industrial, homebuilding and outdoor DIY projects. To ensure we reach contractors and the general public early and throughout the spring digging season, BC 1 Call will be extending its spring campaign to three months in 2023 from March through May.

How can you help?

1. **Plan now!** Include the BC 1 Call Spring Campaign messaging into your communications and marketing plans for March through May. Plan for, create and schedule content based on what's in this package below, [pick from ready to go sample content](#), and stay tuned for new spring campaign content we will be releasing in early 2023.
2. **Stay up to date!** Watch for the *2023 Spring Campaign Content Sharing Package* in early 2023 which will be released in our member newsletter (Not registered? [Sign up here](#)).
3. **Tag us!** Make sure to tag us and link back to BC 1 Call in your messaging so your audiences know where to go to get more information.

Print, Digital & Advertising Assets

We have created a number of assets that you may use when publishing content about BC 1 Call on your website, social media channels, in your printed materials, etc.

BC 1 Call Printable Brochure

Our [brochure](#) details everything you need to know about BC 1 Call including how to use our service along with important contact information. We encourage you to share it with your target audience(s) as a link on your website, through social media posts or print it out and place it in your office.

Are you a local government? Have these as handouts in your permit offices!



General Use:

- [BC 1 Call logo & brand guidelines*](#)
- [BC 1 Call Logos & Slogan](#)
- [Social Media Graphics](#)
- [Animations & Gifs](#)

* BC 1 Call gives express permission to have its logo used on your organization channels and materials as long as our guidelines are followed.

Advertising Assets:

Interested in a purpose-built ad graphic for your newsletter or magazine? If an applicable existing graphic does not already exist, we can develop an ad for a particular target audience or event.

We are happy to make the ad co-branded or BC 1 Call specific!

See several purpose-build examples below:



Help Amplify the BC 1 Call Message

Share our Social Media Posts

Please retweet or share our social media posts on your social media platforms. Our post frequency varies but we typically publish 2-4 times per week on Twitter, Facebook, LinkedIn and Instagram.

Follow BC 1 Call on social media

Facebook: [@BC1Call](#)

Twitter: [@BC1Call](#)

Instagram: [@bc1call](#)

LinkedIn: [@bc 1 call](#)



Add BC 1 Call's logo to your website

Please add our logo to your website and link back to bc1c.ca to make it easy for your customers, stakeholders or citizens to find us. Download our main logo [here](#).

Co-brand your company swag or tools

Having a conference? Trying to educate and inform your audience?

We would be happy to collaborate on materials to support your damage prevention initiatives!

The image to the right illustrates PNG's great idea of co-branded dig site marking flags!



BC 1 Call Bumper Stickers Now Available!

Show you are part of the Safe Digging Community while on the road: order your free BC 1 Call bumper stickers from communications@bc1c.ca.

See the bumper sticker and other large vehicle/heavy equipment decal designs and mock-ups [here](#).

Don't forget to replace existing bumper stickers bearing our old logo!



Background Info + Ideas for Blog Posts

BC 1 CALL'S VISION

Protecting people, the environment and underground infrastructure to keep BC safe.

BC 1 CALL'S MISSION

BC1C and its members facilitate safe digging practices by equipping homeowners and the excavation community with knowledge and tools to avoid damaging underground infrastructure.

WE VALUE:

- The sharing of knowledge around damage prevention
- Being reliable and easy to do business with
- Collaborative relationships
- The health and safety of the communities we serve.

Plan ahead: Contact BC 1 Call before you dig

Did you know costs related to damaging critical underground infrastructure are estimated to be over \$1B per year? There is still a high rate of incidents causing preventable damage to underground infrastructure that result from not requesting a locate ticket with a One Call Centre, such as BC 1 Call. According to the Canadian Common Ground Alliance's annual [DIRT report](#), 55% of all reported damages here in British Columbia were the result of not contacting BC 1 Call before breaking ground.

The good news? As a contractor or homeowner, you can help reduce the number of costly and dangerous incidents by contacting BC 1 Call and following the instructions provided by our members before undertaking any project that involves digging.

What is BC 1 Call?

[BC 1 Call](#) is the link between the excavating community (including homeowners) and the owners of underground infrastructure who are our members.

With over 360 members across British Columbia, including Municipalities, Regional Districts, First Nations, Oil, Gas & Energy, Telecommunications providers, and many other owners of buried facilities across the province, BC 1 Call makes it free and easy to identify where it is safe to excavate at your dig site, or whether it is safe to dig at all.

What kind of projects require contacting BC 1 Call?



Whether you are a homeowner planning to build a retaining wall or plant a tree; or a professional excavator working on a construction site, you need to contact BC 1 Call to request a locate. No excavation project is too small for BC 1 Call!

How to request a locate

The locate request service is **free** and can be done anytime [online](#) or through BC 1 Call's toll-free number: 1-800-474-6886 from Monday to Friday from 7:00 am to 5:00 pm PST (excluding holidays). BC 1 Call's website also features a live chat function providing online assistance to those navigating the website. Live chat hours take place Monday to Friday from 8:00 am to 4:30 pm PST (excluding holidays).

If you are a first-time user, you will need to register [here](#) first before submitting a locate request. Once your account has been created, you can log into your account and request your locate.

Make sure to submit a ticket at least **3 business days** (not calendar days) in advance, and 5 business days for Large Project locate requests. This will give our members enough time to get back to you with accurate safe digging information about the buried facilities located at your dig site.

What Information does the BC 1 Call locate request form require?

You need to provide the following information to request a locate:

- Name and contact information
- The exact location of your dig site
- How deep you will be digging
- When you plan to begin the excavation work
- Whether you're digging on public or private property, or both

For a full list of the information you will need to complete a Locate Request ticket, see our [Information Checklist](#). Note: This checklist is prepared for those calling in with locate request information so they have all information at hand. Complete online requests on our website -- this form is just an annotated guide to completing a locate request, not the locate request itself.

How does BC 1 Call know where infrastructure is located?

After you submit your request, BC 1 Call's mapping system will immediately locate your dig site and notify all members that have underground infrastructure within the defined site. You will then receive an email from BC 1 Call with your ticket number and a list of members that have been notified of your request.

When am I clear to dig?

BC 1 Call members will email you directly, within 3 working days (5 for large project locate requests), with



details of the buried facilities in your excavation area and safe digging instructions. You are not clear to dig until all notified members have contacted you. After that, be sure to review the maps and instructions received from the members and [mark the ground](#) carefully before you dig. Contact our members for any instructions requiring clarification.

What happens if I don't contact BC 1 Call?

Contacting BC 1 Call is critical to your safety and that of those around you. Striking underground infrastructure can cause serious damage, and sadly, even injury. By damaging buried facilities, you risk disrupting essential services, such as gas, heat, internet or water and causing environmental harm.

Contacting BC 1 Call should be on your to-do list before digging. Help support BC 1 Call's mission of preventing damage to underground infrastructure in BC and its potential consequences: always request a locate in advance and remind your loved ones or fellow contractors to do the same.

How can I learn more about BC 1 Call and damage prevention?

If you are a homeowner, there is a specific [page](#) on the BC 1 Call website with a step-by-step guide on how to request a locate and dig safely. If you are a contractor, you can check the [contractors page](#) for more information about BC 1 Call's process and specific resources for professional excavators. [The Education & Safety Tips](#) is also a great place to find various resources that will help you learn how to use the BC 1 Call system, and follow safe digging practices.

BC 1 Call also has a [blog](#) and sends a quarterly newsletter to its members and users (homeowners and contractors) with the latest news about BC 1 Call and the damage prevention industry, including safe digging courses. You can sign up to receive it through the form located on the [news page](#) or at the very bottom of [bc1c.ca](#).

Questions?

Feel free to send an email to info@bc1c.ca or call 1-800-474-6886 should you have any questions; BC 1 Call will respond in a timely manner.

Follow BC 1 Call on social media for educational content and updates

Facebook: [@BC1Call](#)

Twitter: [@BC1Call](#)

Instagram: [@bc1call](#)

LinkedIn: [@bc 1 call](#)

Social Media Posts

Commonly used hashtags: #ClickBeforeYouDig #DigSafe #ClickOrCallBeforeYouDig #KnowWhatsBelow



Facebook/LinkedIn

Option 1: Whether you're planning to build a retaining wall, plant a tree or put in fence posts – remember to request a locate with @BC1Call at bc1c.ca 3 business days before you dig. It's quick, free and helps reduce risks of damages and injury.

Option 2: A friendly reminder to the excavation community: It doesn't matter how small your project is – always request a locate with @BC1Call before undertaking any projects that involve ground disturbance. The best part? It's completely free! Visit bc1c.ca to learn more.

Option 3: Play it safe: Click or Call BC 1 Call before you dig. Statistics show at least 50% of reported incidents are caused by a failure to contact BC 1 Call. Others are caused by excavation issues - including failing to review BC 1 Call member instructions!

Option 4: BC 1 Call helps connect excavators with owners of underground infrastructure who are our members. It's service protects excavators, the public, and buried facilities from the potential consequences of unsafely conducted ground disturbance activities. Visit bc1c.ca/about to learn more.

Option 5: Fond of your drinking water, home internet, air conditioning and other services delivered right to your home or office? Don't risk service disruptions by inadvertently striking critical underground infrastructure. Click or Call BC 1 Call before you dig.

Option 6: When a landscapers practices safe digging best practices, they do so by contacting BC 1 Call before breaking ground. By clicking or calling @BC1Call they aid in the protection of the services you and your neighbour rely on that are delivered via underground infrastructure.

Option 7: Leaders in the construction industry build contacting @BC1Call and its members into their project plans. Doing so helps to avoid inadvertently hitting underground infrastructure carrying critical services and causing related consequences, including personal injury and project delays.

Option 8: Our towns and cities run on critical services delivered through underground infrastructure. The best construction teams always contact @BC1Call before breaking ground, and taking care to review and follow BC 1 Call members' safe digging instructions.

Twitter

Option 1: Whether you're planning to build a retaining wall, plant a tree or put in fence posts – remember to request a locate with @BC1Call at bc1c.ca 3 business days before you dig. It's quick, free and helps reduce risks of damages and injury. #ClickOrCallBeforeYouDig

Option 2: It doesn't matter how small your excavation project is, make sure to request a locate with BC 1 Call at least 3 working days before you dig. Visit bc1c.ca for more information on how it can help you #DigSafe.



Option 3: Know what's below before you dig. Click or Call BC 1 Call to get safe digging instructions from those of its 360 members whose infrastructure may lie within your dig site before you dig.

#KnowWhatsBelow #DigSafe

Option 4: Do you know when you need to contact @BC1Call? Anytime you're planning to break ground – whether you're digging in the yard, building a fence or excavating a job site. Visit bc1c.ca to learn more.

#KnowWhatsBelow

Option 5: BC 1 Call helps connect owners of underground infrastructure with excavators who want to #DigSafe. Its service protects excavators, the public, and buried facilities from the potential consequences of unsafely conducted ground disturbance activities. Visit <http://bc1c.ca/about> to learn more.

Option 6: The best landscapers focus on beautification, but only after being sure they know where and how to dig. #DigSafe #ClickBeforeYouDig

Option 7: Construction projects done right always involve clicking or calling @BC1Call before breaking ground, and following BC 1 Call member safe digging instructions. #DigSafe #ClickOrCallBeforeYouDig

Instagram

Option 1: If you are planning to dig, make sure to request a locate on @bc1call's website at least 3 business days in advance. It's quick, free and helps reduce risks of injury and damages.

#ClickBeforeYouDig #DigSafe

Option 2: It doesn't matter how small your excavation project is, make sure to request a locate with @BC1Call at least 3 working days before you dig.

#ClickorCallBeforeYouDig #DigSafe

Option 3: Protect your neighborhood's critical underground infrastructure before you dig or disturb the ground. Find out what's below and how to avoid damaging infrastructure and personal injury.

#ClickorCallBeforeYouDig #KnowWhatsBelow