



# BC 1 CALL 2024 AWARENESS CAMPAIGN

## CONTENT PACKAGE

Getting word out about BC 1 Call's service helps keep our communities and workers safe, and safeguards underground infrastructure that delivers critical services.

To help stakeholders easily support and amplify the safe digging message, this content package has been developed to coincide with the BC 1 Call 2023 spring PSA campaign.

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 support of safe digging best practices.

Read on for information about our annual campaign and select from samples of BC 1 Call content. The content in this package includes video ads, digital ads, and gifs/graphics that can be used alongside your safe digging advertisements and on your communications channels, such as your website, blog, newsletter, and social media platforms. Together, let's reach as many British Columbians as possible with our collective safe digging messages!

- [BC 1 Call's 2024 PSA Campaign](#)
  - Spring Campaign (March - September 2024)
- [Spring Campaign Digital Advertising Assets](#)
  - Digital & Advertising Assets (digital ads, videos and gifs)
- [Safe Digging Month](#)
  - Dig Safe Month (April 2024)

## 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!

- **Facebook:** [@BC1Call](#)
- **Twitter:** [@BC1Call](#)
- **Instagram:** [@bc1call](#)
- **LinkedIn:** [@bc1call](#)



## BC 1 CALL 2024 AWARENESS CAMPAIGN

For this year's annual campaign, BC 1 Call has expanded from our traditional Dig Safe Month messaging in April to include PSA campaign messaging through newly developed television ads that will also be utilized for digital and social media advertising from mid-March to mid-September.

Historically, damage incidents spike in the spring as all forms of construction ramp up, including commercial, industrial, homebuilding and outdoor DIY projects. Our March to September Campaign aims to reach contractors, landscapers and the general public throughout the spring digging season and throughout the summer months.

### How can you help?

- 1. Plan now!** Incorporate the BC 1 Call Spring Campaign messaging into your communications and marketing plans for March through September. Plan for, create and schedule content based on what's in this package below, and pick from ready to go TV, digital and social content.
- 2. Stay up to date!** Follow us on social media and share our messages that resonate with your audiences.
- 3. Stay tuned!** For further information and campaign developments, and our report on the campaign results, watch for our regular newsletters! (Not registered? [Sign up here](#)).
- 4. 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! See below for our social media accounts.

## Campaign Digital & Advertising Assets

The following assets are ready to download for use as part of your safe digging messaging and to amplify and support the campaign:

- **Video ads:** 6 PSA ads, each just 15 seconds in length and featuring a scenario showing the type of work that can cause damage to underground infrastructure and disrupt a critical service.
  - ➔ Spot 1 - Shovel + gas line
    - *Suggested audience: homeowners, landscapers, contractors*
  - ➔ Spot 2 - Excavator + water pipe
    - *Suggested audience: homeowners, contractors*
  - ➔ Spot 3 - Pickaxe + gas line
    - *Suggested audience: homeowners, landscapers, contractors*
  - ➔ Spot 4 - Garden stake + fibre line



- *Suggested audience: homeowners, landscapers*
- ➔ Spot 5 - Sign post + gas line
  - *Suggested audience: homeowners, landscapers, real estate agents*
- ➔ Spot 6 - Auger + electric
  - *Suggested audience: homeowners, landscapers, contractors]*
- **Digital ads:** 4 various sized graphics/gifs to match each PSA video content above
  - ➔ Can be used on your websites, in newsletters, etc.
- **Social ads: vertical and square static image and video assets for social media**
- **BC 1 Call logo** (should you wish to profile us on our website in conjunction with bc1c.ca, or otherwise use our logo)

## Social Media Posts

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

### FACEBOOK / INSTAGRAM

**Option 1:** BC 1 Call is the link between homeowners, contractors, and excavators on the one side, and the owners of underground infrastructure on the other. Together, with the help of their members, BC 1 Call Keeps British Columbians safe. Remember to contact BC 1 Call before you dig. #DigSafe

**Option 2:** Do you follow safe excavation practices at your workplace? You do if you always contact BC 1 Call before you dig, and then always follow buried infrastructure maps and safe digging instructions provided by BC 1 Call's members. Be sure to expose the underground lines and pipes to find the exact location before using power tools. #DigSafe #ClickOrCallBeforeYouDig

**Option 3:** Did you know BC 1 Call's service helps protect underground infrastructure delivering critical services to British Columbians? Help spread the word to prevent service disruption in your neighbourhood, and potentially personal injury. Remember to always #ClickOrCallBeforeYouDig and to #DigSafe.

**Option 4:** New to BC 1 Call? Check out their website to get all the information you'll need to get started. Click here: [www.bc1c.ca](http://www.bc1c.ca). #ClickOrCallBeforeYouDig #DigSafe

**Option 5:** Avoid incidents to underground infrastructure and contact BC 1 Call prior to breaking ground. The service is free, and no project is too small! Let BC 1 Call help you #DigSafe and avoid injury and costly repairs. Remember to #ClickBeforeYouDig

**Option 6:** Before you break ground on your DIY yard projects, or start tackling a construction project requiring excavation, be sure to contact BC 1 Call so their members can let you know what's below! #DigSafe.



**Option 7:** Thank you to the B.C. Government, who declares April as “Safe Digging Month” in B.C.” It’s a reminder to take steps to avoid striking underground infrastructure that delivers critical services like water, internet, heat, air conditioning and electricity. BC 1 Call stands ready to connect you for free with our members, who will let you know what’s below. #DontRiskIt #ClickOrCallBeforeYouDig

## TWITTER / X

**Option 1:** New to BC 1 Call? Check out their website to get all the information you'll need to get started. Click here: [www.bc1c.ca](http://www.bc1c.ca). #ClickOrCallBeforeYouDig #DigSafe

**Option 2:** Before you break ground on your DIY yard projects, or start tackling a construction project requiring ground disturbance, be sure to contact BC 1 Call so their members can let you know what's below! #DigSafe.

## Safe Digging Month (April 2024)

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 underground 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.

## Campaign Graphics

Feel free to use one of our social media graphics below or utilize BC 1 Call’s logo to create your own graphics.

- [Social Media Graphics](#)
- [BC 1 Call logo](#)

BC 1 Call will also be publishing a **blog post** and drafting a **news release** to launch in April.

If your organization is interested in contributing to the release, or collaborating on **earned media opportunities**, please reach out to us!

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### 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](mailto:communications@bc1c.ca).

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