

## Steps to Success

# SOCIAL MEDIA GUIDE



Spread the word about Building Safety Month, the importance of building safety and the role of the code official by engaging with your followers on social media. Make sure you use the official Building Safety Month hashtag #BuildingSafety365 on all your posts to join the global conversation.

### 1. Post regularly.

- a. Best practices are to post to Facebook 1-2 times a day, which leads to more clicks per post. We know this can be difficult for many organizations. Therefore, our suggestion is to post to Facebook at least twice a week.
- b. According to [Track Social](#), you need to tweet enough to get noticed; therefore, the best practices for Twitter are to post 3-5 times a day for the most engagement. Our suggestion: on the weekdays, post one tweet daily.
- c. Best practices are to post to LinkedIn once daily. Our suggestion: post to LinkedIn at least twice a week.
- d. Pro Tip: To optimize your engagement rates, create a Building Safety Month social media plan that intersperses your regular posts with Building Safety Month specific content. This will help to spread the message without oversaturating your followers with one specific type of content.

### 2. Share photos and videos when possible.

- a. Research from the [Social Media Examiner](#) advocates for the use of visuals within social media posts. Visuals including photos, videos, gifs and other interactive content reinforce the message and optimize the engagement and click rate of your posts.
- b. Photos aren't as hard to come by as you might think. Take photos to show the many ways your community ensures building safety. Some potential ideas include photos with your Building Safety Month poster, photos at your event and a photo of the proclamation signing.

- c. Share the Building Safety Month poster.

- i. Example Twitter Post: We are excited to partner with the @IntlCodeCouncil in celebration of the 39th Building Safety Month! No code. No confidence. Join the celebration and help spread the word. #BuildingSafety365 [www.buildingsafetymonth.org](http://www.buildingsafetymonth.org) [Share link to the campaign poster.]
- ii. Example Facebook Post/LinkedIn Post: This month we are joining the International Code Council and its 64,000 members in celebration of the 39th Building Safety Month. No code. No confidence. Join the celebration and help spread the word! #BuildingSafety365 [www.buildingsafetymonth.org](http://www.buildingsafetymonth.org) [Share link to the campaign poster.]

### 3. Share and link to the resources within the campaign website which highlight and contain information pertaining to the theme of each week.

- a. Example Twitter Post: Moving into a new house? Remodeling? Week 4 of Building Safety Month highlights the partnership between construction professionals & homeowners. Learn how the codes protect your home investment. [Link to Week 4 webpage.]
- b. Example Facebook Post/LinkedIn Post: Week 4 of Building Safety Month highlights the important partnership between construction professionals and homeowners. Whether you are going through a minor remodeling job or major construction, the code official wants your project to be a success, which includes ensuring your safety and helping to avoid potential problems that could cost you time and money. Learn how the codes protect your home investment. [Link to week 4 webpage.]

Presented by



#### 4. Join the #CODEversation on May 14.

- a. The Vice President of Innovation and Executive Director of the Alliance for National & Community Resilience (ANCR) Ryan Colker (@rmcolker) is hosting our Building Safety Month Twitter chat about disaster mitigation on Tuesday, May 14, at noon ET. Join the conversation using the hashtag #CODEversation.



- b. How can you join the conversation?
- i. Ask questions.
    1. Example: "How can my chapter get involved with the development of ANCR's benchmarking system? @rmcolker #CODEversation"
  - ii. Provide helpful resources.
    1. Example: "Loving the conversation, @rmcolker! Here is another resource for preparing your family <https://bit.ly/1QQ7K4Z> #CODEversation"
      - a. Replace the linked resource with any relevant resources produced by your chapter.
  - iii. Retweet and reply to Ryan Colker's tweets.

#### 5. Post on your social media accounts while attending Building Safety Month events.

- a. Take and post photos of the attendees at your chapter's or association's event.
- b. If you have a speaker at your event, take and post a video of the speaker's presentation.
- c. Share a photo or video of your chapter's president during the event.
- d. Take short videos of your staff or event participants talking about the importance of building safety. You can do this with most cell phones today. Share these videos on your social media accounts.

- e. Will you be joining us for the Code Council regional events? If so, share your photos and videos during or after the following events:
  - i. The General Code team will host its inaugural Building Safety Month event at Max of Eastman Place in Rochester, NY on Thursday, May 2.
  - ii. On Thursday, May 2, the ICC Eastern Regional Office will kick off Building Safety Month with Happy Hour at a local brewery in Birmingham, AL.
  - iii. The ICC Central Regional Office will host a lunch and learn in Country Club Hills, IL on Tuesday, May 14.
  - iv. The ICC Western Regional Office is hosting a special outdoor lunch with Soho Taco's in Brea, CA on Thursday, May 23.
  - v. The annual reception in Washington, D.C., sponsored by the National Association of Home Builders, will be at LIUNA headquarters on Wednesday, May 22.
- f. Don't forget to recognize your sponsors. Tag their accounts in a thank you message.

#### 6. Increase your following.

- a. Let people know where to follow your chapter online by including your social media accounts on all your print materials.
- b. Add links to your social media accounts in your email signature.
- c. Encourage your friends, family and colleagues to follow your accounts.
- d. Share your chapter or organization posts on your personal accounts to give them greater reach.

#### 7. PROOFREAD all your posts before pressing send!