

## 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 40th Building Safety Month! Our theme: Safer Buildings, Safer Communities, Safer World. 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 40th Building Safety Month. This year's theme: Safer Buildings, Safer Communities, Safer World. 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: Live in an area prone to tornadoes, earthquakes or wildfires? Week 1 of Building Safety Month highlights how up-to-date building codes help keep your family safe when natural disasters strike. [Link to Week 1 webpage]
- b. Example Facebook Post/LinkedIn Post: Week 1 Live in an area that is prone to natural disasters – tornadoes, earthquakes or wildfires, and the like? Week 1 of Building Safety Month highlights how adherence to up-to-date building codes in advance of these devastating events helps keep you family and community safe. [Link to week 1 webpage.]

Presented by



#### 4. Join the #CODEversation on May 12.

- a. The Vice President of Innovation and Executive Director of the Alliance for National & Community Resilience (ANCR) Ryan Colker (@rmcolker) and ICC Government Relations Regional Manager Susan Dowty (@sdowty) will co-host our Building Safety Month Twitter chat. This year's chat about seismic functional recovery and resiliency will take place on Tuesday, May 12, at 3 pm ET. Use the hashtag #CODEversation to join the discussion.
- 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 and Susan Dowty's tweets.

#### 5. 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.

#### 6. **PROOFREAD** all your posts before pressing send!