Although this year's campaign will be a virtual celebration, Building Safety Month is still on! Here is a quick guide that will help you create different virtual events in order to make this year's 40th Building Safety Month one to remember:

Host a Twitter Chat

Twitter chats are a great way to create engagement on social media. So, what is a Twitter Chat? A Twitter chat is a public Twitter conversation centered around one unique hashtag. This hashtag allows you to follow the discussion and engage with the host and other chat participants. Twitter chats are usually recurring and on specific topics to regularly connect people with these interests.

Here's how you can start:

1. Choose Your Time Slot With Care
If you want lots of people to show up to your Twitter Chat, you need to schedule your chat at an optimal time for your audience. The more people who are available to chat, the greater your chances are for engagement.

2. Invite Relevant Guests and Influencers to Participate
To maximize you reach and overall engagement, make a point to invite special guests and relevant people to participate in your chat. This can include colleagues, constituents or anyone relevant to the conversation that will add substance to the chat.

3. Incorporate Eye-Catching Promotional Content
When you promote and run your own Twitter Chat, you'll want to get as much engagement as you can. Visual promotional content could provide the extra boost you need to connect with your audience.

- Pick an attractive color palate for your promotional materials.

- Ensure there's adequate contrast between the background and your text.

- Use only one or two font types per design.

4. Create Your Hashtag
After you've laid the groundwork for your chat, it's time to run it. To get started, create your introduction tweet and tag the hashtag you've created.

If you do not have time to schedule your own Twitter Chat, spread the word and join the Code Council's chat on May 12 at 3pm ET.

Using **#CODEversation,** this year's Building Safety Month Twitter chat will cover Seismic Functional Recovery and Resilience. ANCR Executive Director and Code Council Vice President of Innovation Ryan Colker (@rmcolker) and Code Council Government Relations Regional Manager Susan Dowty (@sdowtyICC) will serve as co-hosts for the event.

▶ **How can you join the #CODEversation?**

- Follow along using the chat hashtag (#CODEversation)

- Ask Susan and Ryan questions using the hashtag

  Example: "How can my chapter get involved with the development of ANCR's benchmarking system? @rmcolker @sdowtyICC #CODEversation"

- Provide helpful resources.

  Example: "Loving the conversation, @sdowtyICC @rmcolker! Here is another resource for preparing your family https://bit.ly/1QQ7K4Z #CODEversation"

  (Replace the linked resource with any relevant resources produced by your organization.)

- Retweet and reply to Ryan and Susan's tweets.

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Launch a Social Media Campaign

Another way to celebrate Building Safety Month virtually is by creating a social media campaign. You can spread the word about the importance of building safety by engaging with your followers on social media.

Like the Twitter chat, it's important to use the official Building Safety Month hashtag **#BuildingSafety365** on all your posts to help continue the global conversation. Here are a few tips you can use when creating your campaign for Building Safety Month:

1. **Decide the goal of the campaign. Ex: share information, promote your services, etc.**
2. **Create a content calendar for the week/month**
3. **Create supporting visual content**
4. **Monitor and respond to followers**

Also, don't forget to check out the Code Council's social media guide on tips for executing successful post on social media channels. To view, click here.

Host a Webinar for the Community

An educational webinar in celebration of Building Safety Month is a great way for you to engage and inform your community about the importance of building safety. A typical webinar is an online presentation held in real-time, but they can be shared and viewed afterwards as well. Most of the time, a presenter will share their screen to go through slides or demos, while narrating. Participants can engage with the webinar by asking questions by voice or through a chat feed if the platform and presenter allow.

Here are a couple platform options that can make your webinar successful:

- **6connex:** Available on any browser or device, with no download required. Features include flexible registration, social media integration, and real-time analytics.

- **Crowdcast:** Can be joined through a single URL. Tools include built-in registration forms, analytics, replays, and more.

- **Demio:** Allows for pre-recorded or live webinars—or a mix of both. Includes private chat, interactive polls, call-to-action buttons, and other features.

- **Zoom:** Can have one host, group chat—and even offers breakout rooms. Plans cover from 100 to 10,000 view-only attendees.

- **YouTube Livestream:** A free and easy option for streaming live webinars.

- **Webex:** The Code Council uses this system and includes many of the capabilities that Zoom offers including screensharing, recording and presenting.

Please note: In order to host a virtual event, you will need a video recording device either embedded within or attached to your computer.

When you've chosen your platform, here are your next steps:

1. **Review the materials on www.buildingsafetymonth.org to make sure you have all the latest information.**

2. **Virtually, recruit a team in your office who will commit to participating in all activities.**
   This includes conducting speaking engagements via your online platform. Your team may include building and fire officials, plans examiners, inspectors, fire department staff, administrative staff, product manufacturers, engineers, architects and/or volunteers.

3. **Select materials from the campaign website that fit your audience and community or develop your own.**
   Consider how you can use available digital resources during virtual event and/or on your social media pages.

Options include:

- Building Safety Month brochure and poster

- Code Council brochures

- Tip sheets on disaster mitigation, fire safety, pool safety and sustainable building

- Digital posters

- Building Safety Month Video

- Kids' Corner materials

To view all Building Safety Month resources to educate your community, click here.

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