

## 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. The best practice is to post to Facebook once 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 four times a week.
- b. According to [Track Social](#), you need to tweet enough to get noticed; therefore, the best practice for Twitter is to post 3-5 times a day for the most engagement. Our suggestion: on the weekdays, post two tweets daily.
- c. The best practice is to post to LinkedIn once daily. Our suggestion: post to LinkedIn at least four times 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 42nd annual Building Safety Month! Our theme: Safety for All: Building Codes in Action. Join the celebration and help spread the word. #BuildingSafety365

[www.buildingsafetymonth.org](http://www.buildingsafetymonth.org)

#### ii. Example Facebook Post/LinkedIn Post:

This month we are joining the International Code Council and its members in celebration of the 42nd Building Safety Month. This year's theme is Safety for All: Building Codes in Action. Join the celebration and help spread the word! #BuildingSafety365

[www.buildingsafetymonth.org](http://www.buildingsafetymonth.org)

### 3. Share and link to the resources within the campaign website, which highlights and contains information pertaining to the theme of each week.

#### a. Example Twitter Post:

Live in an area prone to tornadoes, earthquakes, or wildfires? Week 3 of Building Safety Month highlights how up-to-date building codes help keep your family safe when natural disasters strike.

<https://bit.ly/3iHEH4V> #BuildingSafety365

#### b. Example Facebook Post/LinkedIn Post:

Live in an area that is prone to natural disasters – tornadoes, earthquakes, or wildfires? Week 3 of Building Safety Month highlights how adherence to up-to-date building codes in advance of these devastating events helps keep your family and community safe. <https://bit.ly/3iHEH4V>

#BuildingSafety365

Presented by



#### 4. Facebook Live

- a. This year, we will be hosting **two** Facebook Live sessions. These will take place on our Facebook page [here!](#)
  - i. The first Facebook Live will take place on Monday, May 2 at 1pm ET with Code Council VP of Innovation, Ryan Colker.
  - ii. The second Facebook Live will be on Tuesday, May 10 at 1pm ET with Code Council Senior VP of Training and Education, Matthew Winn.
- b. How can you join the conversation?
  - i. Follow @IntlCodeCouncil on social media to get notifications related to the Facebook Live sessions coming up.
  - ii. Make sure to engage with our Facebook Live session by liking, commenting, and maybe even sharing the session to your personal Facebook page!
  - iii. Stay up to date with our Building Safety Month conversations by following the hashtag #BuildingSafety365

#### 5. Building Safety Month Q & A with Code Council Staff

- a. Share our two recorded Q & A sessions that help promote Building Safety Month! These videos will focus on two of the themes for Building Safety Month, Disaster Preparedness and Water Safety. Each video will feature a Code Council staff member who will be answering 4-5 questions regarding the week's theme. We appreciate as much support on these videos as possible!

#### 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's or organization's posts on your personal accounts to give them greater reach.

#### 7. **PROOFREAD all your posts before publishing!**