



Steps to Success for Building Safety Month Social Media Outreach

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 #ICCBSM18 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 logo.
 - i. Example Twitter Post: We are excited to partner with the @IntlCodeCouncil in celebration of the 38th Building Safety Month! Join the celebration and help spread the word. Building codes save lives. #ICCBSM18 www.buildingsafetymonth.org [Attach the JPG logo.]

1. Logo download instructions: Visit buildingsafetymonth.org, scroll down to the "How You Can Help" section and click the link to download the logo.
 - ii. Example Facebook Post/LinkedIn: This month we are joining the International Code Council and its 64,000 members in celebration of the 38th Building Safety Month. Building codes save lives. Join the celebration and help spread the word! #ICCBSM18 www.buildingsafetymonth.org [Attach the JPG logo.]

3. Share and link to the Building Safety Month interactive posters, which highlight and contain information pertaining to the theme of each week.

- a. Example Twitter Post: Moving into a new house? Remodeling? Week 1 of #ICCBSM18 highlights the components of home inspections that keep your family safe. Learn about the many items in a code official's inspection checklist. [Attach the JPG and link to the interactive poster.]
 - i. Download instructions: visit buildingsafetymonth.org/interactiveposters to find the links to each interactive poster and a downloadable image for social media posts.
- b. Facebook Post/LinkedIn: Week 1 of #ICCBSM18 highlights the critical components of home inspections that keep your family safe. 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 about the many items in a code official's inspection checklist. [Attach the JPG and link to the interactive poster.]



4. Join the #CODEversation on May 14.

- a. The Executive Director of the Alliance for National & Community Resilience (ANCR) and ICC GR Regional Manager Bryan Soukup (@BSoukupJD) is hosting our Building Safety Month Twitter chat about disaster preparedness on Monday, May 14, at noon ET. Join the conversation using the hashtag #CODEversation.
- b. How can you join the conversation?
- Ask questions.
 - Example: "How can my chapter get involved with the development of ANCR's benchmarking system? @BSoukupJD #CODEversation"
 - Provide helpful resources.
 - Example: "Loving the conversation, @BSoukupJD! Here is another resource for preparing your family <https://bit.ly/1QQ7K4Z> #CODEversation"
 - Replace the linked resource with any relevant resources produced by your chapter.
 - Retweet and reply to Bryan Soukup's tweets.



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

- Take and post photos of the attendees at your chapter's or association's event.
- If you have a speaker at your event, take and post a video of the speaker's presentation.
- Share a photo or video of your chapter's president during the event.
- 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 the following events:
- On Thursday, May 3, the [ICC Eastern Regional Office](#) will kick off Building Safety Month with a reception in Birmingham's hottest neighborhood at 41 and Aircraft Sales.
 - Bright and early, the [ICC Central Regional Office](#) will host a breakfast event on Tuesday, May 15.
 - The [ICC Western Regional Office](#) is hosting a special outdoor lunch with Soho Taco's on Wednesday, May 16.
 - Finally, the [annual reception](#) in Washington, D.C., sponsored by the National Association of Home Builders, will be at LIUNA this year on Wednesday, May 30.
- f. Don't forget to recognize your sponsors. Tag their accounts in a thank you message.

6. Increase your following.

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

7. **PROOF READ** all your posts before pressing send!