



# Social Media Toolkit

## Background

**Safe + Sound Week** is a nationwide event held each August that recognizes the successes of workplace health and safety programs and offers information and ideas on how to keep America's workers safe. Before and during Safe + Sound Week we encourage you to share the sample posts below on social media to promote your participation and to encourage others to sign up.

## Before Safe + Sound Week

### *Sample Social Media Posts*

- We are participating in Safe + Sound Week because [fill in reason]. Join us!  
<https://www.osha.gov/safeandsoundweek/#register>  
#SafeAndSoundAtWork
- This year we're recognizing Safe + Sound Week by [list activities]. Learn more:  
<https://www.osha.gov/safeandsoundweek/#SafeAndSoundAtWork>

## Graphics and Resources

Visit [www.osha.gov/safeandsoundweek](https://www.osha.gov/safeandsoundweek) to download social media and ready-to-print graphics and other materials to use in your Safe + Sound Week messaging.

 [www.osha.gov/safeandsoundweek](https://www.osha.gov/safeandsoundweek)

 [@OSHA\\_DOL](https://twitter.com/OSHA_DOL)

**#SafeandSoundAtWork**



[www.osha.gov/safeandsound](https://www.osha.gov/safeandsound)



## During Safe + Sound Week (8/15-8/21)

Send out messages during Safe + Sound Week to share your actions. Targeting a specific theme for each day of Safe + Sound Week can help draw attention to the campaign and your organization's collaboration.

### Monday: Kick-off Message and Commitment to Workplace Safety

#### *Sample Social Media Posts*

- **[Organization Name]** is a proud [participant/partner] of Safe + Sound Week. #SafeAndSoundAtWork
- **[Organization Name]** is committed to being #SafeAndSoundAtWork because [reason]! Join us for Safe + Sound Week 2022!
- **[Organization Name]** is committed to workplace safety and health. #SafeAndSoundAtWork [Share image and spotlight a member who goes above and beyond to make workplace safety and health a top priority.]
- Why is workplace safety and health important, you ask? Listen to what our leadership has to say. #SafeAndSoundAtWork. [Get someone in leadership at your organization to share "Why they care about safety."]

#### *Sample Social Media Graphics*



[www.osha.gov/safeandsound](https://www.osha.gov/safeandsound)

[https://www.osha.gov/sites/default/files/Graphics\\_Participant\\_Badge.zip](https://www.osha.gov/sites/default/files/Graphics_Participant_Badge.zip)



[www.osha.gov/safeandsound](https://www.osha.gov/safeandsound)

[https://www.osha.gov/sites/default/files/Graphics\\_Campaign\\_Partner\\_Badge.zip](https://www.osha.gov/sites/default/files/Graphics_Campaign_Partner_Badge.zip)

[www.osha.gov/safeandsound](https://www.osha.gov/safeandsound)



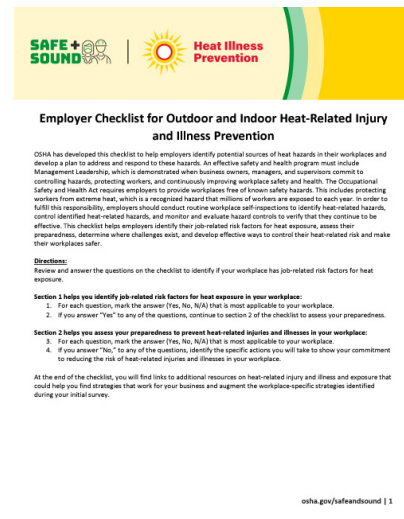


## Tuesday: Put These New OSHA Workplace Safety and Health Resources into Action!

### Heat Illness Prevention

#### Sample Social Media Posts

- At **[Organization Name]** we keep our workers safe from heat by [actions]. #SafeAndSoundAtWork #HeatSafety
- This week **[Organization Name]** is keeping workers safe from the heat by [fill in with what you are doing]. #SafeAndSoundAtWork #HeatSafety



### SHP Worksheets

#### Sample Social Media Post

- **[Organization Name]** is committed to improving safety and health in our workplace one step at a time. Join us! [Link] #SafeAndSoundAtWork

[https://www.osha.gov/sites/default/files/Activity\\_FF\\_EmployerHeatChecklist.pdf](https://www.osha.gov/sites/default/files/Activity_FF_EmployerHeatChecklist.pdf)

### Eyes on Safety Challenge

#### Sample Social Media Post

- **[Organization Name]** has #EyesOnSafety. We challenge you to take the challenge: [https://www.osha.gov/sites/default/files/Activity\\_FF\\_EyesOnSafety.pdf](https://www.osha.gov/sites/default/files/Activity_FF_EyesOnSafety.pdf) #SafeAndSoundAtWork



[www.osha.gov/safeandsound](http://www.osha.gov/safeandsound)



## Wednesday: Worker Participation + Perspective of the Worker

### Sample Social Media Posts

- At **[Organization Name]** we know listening to workers is critical for safety because [reason]. That's why we pledged to listen to our workers.  
[https://www.osha.gov/sites/default/files/SHP\\_Management\\_Safety\\_Pledge.pdf](https://www.osha.gov/sites/default/files/SHP_Management_Safety_Pledge.pdf) #SafeAndSoundAtWork
- Here at **[Organization Name]** our workers are safety and health leaders! Thank you for always being #SafeAndSoundAtWork
- At **[Organization Name]** we involve all our workers in safety and health programs. One thing we've learned is [lesson]. #SafeAndSoundAtWork

### Sample Social Media Graphics

#### Worker Participation



**Engage workers at all levels in establishing, implementing, evaluating, and improving safety and health in the workplace.**

- Listen and ask for feedback
- Empower workers with safety and health information
- Recognize workers for contributions to worker safety
- Partner for safety and health planning



[osha.gov/safeandsound](https://www.osha.gov/safeandsound)

[https://www.osha.gov/sites/default/files/Graphics\\_Core\\_Elements\\_Worker\\_Participation.zip](https://www.osha.gov/sites/default/files/Graphics_Core_Elements_Worker_Participation.zip)

#### Management Leadership



**Provide the leadership, vision, and resources needed to implement an effective safety and health program.**

- Deliver a safety and health message
- Establish a visible presence
- Formalize and publicize your commitment
- Take your commitment beyond your organization



[osha.gov/safeandsound](https://www.osha.gov/safeandsound)

[https://www.osha.gov/sites/default/files/Graphics\\_Core\\_Elements\\_Management\\_Leadership.zip](https://www.osha.gov/sites/default/files/Graphics_Core_Elements_Management_Leadership.zip)

### Past Examples



We are #SafeAndSoundAtWork. Are you?

Join us in participating in OSHA's Safe + Sound Week (beginning today) by watching this video from BCSP's Jessica Richardson, MS, CSP, CIT, STSC on ways you can improve worker participation in safety!  
[ow.ly/b8ZH50AVClc](https://ow.ly/b8ZH50AVClc)



American Chemistry  
@AmChemistry

Holding training and effectively communicating with management are just a few ways that workers can participate in #SafeandSoundWeek. Check out all the ways that @OSHA\_DOL says workers can participate here: [osha.gov/safeandsound/d...](https://www.osha.gov/safeandsound/d...)  
#SafeandSoundatWork



[www.osha.gov/safeandsound](https://www.osha.gov/safeandsound)



## Thursday: Management Leadership

### *Sample Social Media Posts*

- The leadership at **[Organization Name]** is committed to be #SafeAndSoundAtWork. Join us and pledge your commitment: [https://www.osha.gov/sites/default/files/SHP\\_Management\\_Safety\\_Pledge.pdf](https://www.osha.gov/sites/default/files/SHP_Management_Safety_Pledge.pdf).  
[Include a picture of your completed Safe + Sound pledge]
- **[Organization Name]** believes management leadership is a core element of a safety and health program because [reason]. #SafeAndSoundAtWork
- **[Organization Name]** understands that workplace safety and health are important to business success. We pledge to [fill in with part of your pledge].  
Learn more: [https://www.osha.gov/sites/default/files/SHP\\_Management\\_Safety\\_Pledge.pdf](https://www.osha.gov/sites/default/files/SHP_Management_Safety_Pledge.pdf)

### *Past Example*





## Friday: Finding and Fixing Hazards

### Sample Social Media Posts

- At **[Organization Name]** we believe finding and fixing hazards is important because [reason].  
#SafeAndSoundAtWork
- **[Organization Name]** strives for a safe workplace. Take the Check on Safety Challenge! Learn more:  
[https://www.osha.gov/sites/default/files/Activity\\_FF\\_Check-on-Safety.pdf](https://www.osha.gov/sites/default/files/Activity_FF_Check-on-Safety.pdf). #SafeAndSoundAtWork

### Sample Social Media Image

**Find and Fix Hazards**

**SAFE + SOUND** 

**Establish an ongoing process that helps better identify and control sources of potential injuries or illnesses.**

- Spotlight hazards and controls
- Engage workers with challenges and contests
- Conduct analysis to identify hazards
- Identify safety and health processes and procedures



[osha.gov/safeandsound](https://www.osha.gov/safeandsound)

### Past Example



Finding and fixing hazards is a key tool to running a successful #safety program. How do you manage this process? #SafeAndSoundAtWork

[https://www.osha.gov/sites/default/files/Graphics\\_Core\\_Elements\\_Find\\_and\\_Fix.zip](https://www.osha.gov/sites/default/files/Graphics_Core_Elements_Find_and_Fix.zip)







## Saturday: Safe + Sound at Work Means Addressing Heat Hazards

### Sample Social Media Posts

- **[Organization Name]** has a plan to protect workers from heat. Do you? [share image].  
#SafeAndSoundAtWork #HeatSafety
- At **[Organization Name]** we keep workers safe from heat by [actions]. #SafeAndSoundAtWork #HeatSafety
- At **[Organization Name]** our safety and health program protect workers from heat by [actions].  
#SafeAndSoundAtWork #HeatSafety

### Sample Social Media Graphics

#### Hydrate for Your Safety

Drinking enough fluids is one of the most important things you can do to prevent heat illness.

- ☑ Hydrate before, during, and after work.
- ☑ Drink 1 cup of cool water every 20 minutes – even if you aren't thirsty! Water is generally sufficient for short jobs. For longer jobs, drink an electrolyte-containing beverage.
- ☑ Avoid energy drinks and alcohol.
- ☑ Your work performance may suffer when you are dehydrated, even if you don't notice.

[osha.gov/heat](https://www.osha.gov/heat)

[https://www.osha.gov/sites/default/files/Graphics\\_Heat\\_Hydration.zip](https://www.osha.gov/sites/default/files/Graphics_Heat_Hydration.zip)

#### Your Right to Heat Safety

Workers have a right to refuse to perform a dangerous work-related task under certain conditions, such as extreme heat.

You have the right to:

- ☑ Speak up about hazards without fear of retaliation.
- ☑ Request an OSHA inspection, and speak to the inspector.
- ☑ Report an injury or illness, and get copies of your medical records.
- ☑ Review records of work-related injuries and illnesses.
- ☑ See results of tests taken to find workplace hazards.

[osha.gov/heat](https://www.osha.gov/heat)

[https://www.osha.gov/sites/default/files/Graphics\\_Heat\\_WorkersRights.zip](https://www.osha.gov/sites/default/files/Graphics_Heat_WorkersRights.zip)

**We have a plan to work safely in the heat**

[www.osha.gov/safeandsound](https://www.osha.gov/safeandsound)

**SAFE + SOUND**

**Heat Illness Prevention**

[https://www.osha.gov/sites/default/files/Graphics\\_Commitment\\_Heat\\_Water.zip](https://www.osha.gov/sites/default/files/Graphics_Commitment_Heat_Water.zip)

[www.osha.gov/safeandsound](https://www.osha.gov/safeandsound)





# Sunday and After Safe + Sound Week

## Sample Social Media Post

- **[Organization Name]** had a strong representation in Safe + Sound Week 2022! Here were some of our favorite moments: [Share pictures of your members participating in Safe + Sound Week events] #SafeAndSoundAtWork

## Past Examples



Here are some of CCC's hard working employees participating in Safe + Sound Week. Safe + Sound Week is a nationwide event that recognizes the successes of workplace health and safety programs and offers ideas on how to keep America's workers safe. #SafeAndSoundAtWork #Safety #Health  
<https://twitter.com/CCCAH1/status/1293536447329439746>



Required face coverings in common spaces and the shield on our front desk helps keep our visitors safe when arriving for testing or appointments.  
[#SafeandSoundAtWork](#)

