SOCIAL MEDIA   
(TWITTER AND FACEBOOK)

Social media has become an integral tool in how society sends and receives information, communicates with family members and colleagues and learns about new products and services.

Facebook and Twitter have become two of the best and most cost-effective ways for stakeholders to communicate with their various audiences about the importance of safe digging practices.

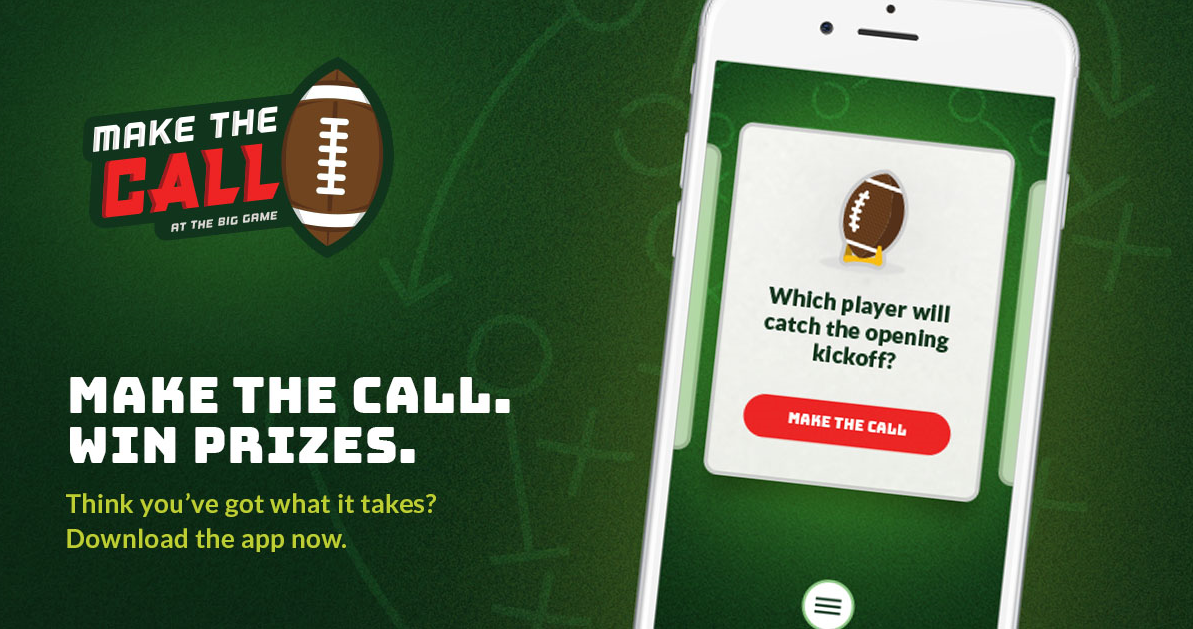
To assist stakeholders who have created Facebook and Twitter accounts for their organizations, Phillips 66 and CGA have developed a series of recommended Facebook status updates and “Tweets” to promote the “Make the Call” app.

Please review the list of recommended messages below and use them verbatim or modify them as needed. You’ll notice that we’ve added the #makethecall “hashtag” to the end of these messages. This will allow any stakeholder to visit http://search.twitter.com or Facebook search and type #makethecall into the search field to see what everyone else is saying about the app.

If you have questions, please send an email to [amber.howard@contractor.p66.com](mailto:amber.howard@contractor.p66.com).

**Facebook:**

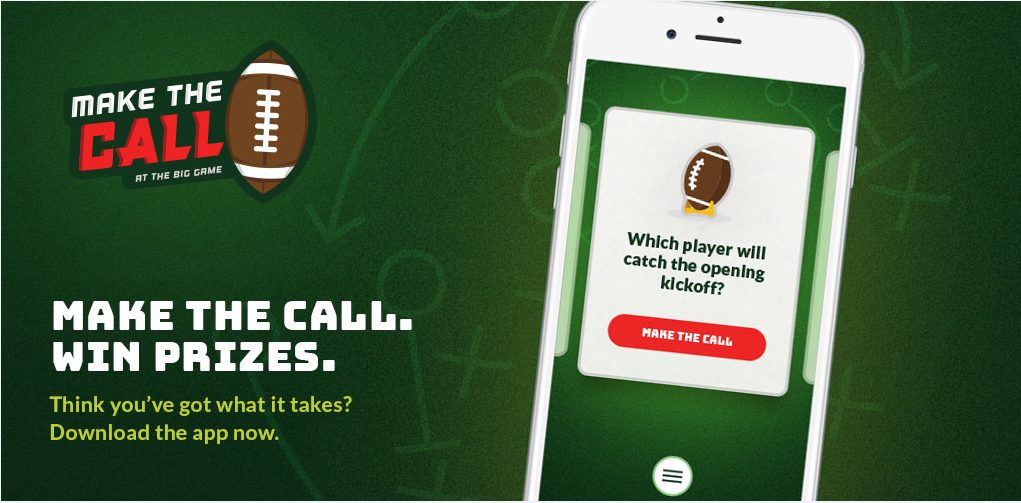
1. Are you ready to get the most out of the big game? Make the right call and earn bragging rights and big prizes. #makethecall {Insert GIF titled MTC\_Facebook}
2. How long will the national anthem be? Who’s going to score first? What color Gatorade will the winning coach end up wearing? How many commercials will there be in the first break? When you call 811 before you dig, you’re always a winner and when you #makethecall, you’ll enjoy every minute of the big game. {Insert P66\_MTC\_SocialMediaPromoTwitter}



1. Want to have some fun during the big game? Download the app today to learn about pipeline safety and be entered to win a grand prize #makethecall {Insert GIF titled MTC\_Facebook

**Twitter**

1. It’s not about who wins the big game. It’s about bragging rights. Download the app today! #makethecall {Insert attached GIF titled MTC\_Twitter}
2. Are you ready to get the most out of the big game? #Makethecall and earn bragging rights and big prizes. [www.makethecallapp.com](http://www.makethecallapp.com) {Insert P66\_MTC\_SocialMediaPromoTwitter}



1. When you call 811 before you dig, you’re always a winner #makethecall. Learn more at [www.makethecallapp.com](http://www.makethecallapp.com) {Insert attached GIF titled MTC\_Twitter}