**SOCIAL MEDIA MESSAGES – NSDM/SPRING 2020**

*Updated 3/27/20*

As a result of the COVID-19 pandemic, April 2020 will be a very different National Safe Digging Month than ever before, and CGA realizes that while some areas of the country are seeing typical digging activity, others are emphasizing online requests or discouraging nonessential digging. Below are template social media messages to promote the safe digging message in these different situations.

**TYPICAL DIGGING ACTIVITY**

*HOMEOWNERS*

1. Using your time at home to tackle home improvement projects? Be sure to add calling 811 to your list if you’re planning any projects that require digging! April is National Safe Digging Month - always call 811 before you dig to keep your community safe and connected! #Call811
2. Planning to update that landscaping? April is National Safe Digging Month! Remember to always call 811 to know what’s below before you dig to keep your family and community safe and connected to underground utilities. #Call811
3. Don’t be the one who knocks out your neighborhood’s internet and TV service while we’re all at home! April is National Safe Digging Month to remind folks to always call 811 before digging for DIY projects to prevent damage to underground utilities. #Call811
4. The internet is keeping us connected during these unprecedented times. Not calling 811 before digging can knock out the utility services we rely on every day. Share the National Safe Digging Month message and always call 811 before you dig for DIY projects! #Call811
5. If you’re digging into DIY projects at home while social distancing, don’t accidentally knock out your utility service by not calling 811 beforehand. Nearly 40% of homeowners will not call 811 before digging this year, putting themselves and their communities at risk. #Call811

 *CONTRACTORS*

1. CALLING ALL EXCAVATORS: We appreciate your hard work during these difficult times. Please be sure to continue to contact 811 at least [INSERT WAITING PERIOD] before all digging activity so we can ensure that critical utilities continue to service our communities.

**EMPHASIZING ONLINE REQUESTS**

*HOMEOWNERS*

1. Digging into DIY projects while stuck at home? Before you put a shovel in the ground, use [INSERT STATE]’s online tools to enter your request to have underground lines marked by visiting [INSERT WEB ADDRESS] to prevent damage to important underground utilities.

*CONTRACTORS*

1. ATTN contractors: Preventing damage to underground utilities is more important than ever to keep us all safe and connected during these difficult times. Please use [INSERT STATE]’s online tools to enter your request to have underground lines marked by visiting [INSERT WEB ADDRESS]. Making your request online will allow you to avoid longer-than-usual hold times for those calling in requests.

**DISCOURAGING NONESSENTIAL DIGGING**

*HOMEOWNERS*

1. Please pause on installing mailboxes or fences, or other home improvement projects involving digging right now. [INSERT STAKEHOLDER NAME] is encouraging the postponement of all nonessential digging so that we can focus our resources on maintaining your access to critical utilities during these challenging times.

 *CONTRACTORS*

1. During these challenging times, [INSERT STAKEHOLDER NAME] is encouraging the postponement of all nonessential digging. For essential work that requires digging, continue to call 811 or place an online request beforehand to prevent damage to important underground utilities.