



Know what's below.  
Call before you dig.

## **SAFE DIGGING MONTH SOCIAL MEDIA MESSAGES**

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.

Please review the list of recommended messages below and use them verbatim or modify them as needed. You'll notice that some of the Tweets have the #NSDM and #GA811 "hashtag" at the end. This will allow any stakeholder to visit <http://search.twitter.com> and type #NSDM or #GA811 into the search field to see what everyone else is saying about safe digging throughout the month of April across the country and in Georgia.

If you have questions, please send an email to [mestes@georgia811.com](mailto:mestes@georgia811.com).

### **Facebook**

1. What sort of digging projects do you have planned for this month?
2. April is Safe Digging Month! This month, Georgia 811 reminds diggers the importance of calling 811 before all digging projects, large or small. <http://georgia811.com/index.php/why-call/>
3. Did you know failure to call 811 before digging results in more than 60,000 unintentional hits of underground utilities annually across the United States? [www.call811.com](http://www.call811.com)
4. No matter if you're a contractor, landscaper or "do-it-yourselfer," 811 works for you! Smart digging means always calling 811 before any project to have your underground utility lines marked.
5. Wondering how 811 works? Check out how your yard will look after you call before you dig <http://georgia811.com/GA811/InteractiveHouse/InteractiveHouse.html>
6. Be sure to call 811 several days before any digging project. Hitting an underground utility line while digging can cause serious injuries, disrupt service to entire neighborhoods, and potentially result in fines and repair costs.
7. The following colors represent the various utility lines: red, orange, blue, green, yellow, purple. To see which colors correspond with each utility click here: <http://georgia811.com/index.php/have-my-lines-been-marked/>
8. Did you know digging without calling 811 can lead to lost utility service? Don't spend a "Day in the Dark." Check out the video at <http://georgia811.com/index.php/video-psas/> to learn more.
9. Homeowners now have the option to click before you dig: <http://georgia811.com/index.php/homeowner-request/>

### **Twitter**

1. April is Safe Digging Month; recognizing the importance of calling 811 before all outdoor digging projects. [www.georgia811.com](http://www.georgia811.com) #NSDM #GA811
2. Before installing a mailbox or fence call 811 a few days in advance to have underground lines marked. [www.georgia811.com](http://www.georgia811.com) #NSDM #GA811
3. Digging fact of the day: EVERY outdoor digging project requires a call to 811 beforehand. [www.georgia811.com](http://www.georgia811.com) #NSDM #GA811
4. 811 works as the easiest way to call before digging nationwide. Make the call a few days before you dig. [www.call811.com](http://www.call811.com) #NSDM #GA811
5. 7 colors represent the various underground utility lines. Do you know what they are? <http://georgia811.com/index.php/have-my-lines-been-marked/> #NSDM #GA811
6. 811 is the national number designated to protect diggers from hitting an underground utility line. [www.call811.com](http://www.call811.com) #NSDM #GA811
7. One easy call to 811 starts the process of having underground utility lines marked. Here's how it works. <http://tinyurl.com/ykgmfz> #NSDM #GA811
8. Before planting any trees this Arbor Day, remember to call 811 to avoid striking an underground utility line. [www.call811.com](http://www.call811.com) #NSDM #GA811



Know what's **below**.  
Call before you dig.

---

9. Did you know digging without calling 811 can lead to lost utility service? Check out the video at [www.call811.com](http://www.call811.com). #NSDM #GA811
10. Don't make a judgment call. Make a phone call. Call 811 several days before digging to have underground utilities marked. #NSDM #GA811
11. Homeowners now have the option to click before you dig: <http://georgia811.com/index.php/homeowner-erequest/> #NSDM #GA811