



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 mwade@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://www.georgia811.com/whycall.aspx>
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
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://www.georgia811.com/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://www.georgia811.com/havemylines.aspx>
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://www.georgia811.com/vidopsas.aspx> to learn more.
9. Homeowners now have the option to click before you dig: <http://www.georgia811.com/quiktik.aspx>

Marcos Pizza \$8.11 Offer

Morning of 4/4 – We are very excited to announce our continued partnership with Marco's Pizza. In recognition of National Safe Digging Month, Marco's Pizza will offer a large, one-topping pizza for only \$8.11 on Mondays in April. Make sure you take advantage of this excellent deal! [Link to www.marcos.com/811]

Morning of 4/7 – Fight the Monday "blahs"! Be sure you take advantage of Marco's Pizza's \$8.11 deal for a large, one-topping pizza. This offer will be available every Monday through April in honor of National Safe Digging Month. [Link to www.marcos.com/811]

Morning of 4/8 – Don't worry if you forgot to order a large, one-topping pizza for \$8.11 yesterday. Marco's Pizza and {INSERT STAKEHOLDER NAME} will be offering their special National Safe Digging Month pizza deal every Monday throughout April. [Link to www.marcos.com/811]

Morning of 4/14 – If you order an \$8.11 Marco's pizza today please post a picture of it to our wall! [Link to www.marcos.com/811]

Afternoon of 4/18 – Looking for a unique way to thank your employees? Order \$8.11 Marco's Pizzas for lunch on Monday and remind them to call #811 before digging. [Link to www.marcos.com/811]

Morning of 4/21 – Don't feel like making dinner tonight? Order a large, one-topping pizza from Marco's Pizza for only \$8.11 today in honor of National Safe Digging Month! [Link to www.marcos.com/811]



Know what's below.
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Morning of 4/28 – Today is the LAST Monday to take advantage of #GA811 and Marco's Pizza's special large, one-topping pizza for \$8.11 in recognition of National Safe Digging Month. [Link to www.marcos.com/811]

Twitter

1. April is Safe Digging Month; recognizing the importance of calling 811 before all outdoor digging projects. 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 #NSDM #GA811
3. Digging fact of the day: EVERY outdoor digging project requires a call to 811 beforehand. 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 #NSDM #GA811
5. 7 colors represent the various underground utility lines. Do you know what they are? <http://www.gaupc.com/havemylines.aspx> #NSDM #GA811
6. 811 is the national number designated to protect diggers from hitting an underground utility line. 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 #NSDM #GA811
9. Did you know digging without calling 811 can lead to lost utility service? Check out the video at 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://www.georgia811.com/quiktik.aspx> #NSDM #GA811

Marcos Pizza's \$8.11 offer

Morning of 4/4 – We're excited to partner with Marco's Pizza to offer \$8.11 pizzas on Mondays this month. Find a Marco's near you – marcos.com/stores

Morning of 4/7 – What's for dinner tonight? How about \$8.11 for a large, one-topping pizza from Marco's Pizza? marcos.com/811

Morning of 4/8 – Did you miss yesterday's \$8.11 deal from Marco's Pizza? Don't worry, Marco's is offering it every Monday in April. marcos.com/811

Morning of 4/14 – Mamma Mia! We partnered with Marco's Pizza to offer you a large, one-topping pizza for \$8.11 every Monday in April. marcos.com/811

Afternoon of 4/18 – Did your employees do a great job this week? Thank them with some \$8.11 Marco's Pizza on Monday. marcos.com/811