SAFE + SOUND WEEK TIMELINE

Your member community can use the following timeline to help plan and execute Safe + Sound Week outreach and events. This toolkit includes outreach samples, activity suggestions, and presentation materials. Additional tools and resources for creating, planning, and promoting events are available on the Safe + Sound Week website. This is a suggested timeline—you may need to adjust it based on the activities you’re planning.

April
• Include a Safe + Sound Week article in your member community newsletter.
• Update your website to promote Safe + Sound Week.
• Tweet/post a Safe + Sound Week Save the Date on social media or your website.
• Email members to encourage them to sign up for Safe + Sound Campaign updates at www.osha.gov/safeandsound.
• Schedule/plan a webinar to recruit members to participate in Safe + Sound Week.

May
• Hold a webinar to introduce the Safe + Sound Campaign to your members. Consider posting a recorded version on your website for members who may have missed it.
• Email members about the Safe + Sound Week activity ideas.
• Begin planning your own Safe + Sound Week activity.
• Contact local organizations (e.g., Chamber of Commerce, other business groups, first responders) to discuss collaboration for Safe + Sound Week.

June
• Email members to check out Safe + Sound Week tools available.
• Contact your city/county council or state legislative representative to issue a Safe + Sound Week proclamation.
• Tweet or post on social media (#SafeAndSound2018) about Safe + Sound Week.

July
• Email members reminding them to register their events on the Safe + Sound Week website.
• Confirm speakers, vendors, or other participants for your Safe + Sound Week event.

August
• Highlight your members’ participation in Safe + Sound Week by tweeting or retweeting (#SafeAndSound2018) about their activities leading up to and during the week.
• Share pictures of your event or link to a proclamation using the hashtag #SafeAndSound2018.
• Prepare and distribute a post-event member survey to gather feedback about Safe + Sound Week participation.

September
• Analyze the event survey results. Share results with the American Society of Safety Engineers.
• Collect case studies and results to promote your members’ events and activities through your communications channels.