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LSAW
Locator Safety & Appreciation Week™

The logo features the letters 'LSAW' in a large, bold, green font. Below it, the text 'Locator Safety & Appreciation Week™' is written in a smaller, black font. The logo is positioned above a series of pushpins that are arranged in a line, with their heads pointing towards the right. The pushpins are of various colors (blue, green, orange, purple, red, yellow) and are set against a background of colorful brushstrokes that resemble a fingerprint.

LSAW
Locator Safety & Appreciation Week™

Social Media Toolkit

For Locator Safety & Appreciation Week

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What is LSAW?

Held from April 20th – 26th, Locator Safety & Appreciation Week celebrates the essential work of utility locators. Locators' diligence and dedication ensure the safety of the public and the protection of our infrastructure. LSAW is an opportunity to shine a spotlight on the men and women who are out in the field. It's also an opportunity to educate and review safety best practices for locators.

Why share LSAW materials?

Participating in Locator Safety & Appreciation Week on social media is a perfect way to display gratitude to locators and the work they do. They're in the field, day in and day out, protecting the public and the underground infrastructure we all rely on. Sharing social media messages found in this kit is one small way to say, "thank you."

The *safety* messages included in the kit have two goals. One, as a reminder to locators to follow best safety practices. When they stay safe, the public stays safe. Two, to educate the public and others in the industry that may not know the dangers of the job. Understanding the hazards locators face can further grow public awareness and appreciation for locating work.



Twitter

Twitter is a great platform to share a few locator safety & appreciation messages each day. Join discussions about locator safety, start your own, and retweet the positive messages of others in the industry.

#LSAW

The official hashtag of Locator Safety & Appreciation Week. Each post shared during LSAW should include “#LSAW”. Using the hashtag allows others interested in LSAW to find your posts and ensures that your messages are added to the larger discussion about locator appreciation. You can also search “LSAW” on Twitter to see how others in the industry are celebrating the week.

Other Hashtags

In addition to #LSAW, consider using a few of these other industry hashtags. If relevant, they can broaden the reach of your message.

- #SiteSafety
- #GiveThemDistance
- #SafetyMatters
- #SafeLife
- #Call811
- #LocatorSafety
- #MoveOver
- #WatchForUs
- #MarksMatter



What to Tweet, & When

Pre-created posts are available below, along with a general posting schedule. Feel free to copy/past content in its entirety or to get creative in crafting unique messaging. Media to accompany tweets and other social media posts is available on the [Social Media Resources](#) page of the website. Additional media assets can be downloaded at locatorsafety.com

Before LSAW

In the days/weeks leading up to April 20th, the first day of LSAW, share general information about the week to come. Let your followers know what LSAW is, when it is, and where they can learn more.

Mark your calendars for April 20 – 26, it's Locator Safety & Appreciation Week (LSAW)! All week we'll be celebrating the hard work locators put in every day to keep the public safe and our infrastructure protected. For more info, visit locatorsafety.com #LSAW #LocatorSafety

Utility locators perform a vital role in ensuring public safety and protecting the infrastructure we all rely on. Join us in showing appreciation for their hard work during Locator Safety & Appreciation Week, April 20 – 26. For more info, visit locatorsafety.com #LSAW #LocatorSafety



Monday, April 20th

The opening day of LSAW! Start the week of safety education and appreciation with a few informational messages about the purpose of the week and what to expect.

It's the first day of Locator Safety and Appreciation Week (LSAW)! Join us in a weeklong celebration of utility locators' hard work and dedication to safety. Thank you, locators! For more information on #LSAW, visit locatorsafety.com

#LSAW, Locator Safety and Appreciation Week, is an opportunity for everyone, everywhere in the industry, to show their appreciation for the hard work of utility locators. Find more information on how to participate at locatorsafety.com



Tuesday – Saturday, April 21– 25

Share a few of these messages every day to promote locator safety. These mid-week messages largely focus on the safety and well-being of locators. The message is: *Locator safety means public safety.* Encourage followers to learn more by visiting locatorsafety.com.

The Top Ten Safety Hazards locators face while they're busy keeping the public safe -- A few of them may surprise you. Learn more about the hazards and how to manage them at locatorsafety.com #LSAW

Locator Hazard: Weather! Locators can be exposed to high levels of UV radiation from the sun, but there are important precautions available! Read more about the techniques that experienced locators use to keep themselves cool when conditions get hot #LSAW locatorsafety.com

Locator Hazard: Distracted driving! The majority of a locator's time is spent driving to and from sites. Their vehicle is their office, but it also presents a unique set of dangers. Read more at locatorsafety.com #LSAW

Each day in the U.S., distracted driving is responsible for the deaths of 9 people and the injury of more than a 1,000. Locators on the roadside are extra vulnerable to distracted drivers. Keep your eyes on the road #LSAW #givethemdistance #moveover



Locator Safety Hazard: Confined spaces! Many underground vaults accessible by manhole covers meet OSHA's definition of a confined space, presenting a unique set of dangers for locators. Learn more at locatorsafety.com #LSAW

Locator Safety Hazard: Dog bites! Do you know how to identify a dog's warning behaviors? Learn the signs at locatorsafety.com #LSAW

Locator Safety Hazard: Slips, trips, and falls! These accidents may seem like nothing more than absent-minded clumsiness, but they're often symptomatic of more serious problems. Learn about the root causes at locatorsafety.com #LSAW

Locator Safety Hazard: Lifting, bending, and squatting! These movements are unavoidable, but there are proper techniques to protect yourself. Learn more at locatorsafety.com #LSAW

Locator Safety Hazard: Threats to the eye! Road debris can pose a serious threat to locators working near roads. Wear eye protection to minimize risk. Learn more about eye protection at locatorsafety.com #LSAW



Locator Safety Hazard: Punctures and foot trauma! When they're not driving, locators are on their feet on often unpredictable terrain. Sharp, piercing hazards can cause serious damage to the feet. Learn more about navigating the dangers at locatorsafety.com #LSAW

Locator Safety Hazard: Insect bites and stings! Summer is coming and with it comes bugs. Insects can be more than an annoyance for locators, they can pose real dangers. Learn more at locationsafety.com #LSAW

Locator Safety Hazard: Poison ivy and other skin threats! Proper apparel and knowledge can combat the dangers of poison ivy and other skin irritating vegetation. Learn how to identify threats and protection techniques at locatorsafety.com #LSAW



Sunday, April 26th

The final day of LSAW. Use the conclusion of LSAW to emphasize the appreciation aspect of the week – A ‘Thank you’ to locators for the job they do and their importance to the industry.

Today marks the last official day of Locator Safety & Appreciation week. Take this opportunity to send a ‘thank you’ to the locator professional in your life #LSAW

Review the Top Ten Safety Hazards locators face on the job. Stay vigilant, stay safe! Learn more at *locatorsafety.com*

It might be the last day of #LSAW, but that doesn’t mean we can’t appreciate locators every other day of the year. Visit *locatorsafety.com* to learn more #LSAW

Keep up with industry news and the latest information on locator safety by subscribing to DP-Pro magazine: <https://dp-pro.com/subscribe/> #LSAW



Facebook

Facebook offers a wider range of posting options than Twitter. Use that flexibility to share longer form pieces on locator safety and appreciation with followers. Like Twitter, the opening day message should introduce the mission of the week to come.

Monday, April 20th

Locator Safety & Awareness Week (LSAW) is a celebration of utility workers' hard work and an acknowledgment of the hazards they face every day in the field. Locators play crucial and often underappreciated roles in protecting the public and our underground infrastructure. Take some time this week to thank a locator in your life! We'll be sharing locator safety content throughout the week to spread awareness of the difficult work they perform. Visit locatorsafety.com to learn more.

Tuesday – Saturday, April 21– 25

Share one of the many safety articles available at locatorsafety.com. There's one article for each one of the top ten safety hazards locators face. Copy/paste any of the articles into a Facebook post, or use one of the many tweets above as an introduction. Media for each hazard post is available on the [Social Media Resources](#) page of the website.



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LinkedIn

The LinkedIn posting strategy and schedule is the same as Facebook – Longer form content featuring full articles and graphics, all in a single post. Sharing LSAW posts on LinkedIn is the perfect opportunity to have in-depth conversations about locating with others in the industry. Pair the following messages with a Locator Awareness image available on the [Social Media Resources page](#)

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Media Resources

Graphics to accompany tweets, Facebook posts, and LinkedIn messages can be downloaded on the [Social Media Resources page](#)