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 Professionals.
- Collect case studies and results to promote your members’ events and activities through your communications channels.