Shift into Winter Social Media Messages

Target: Employers and Employees

**SIW Social Media Campaign Phase 1:** September 11 - December 31, 2023

Introduction

The following content can be used for your social media accounts. They are geared towards employers, supervisors, and employees.

You can adapt any of the messages, but please always include the hashtag **#ShiftIntoWinter** so that we can track the campaign’s performance.

To find and download images to use with your posts, [click here](https://roadsafetyatwork.ca/shift-into-winter/campaign-resources/) to reach the website’s Shift into Winter Campaign Resources page. You’ll find versions for Facebook, Instagram, and Twitter. For LinkedIn, we recommend using the images that are sized for Facebook. The images can also be used on your website, in your newsletters, and other digital communications.

Help make your posts stand out by adding emojis where appropriate. 🚗

And don’t forget to engage with other members’ posts.

If you have any questions or need support with your social media promotion of the campaign, please contact n.scudamore@roadsafetyatwork.ca.

**Audience: Employers, supervisors and employees who drive for work**

Do you have employees who drive for work? Ensuring their safety is your responsibility. Start preparing for winter now. Review our free Winter Driving Safety Planning Tool Kit. <https://roadsafetyatwork.ca/resource/tool-kit/winter-driving-safety-planning-tool-kit/>

#ShiftIntoWinter

Employers, make your safety expectations clear regarding driving for work in winter conditions by creating a winter driving safety policy. We have a template to help create that policy and keep your employees safe, here: <https://roadsafetyatwork.ca/resource/template/sample-winter-driving-policy-and-procedures/>. #ShiftIntoWinter

Employers, don’t let your employees drive if weather conditions are unsafe. Cancel, re-schedule, or re-route trips. Check [DriveBC.ca](https://www.drivebc.ca/) for road conditions. #ShiftIntoWinter

Employers, don’t let your employees drive if weather conditions are unsafe. Check [DriveBC.ca](https://www.drivebc.ca/) for current road conditions. #ShiftIntoWinter

Employers, develop and implement a winter driving safety policy and procedures plan to keep employees safe on the road. Learn how: <https://roadsafetyatwork.ca/shift-into-winter/employer-and-supervisor-tools/#developing-policy-and-procedures>

#ShiftIntoWinter

Do your employees drive for work? Start preparing for winter now. Your employees’ safety is your responsibility. Review our free Winter Driving Safety Planning Tool Kit to learn how: <https://roadsafetyatwork.ca/resource/tool-kit/winter-driving-safety-planning-tool-kit/>

#ShiftIntoWinter

Employers must ensure that employees driving for work have vehicles that can safely handle winter road and weather conditions. Learn more: <https://roadsafetyatwork.ca/resource/tool-kit/winter-driving-safety-planning-tool-kit/#before-winter> #ShiftIntoWinter

Do you have employees who drive for work? Make sure they know how to drive in winter conditions before getting behind the wheel. It’s your responsibility to ensure their safety: <https://roadsafetyatwork.ca/shift-into-winter/employer-and-supervisor-tools/#meeting-your-safety-responsibilities> #ShiftIntoWinter

Time to #ShiftIntoWinter and prepare your employees for #roadsafety. Click here: <https://roadsafetyatwork.ca/resource/tool-kit/winter-driving-safety-planning-tool-kit/>

for tools and resources to help keep your employees safe.

In the fall, road and weather conditions change quickly. #ShiftIntoWinter and prepare your employees for winter driving. Visit: <https://roadsafetyatwork.ca/resource/tool-kit/winter-driving-safety-planning-tool-kit/>

for tools and resources to help keep your employees safe.

In the winter, road and weather conditions change quickly. Help your employees be prepared for winter driving: <https://roadsafetyatwork.ca/shift-into-winter/employer-and-supervisor-tools/#identifying-winter-hazards-assessing-risk> #ShiftIntoWinter

Road conditions change, so should your speed. Slow down. Prepare your employees for winter driving. <https://roadsafetyatwork.ca/shift-into-winter/employer-and-supervisor-tools/#identifying-winter-hazards-assessing-risk> #ShiftIntoWinter

Employers: take steps to reduce the increased risks your employees face in winter conditions. Review our free Winter Driving Safety Planning Tool Kit: <https://roadsafetyatwork.ca/resource/tool-kit/winter-driving-safety-planning-tool-kit/>

#ShiftIntoWinter

Employers, #dyk you have a legal responsibility to ensure the health and safety of your employees when they are driving for work, regardless of whether they drive a company-owned or personal vehicle? <https://roadsafetyatwork.ca/shift-into-winter/employer-and-supervisor-tools/#meeting-your-safety-responsibilities> #ShiftIntoWinter

Employers: Does your Winter Driving Safety Policy need an update? Develop, update and implement your policy with help here: <https://roadsafetyatwork.ca/resource/template/sample-winter-driving-policy-and-procedures/> #ShiftIntoWinter

Employers, how do you prepare your employees for winter driving conditions? Learn how you can get ready for all conditions: <https://roadsafetyatwork.ca/resource/tool-kit/winter-driving-safety-planning-tool-kit/#before-winter> #ShiftIntoWinter

Employers: do you know about all of the free resources available to you to promote winter driving safety in your workplace? View them all here: <https://roadsafetyatwork.ca/resource-library/category/winter-driving/> #ShiftIntoWinter

Did you know you are responsible for the health and safety of your employees including when they are behind the wheel for work? Review our Winter Driving Safety Planning Tool Kit and keep your drivers safe. <https://roadsafetyatwork.ca/resource/tool-kit/winter-driving-safety-planning-tool-kit/> #ShiftIntoWinter

Employers, the free Winter Driving Safety Planning Tool Kit is a helpful resource for you if your employees drive for work. <https://roadsafetyatwork.ca/resource/tool-kit/winter-driving-safety-planning-tool-kit/> #ShiftIntoWinter

Employers, the free Winter Driving Safety Planning Tool Kit is a step-by-step guide to help you keep driving employees safe before, during and after winter. <https://roadsafetyatwork.ca/resource/tool-kit/winter-driving-safety-planning-tool-kit/>

#ShiftIntoWinter

Employers prepare your employees for winter driving. Implement a winter driving safety policy and safe driving procedures in the workplace. <https://roadsafetyatwork.ca/resource/template/sample-winter-driving-policy-and-procedures/> #ShiftIntoWinter

How does your winter driving policy stack up? Only 1/3 of BC employers have a mandatory policy to use winter tires when employees drive their own vehicle for work. As an employer, you are responsible for workers’ safety. We can help: <https://roadsafetyatwork.ca/shift-into-winter/employer-and-supervisor-tools/#meeting-your-safety-responsibilities> #ShiftIntoWinter

Only 52% of BC employers support workers adjusting their schedule during poor winter conditions. When conditions are risky, how do you keep your drivers safe? Consider delaying a trip, or allowing for more travel time. More tips here: <https://roadsafetyatwork.ca/shift-into-winter/employer-and-supervisor-tools/#identifying-winter-hazards-assessing-risk> #ShiftIntoWinter

76% of employers who have employees who drive for work know it’s illegal to drive without winter tires between Oct and April on most BC highways. Let’s make it 100%! Learn more: <https://roadsafetyatwork.ca/shift-into-winter/winter-tires/> #ShiftIntoWinter

Did you know that there is a 27 percent increase in work-related crashes resulting in time-loss claims during the higher risk months of November -January? Learn how to prepare your drivers and your vehicles: <https://roadsafetyatwork.ca/resource/tool-kit/winter-driving-safety-planning-tool-kit/#before-winter> #ShiftIntoWinter

Driving in severe winter conditions can put you at significant risk. Avoid driving when road/weather conditions are poor. Find information to help keep you safe behind the wheel at <https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#safe-winter-driving> #ShiftIntoWinter

Driving for work? Winter road conditions vary around #BC. Be prepared by checking road and weather conditions at [DriveBC.ca](https://www.drivebc.ca/). #ShiftIntoWinter

Hone your winter driving skills – learn how to brake safely and get out of a skid. <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#snow-and-ice> #ShiftIntoWinter

#BC penalties apply for driving too fast for the conditions even if you aren’t driving over the speed limit. <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#snow-and-ice> #ShiftIntoWinter

#BC Commercial carriers must follow the National Safety Code requirements and address winter driving safety in a carrier safety plan. Find commercial trucking resources here: <https://roadsafetyatwork.ca/shift-into-winter/commercial-carriers/> #ShiftIntoWinter

Understand your employer’s safety expectations when it comes to driving for work during winter conditions. Ask to see your company’s winter driving safety policy. Visit: <https://roadsafetyatwork.ca/resource/template/sample-winter-driving-policy-and-procedures/> for free policy template. #ShiftIntoWinter

If road and weather conditions are hazardous, try to conduct business via email, phone or use public transportation. Visit: <https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#driving-for-work-in-winter> for free workplace safety information. #ShiftIntoWinter

Don’t drive if weather conditions are unsafe. Cancel, re-schedule, or re-route trips when necessary. Visit: <https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#driving-for-work-in-winter> for free workplace safety information. #ShiftIntoWinter

Before you go: Check weather warnings and road conditions at [DriveBC](https://drivebc.ca/).ca -- give yourself extra time to get to your destination, select the safest route, tell someone where you’re going and when you expect to arrive and if you get stuck, stay with your vehicle. <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#snow-and-ice> #ShiftIntoWinter

Visit <https://roadsafetyatwork.ca/resource/form/winter-driving-safety-planning-calendar/> for our winter driving planning calendar – get resources for Before, During and After Winter. #ShiftIntoWinter

If you drive for work, report winter road hazards to your supervisor. Visit: <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#snow-and-ice> for free workplace safety information. #ShiftIntoWinter

# Do you drive for work? Learn how to stay safe when you do. Take the “Shift into Winter: Practical BC Winter Driving Tips” webinar, available on-demand: <https://roadsafetyatwork.ca/resource/webinar/shift-into-winter-practical-bc-winter-driving-tips/> #ShiftIntoWinter

If you drive your own vehicle for work purposes, you are responsible for getting it winter-ready. Learn how: <https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#prepare-your-vehicle> #ShiftIntoWinter.

Does your organization have a winter driving safety policy or program? If not, encourage them to create one. Here is a handy template for employers: <https://roadsafetyatwork.ca/resource/template/sample-winter-driving-policy-and-procedures/> #ShiftIntoWinter

Research shows that employers don’t think driving in winter is as dangerous as their employees do. What do you think? Learn how you can help keep yourself safe on winter roads. <https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#driving-for-work-in-winter> #ShiftIntoWinter

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**Audience: Specific industries or occupations**

Courier Drivers:

Courier and delivery drivers: Before you head out in the snow, ice, rain and sub-zero temperatures, plan ahead. Find free information here: <https://roadsafetyatwork.ca/resource/tip-sheet/learn-how-to-drive-in-winter-conditions/>

#ShiftIntoWinter

Do you drive for work? Don’t forget to prep yourself and your vehicle for winter driving conditions. Resources here: <https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#prepare-yourself> #ShiftIntoWinter

Courier and delivery drivers: Driving in winter conditions is part of the job. Prepare yourself first. Find our free winter driving safety info, here: <https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#safe-winter-driving> #ShiftIntoWinter

Do you work as a courier or delivery driver? Don’t forget to keep an emergency kit in your vehicle. <https://roadsafetyatwork.ca/resource/handout/winter-driving-survival-checklist/> #ShiftIntoWinter

Courier or delivery driver? Ensure you install your winter tires well before the season starts. Look for the three-peaked mountain and snowflake symbol as they offer the best traction for

faster stopping time in cold weather, snow, rain and on ice. <https://roadsafetyatwork.ca/shift-into-winter/winter-tires/#winter-tire> #ShiftIntoWinter

If you drive as a courier, ensure you keep an emergency kit in your vehicle. Items include: non-perishable food, blankets and first aid supplies. <https://roadsafetyatwork.ca/resource/handout/vehicle-emergency-kit-checklist/> #ShiftIntoWinter

Commercial Drivers and Carriers:

Commercial drivers, find free commercial trucking safety resources to help you winterize your fleet. Available here: <https://roadsafetyatwork.ca/shift-into-winter/commercial-carriers/> #ShiftIntoWinter

Starting Oct. 1, if you operate a commercial vehicle in #BC, you are required to carry tire chains (or other suitable traction devices). Learn more about chaining up here: <https://roadsafetyatwork.ca/resource/guide/chaining-up-a-guide-for-professional-drivers/>

#ShiftIntoWinter

There’s more to it than just carrying chains… you must also know how to properly install these devices and where the chain-up/pull-out locations and fuel stops are on your routes.

Learn more about chaining up at <https://roadsafetyatwork.ca/shift-into-winter/commercial-carriers/#chaining-up> #ShiftIntoWinter

Winterizing your safety plan: Information for commercial carrier employers available here: <https://roadsafetyatwork.ca/shift-into-winter/commercial-carriers/#tips-for-employers> #ShiftIntoWinter

Whether you’re are an owner/operator or a national carrier, you need an effective winter driving safety program. Find winter driving safety resources for Commercial Carriers here: <https://roadsafetyatwork.ca/shift-into-winter/commercial-carriers/#tips-for-employers> #ShiftIntoWinter

Commercial carriers, winter is not business as usual. Free commercial trucking safety resources for winter road conditions: <https://roadsafetyatwork.ca/shift-into-winter/commercial-carriers/#resources> #ShiftIntoWinter

Commercial carriers… #dyk that the RCMP and Commercial Vehicle Safety and Enforcement staff are authorized to fine commercial vehicle operators $109 if they are not carrying chains when required? Be prepared: <https://roadsafetyatwork.ca/shift-into-winter/commercial-carriers/#tire-and-chain-requirements> #ShiftIntoWinter @rcmpgrcpolice @tranbc

Commercial carriers – the RCMP can hand out fines, but they can also stop trucks from travelling if they are not properly equipped. Learn more about how you can be prepared at: <https://roadsafetyatwork.ca/shift-into-winter/commercial-carriers/#tire-and-chain-requirements> #ShiftIntoWinter @rcmpgrcpolice

Do you have a commercial truck weighing between 5,000 kg and 11,794 kg? You must carry chains or acceptable traction devices, unless the vehicle is equipped with winter rated tires with

the 3-peaked mountain and snowflake symbol or the M+S symbol. <https://roadsafetyatwork.ca/shift-into-winter/commercial-carriers/#tire-and-chain-requirements> #ShiftIntoWinter

Do you drive a commercial vehicle 11,794 kg LGVW or greater? You are required to carry steel chains on most major highways. Learn more: <https://roadsafetyatwork.ca/resource/guide/chaining-up-a-guide-for-professional-drivers/> #ShiftIntoWinter

#ShiftIntoWinter - plan ahead and drive safely in winter conditions. Free resource: Winter Driving Tips for BC Log Haulers <https://roadsafetyatwork.ca/resource/tip-sheet/winter-tips-for-log-haulers/> @bcforestsafety

Whether you are a new or seasoned driver, winter roads can be dangerous. Free resource: Winter Driving Tips for BC Log Haulers <https://roadsafetyatwork.ca/resource/tip-sheet/winter-tips-for-log-haulers/> #ShiftIntoWinter @bcforestsafety

Do you know when and where you need to chain up? Commercial vehicle operators need to chain up when lights are flashing on designated chain-up routes or when overhead message signs specify chain up is in effect. <https://roadsafetyatwork.ca/shift-into-winter/commercial-carriers/#chaining-up> #ShiftIntoWinter

Commercial vehicle operators, in addition to designated chain up routes, you can also find out when chaining up is required at [DriveBC.ca](https://www.drivebc.ca/) or call 1-800-550-4997. #ShiftIntoWinter

Your safety is important– being prepared or waiting for conditions to improve can prevent you from being injured in a crash, or even worse, never arriving. <https://roadsafetyatwork.ca/resource/guide/winter-driving-what-workers-need-to-know/> #ShiftIntoWinter

Do you know where to chain up safely? Avoid chaining up at the side of the road. Stop in a designated chain up area if you can get there safely. If you can’t, find an accessible rest stop or pull-out. <https://roadsafetyatwork.ca/shift-into-winter/commercial-carriers/#where-to-chain-up-safely> #ShiftIntoWinter

Did you know? BC’s unique terrain, and changing elevations make this one of the most demanding winter driving environments in North America. Here's how you can ensure you're running the right tires: <https://roadsafetyatwork.ca/resource/guide/running-the-right-tires/> #ShiftIntoWinter

Are you running the right tires on your commercial vehicle? Download our free resource and learn how you can ensure your safety and the safety of others in winter driving conditions: <https://roadsafetyatwork.ca/resource/guide/running-the-right-tires/> #ShiftIntoWinter

Employers of Community Home Care Employees

Community home care employees spend a significant amount of time driving for work. Create or update your winter driving safety plan to help reduce the risk they face when driving during winter months: <https://roadsafetyatwork.ca/resource/guide/winter-driving-are-your-community-and-home-care-workers-prepared/> #ShiftIntoWinter

Tight schedules, unexpected demands, and a potential lack of familiarity with routes puts home care employees at high risk when on the road, especially in winter. Keep them safe by developing and implementing a winter driving safety plan: <https://roadsafetyatwork.ca/resource/guide/winter-driving-are-your-community-and-home-care-workers-prepared/> #ShiftIntoWinter

# Do you have employees who work in community home care? Learn how to improve their safety when they drive for work. Take the “Shift into Winter: Practical BC Winter Driving Tips” webinar, available on-demand: <https://roadsafetyatwork.ca/resource/webinar/shift-into-winter-practical-bc-winter-driving-tips/> #ShiftIntoWinter

**Audience: Employers**

Winter Driving Safety Online Course:

Access the FREEWinter Driving Safety for Employers and Supervisors Online Course: <https://roadsafetyatwork.ca/resource/online-course/winter-driving-safety-for-employers-and-supervisors/> #ShiftIntoWinter

Learn how to plan, implement and monitor a winter driving safety program for your workplace. <https://roadsafetyatwork.ca/resource/online-course/winter-driving-safety-for-employers-and-supervisors/> #ShiftIntoWinter

MVIs can cost your company money. Our free online winter driving safety course for employers and supervisors helps you develop a safety plan for your workplace. <https://roadsafetyatwork.ca/resource/online-course/winter-driving-safety-for-employers-and-supervisors/> #ShiftIntoWinter

Our FREE online course helps you integrate winter driving safety into your overall safety program. <https://roadsafetyatwork.ca/resource/online-course/winter-driving-safety-for-employers-and-supervisors/> #ShiftIntoWinter