Cone Zone Social Media Messages - Targeting Employers, Supervisors and Workers

**Campaign focus:** May 13 – August 31, 2024

Social Media Content

Below is written content that can be used for your social media posts. They are directed at employers or supervisors or roadside workers. If you are changing or adding to any of the messages here, please always include the hashtag #ConeZoneBC so that we can track social media activity and engagement.

Images to accompany the posts can be found in the “[Campaign resources](https://www.conezonebc.com/campaign-resources/promoting-the-cone-zone-campaign/)” section of the ConeZoneBC.com website, or feel free to use your own. Images are sized 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, etc.

Alliance members are requested to help support the campaign during its focus of May 13 – Aug 31, but because roadside work happens year-round, members are encouraged to post Cone Zone messages throughout the year.

If you have any questions or need support with the social media promotion of the campaign, please contact [n.scudamore@roadsafetyatwork.ca](mailto:n.scudamore@roadsafetyatwork.ca)

**Audience: Employers, Supervisors**

10 items to check off your list before your roadside workers begin work: <https://roadsafetyatwork.ca/resource/handout/roadside-work-preparation-checklist/> #ConeZoneBC

Did you know? As an employer, you are responsible for ensuring the health and safety of your employees and contractors along #BC’s roads and #BChighways. Find information in this free tool kit: <https://roadsafetyatwork.ca/resource/tool-kit/work-zone-planning/> #ConeZoneBC

Employers: provide your roadside workers with the proper supervision, training, equipment, and resources to help keep them safe on the job. Resources here: <https://roadsafetyatwork.ca/cone-zone/for-employers-and-supervisors/#what-employers-and-supervisors-need-to-know> #ConeZoneBC

Help keep your workers safe in roadside work zones. Find information in the Work Zone Planning Tool Kit today: <https://roadsafetyatwork.ca/resource/tool-kit/work-zone-planning/> #ConeZoneBC

Here’s what employers need to know to help keep roadside workers safe: <https://roadsafetyatwork.ca/cone-zone/for-employers-and-supervisors/#what-employers-and-supervisors-need-to-know> #ConeZoneBC

Do you have employees who drive for work? Ensure they know how to safely drive through roadside work zones. <https://roadsafetyatwork.ca/cone-zone/for-drivers/#work-zone-driving-tips> #ConeZoneBC

Do you have employees working on or beside the road? Here’s what you need to know to help keep your roadside workers safe: <https://roadsafetyatwork.ca/cone-zone/for-employers-and-supervisors/#employer-supervisor-and-prime-contractor-responsibilities> #ConeZoneBC

Access this free roadside safety resource to help improve the safety of your roadside workers: <https://roadsafetyatwork.ca/resource/guide/what-employers-need-to-know-to-keep-roadside-workers-safe/> #ConeZoneBC

Before your workers begin their work, ensure everything has been checked off this list: <https://roadsafetyatwork.ca/resource/handout/roadside-work-preparation-checklist/> #ConeZoneBC

Do you have the proper traffic control devices – cones, barriers, signs? Is all equipment in good condition? View the Roadside Work Preparation Checklist to learn more: <https://roadsafetyatwork.ca/resource/handout/roadside-work-preparation-checklist/> #ConeZoneBC

Do you have an emergency plan for the work site? View the Roadside Work Preparation Checklist to learn more: <https://roadsafetyatwork.ca/resource/handout/roadside-work-preparation-checklist/> #ConeZoneBC

The Slow Down Move Over law is something every driver should know, but sadly, they don’t. Drivers must reduce speed when driving near a stopped vehicle at the roadside with flashing yellow, red or blue lights. Share this post to help spread that message: <https://roadsafetyatwork.ca/cone-zone/for-drivers/#work-zone-law-for-drivers> #ConeZoneBC

Roadside work is dangerous. Between 2014 and 2023, 9 roadside workers were killed on the job. As an employer, here’s what you need to know to help keep them safe: <https://roadsafetyatwork.ca/resource/tool-kit/work-zone-planning/> #ConeZoneBC

High-visibility garments are a type of personal protective equipment (PPE) and improve how well workers are seen. Are your workers wearing the correct ones? <https://roadsafetyatwork.ca/cone-zone/for-employers-and-supervisors/#personal-protective-equipment> #ConeZoneBC

Employers must ensure that workers are trained in how to use and care for all PPE, including their high-visibility garments. Learn about PPE here: <https://roadsafetyatwork.ca/cone-zone/for-employers-and-supervisors/#personal-protective-equipment> #ConeZoneBC

Supervisors need to ensure workers have and wear the appropriate PPE, and that the garments are properly cleaned and maintained. Learn about selecting the proper PPE for your workers here:

<https://roadsafetyatwork.ca/cone-zone/for-employers-and-supervisors/#personal-protective-equipment> #ConeZoneBC

If you are in the towing and recovery industry, check out our tailgate meeting guide: <https://roadsafetyatwork.ca/resource/tailgate-meeting-guide/when-is-traffic-control-required-for-towing-and-recovery/> #ConeZoneBC

# Truck and van drivers, have you ever had to stop at the roadside? Learn more about how to properly set up a Cone Zone to help keep yourself safe when stopped at the side of the road. <https://roadsafetyatwork.ca/resource/guide/what-truck-and-van-drivers-need-to-know-to-be-safe-at-the-roadside/> #ConeZoneBC

The OHS Regulation’s *Risk Assessment*, pertaining to Part 18: Traffic Control, has been updated. Review these changes here: <https://www.worksafebc.com/en/law-policy/occupational-health-safety/searchable-ohs-regulation/ohs-regulation/part-18-traffic-control#SectionNumber:18.3.1> #ConeZoneBC

If you employ workers who implement traffic control, are you following the December 2021 updates made to the Traffic Control part of the Occupational Health and Safety Regulation? Review them here: <https://www.worksafebc.com/en/law-policy/occupational-health-safety/searchable-ohs-regulation/ohs-regulation/part-18-traffic-control> #ConeZoneBC

The OHS Regulation outlines employers’ responsibilities to eliminate risks workers are exposed to in roadside work zones. Remind yourself of the *Order of control measures* and make sure to follow them: <https://www.worksafebc.com/en/law-policy/occupational-health-safety/searchable-ohs-regulation/ohs-regulation/part-18-traffic-control#SectionNumber:18.3.3> #ConeZoneBC

**Long form post for Facebook, LinkedIn and Instagram (consider appropriate emojis in place of tick marks, and use a descriptive link for Instagram)**

**Before your workers begin roadside work, review this checklist:**

* Do you have a documented work zone layout for the work site?
* Do you have the proper traffic control devices – cones, barriers, signs?
* Do you have safe work procedures for roadside work?
* Do you have an emergency plan for the work site?

View the full roadside work preparation checklist here: <https://roadsafetyatwork.ca/resource/handout/roadside-work-preparation-checklist/> #ConeZoneBC

**Before your workers begin roadside work, review this checklist:**

* Do all workers have proper high-visibility garments and other required personal protective equipment (PPE)?
* Have workers received a safety briefing?
* Have you identified a person responsible for the work zone set-up?
* Have you identified hazards and controlled risks associated with job activities, in addition to vehicle and traffic hazards?
* Do you have a plan to regularly inspect the work zone to ensure proper set-up?

View the full roadside work preparation checklist here: <https://roadsafetyatwork.ca/resource/handout/roadside-work-preparation-checklist/> #ConeZoneBC

**As an employer of roadside workers, ensure they understand:**

* The work zone layout
* Emergency procedures
* Hazards of the work site, including mobile equipment or work vehicles
* Safe work procedures for roadside work
* Safe procedures for working around mobile equipment and work vehicles
* How to report near misses and other safety incidents
* Their Occupational Health and Safety responsibilities

View the full roadside work preparation checklist here: <https://roadsafetyatwork.ca/resource/handout/roadside-work-preparation-checklist/> #ConeZoneBC

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Audience: Roadside Workers**

How can you keep safe when working in roadside work zones? Find free information and resources here: <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/> #ConeZoneBC

If you work in a roadside work zone, you must understand your Occupational Health and Safety responsibilities. Take a moment to learn about them: <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#your-safety-responsibilities> #ConeZoneBC

As a roadside worker, if you feel you need additional training for the job that you do, you have the right to ask for it. Talk to your supervisor or employer and help keep everyone safe at the roadside. <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#your-safety-responsibilities> #ConeZoneBC

Asking for additional training or mentoring if you feel you haven’t received adequate training for your job as a roadside worker is your right everybody benefits. <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#your-safety-responsibilities>

#ConeZoneBC

Do you have concerns around your safety or the safety of others in your roadside work zone? You are responsible for reporting them to your employer. Taking that important step can help save a life. <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#your-safety-responsibilities> #ConeZoneBC

If you can’t say “yes” to every question on this safety checklist, ensure you have a conversation with your employer: <https://roadsafetyatwork.ca/resource/guide/safety-at-the-roadside-what-workers-need-to-know/> #ConeZoneBC

Do you know which type of personal protective equipment (PPE) to wear when doing roadside work? Learn all about high-visibility garments here: <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#high-visibility-apparel>

#ConeZoneBC

## Safety at the roadside: What workers need to know: <https://roadsafetyatwork.ca/resource/guide/safety-at-the-roadside-what-workers-need-to-know/> #ConeZoneBC

Do you understand your organization’s procedures for working safely at the roadside? If not, talk to your employer: <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#your-safety-responsibilities> #ConeZoneBC

As a roadside worker, have you had safety briefings to review work site hazards? If not, talk to your employer: <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#your-safety-responsibilities> #ConeZoneBC

Roadside worker? Here’s how to properly prepare for, set up, and take down roadside work zones: <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#what-roadside-workers-need-to-know> #ConeZoneBC

From understanding work zone layout to set up and take down, here’s what a roadside worker needs to know: <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#what-roadside-workers-need-to-know> #ConeZoneBC

DYK? As a roadside worker, the type of high-visibility garment you need to wear depends on the type of location in which you are working. Learn more about choosing the right high-visibility garments for your job: <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#high-visibility-apparel> #ConeZoneBC

If your work responsibilities include traffic control, you are required to have completed a traffic control training program. Make sure you are trained for the type of work you do. Learn more about keeping safe in roadside work zones: <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#for-traffic-control-persons> #ConeZoneBC

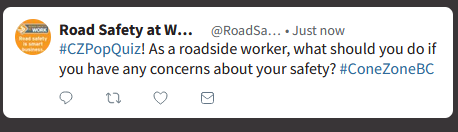
Employers are responsible for the safety of roadside workers. Workers also have safety responsibilities. Do you know yours? Have a conversation with your supervisor and learn more here: <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#your-safety-responsibilities> #ConeZoneBC

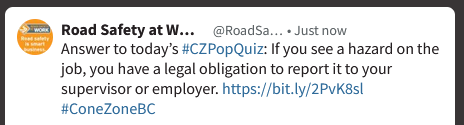
Landscaper, road construction worker, tow operator, commercial truck driver – anyone who works on the side of a road has rights and responsibilities to help keep everyone safe. Learn more here: <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#what-roadside-workers-need-to-know> #ConeZoneBC

**#CZPopQuiz Series: These messages come in pairs. Please schedule Questions and Answers a few hours apart to give your followers time to engage (ideally within the same thread).**

**Tip: Make sure you schedule or post the answers at consistent times to encourage your audience to “check back at 2pm”. Remember to engage with your audiences’ responses as well by liking/and or commenting.**

**Example:**





#CZPopQuiz! Which of the following hazards do workers need to be aware of in roadside work zones? A) Low-light conditions? B) Weather? C) Traffic? #ConeZoneBC

If you said “all of the above” in our #CZPopQuiz, you are correct! Learn more about staying safe in Cone Zones here: <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#work-zone-hazards> #ConeZoneBC

#CZPopQuiz! As a roadside worker, what should you do if you have any concerns about your safety? #ConeZoneBC

Answer to today’s #CZPopQuiz: If you see a hazard on the job, you have a legal obligation to report it to your supervisor or employer. <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#your-safety-responsibilities> #ConeZoneBC

#CZPopQuiz! True or False: All traffic control plans require the use of orange safety cones. #ConeZoneBC

#CZPopQuiz ANSWER: False! The use of cones, signs and other traffic control devices is dependent on the location and conditions under which the roadside work is being done. <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#what-roadside-workers-need-to-know> #ConeZoneBC

#CZPopQuiz! Appropriate personal protective equipment for workers exposed to the hazard of moving vehicles includes: A) Runners? B) A hat?) C) High-visibility garments? #ConeZoneBC

#CZPopQuiz ANSWER: C) High- visibility garments. Learn more about appropriate PPE for workers here: <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#high-visibility-apparel> #ConeZoneBC

#CZPopQuiz! True or False: It is your employer’s responsibility to tell you about your rights and duties under the Workers Compensation Act and OHS regulation. #ConeZoneBC

ANSWER to today’s #CZPopQuiz is yes! Your employer must communicate your rights and duties before starting roadside work. <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#your-safety-responsibilities> #ConeZoneBC

#CZPopQuiz! True or False: As a worker, it is your responsibility to wear high-visibility safety apparel while doing roadside work. #ConeZoneBC

#CZPopQuiz ANSWER: True! All workers exposed to the hazard of moving vehicles or mobile equipment must wear high-visibility garments to help ensure their safety. More info here: <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#high-visibility-apparel> #ConeZoneBC

**Long form post for Facebook, LinkedIn and Instagram (consider appropriate emojis in place of tick marks, and use a descriptive link for Instagram)**

Can you say “yes” to these questions before beginning roadside work?

* Do you understand your organization’s procedures for working safely at the roadside?
* Are you aware of the hazards associated with your work site?

View the full safety checklist here: <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#before-heading-to-the-work-zone> #ConeZoneBC

If you can’t say “yes” to these questions before beginning roadside work, it’s time to have a conversation with you your employer:

* Have you had a safety briefing to review work site hazards?
* Do you understand the work zone set-up (e.g., traffic cones, signs)?

View the full safety checklist here: <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#before-heading-to-the-work-zone> #ConeZoneBC

Can you say “yes” to these questions before beginning roadside work?

* Are you familiar with the movements of mobile equipment or work vehicles at your work site?
* Do you understand your organization’s procedures for working safely around mobile equipment and work vehicles?

View the full safety checklist here: <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#before-heading-to-the-work-zone> #ConeZoneBC

A few questions to ask yourself before beginning roadside work:

* Are you wearing your high-visibility garment? Is it clean and usable – not torn or faded?
* Do you know your escape route in case a vehicle crosses into the work zone?
* Do you know what to do in case of an emergency incident at your work site?

If you can’t say “yes” to these, it’s time to have a conversation with your employer.

View the full safety checklist here: <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#before-heading-to-the-work-zone> #ConeZoneBC

If you don’t know where your work site will be in advance, ask yourself:

* Do you have the appropriate traffic warning signs and traffic control devices such as cones in your vehicle?
* Do you understand how to correctly place traffic warning signs and devices?
* Do you how to identify and address site-specific hazards once you arrive at your work site?

More info on roadside work preparation, here: <https://roadsafetyatwork.ca/cone-zone/for-roadside-workers/#what-to-do-if-work-site-isnt-known-in-advance> #ConeZoneBC

**Truck, Delivery and Moving Van Drivers:**

Drive a truck, delivery or moving van for work? Here’s what you need to know to help you stay safe at the roadside: <https://roadsafetyatwork.ca/resource/guide/what-truck-and-van-drivers-need-to-know-to-be-safe-at-the-roadside/> #ConeZoneBC

If you drive a truck or a van for work, check out this free, useful resource to help you stay safe at the roadside: <https://roadsafetyatwork.ca/resource/guide/what-truck-and-van-drivers-need-to-know-to-be-safe-at-the-roadside/> #ConeZoneBC

# Truck drivers have you ever had to stop at the roadside? Learn more about how to properly set up a Cone Zone and help keep yourself safe when stopped at the side of the road. <https://roadsafetyatwork.ca/resource/guide/what-truck-and-van-drivers-need-to-know-to-be-safe-at-the-roadside/> #ConeZoneBC