Shift into Winter Social Media Messages

Target: Employers and Employees

**SIW Social Media Campaign Phase 1:** September 9 to December 31, 2024

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 posts can be curated.

To find and download images you can 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. Or feel free to use your own images.

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, 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

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.

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, 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 your workplace. <https://roadsafetyatwork.ca/resource/template/sample-winter-driving-policy-and-procedures/> #ShiftIntoWinter

How does your winter driving policy stack up? Less than 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

78% 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 26 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 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

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 a 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

Do you drive for work? Learn how to stay safe when you do. Take the “Practical BC Winter Driving Tips” webinar, available on-demand: <https://zoom.us/webinar/register/4217247798661/WN_47O6gF69T4e8CB6Cz88kpA#/registration>

#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.

Winter Driving Safety Online Course:

Access the FREEMaking Winter Driving Safer for Your Employees Online Course: <https://roadsafetyatwork.jibc.ca/courses/making-winter-driving-safer-for-your-employees/>

#ShiftIntoWinter

Learn how to plan, implement and monitor a winter driving safety program for your workplace. <https://roadsafetyatwork.jibc.ca/courses/making-winter-driving-safer-for-your-employees/>

#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.jibc.ca/courses/making-winter-driving-safer-for-your-employees/>

#ShiftIntoWinter

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**Audience: Specific industries or occupations**

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/>

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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

Do you drive a commercial vehicle 11,794 kg LGVW or greater? You are required to carry steel chains on most major BC highways. Learn more:

<https://roadsafetyatwork.ca/resource/guide/chaining-up-a-guide-for-professional-drivers/> #ShiftIntoWinter

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

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 “Practical BC Winter Driving Tips” webinar, available on-demand: <https://zoom.us/webinar/register/4217247798661/WN_47O6gF69T4e8CB6Cz88kpA#/registration>

# #ShiftIntoWinter