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**Work Zone Safety social media messages – employers, supervisors, workers**

**Campaign focus:** May 12 - August 31, 2025

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://roadsafetyatwork.ca/work-zone-safety/campaign-resources-2/)” section of the Work Zone Safety section of our website, or feel free to use your own. Images are sized for Facebook, Instagram, and X. 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 12 – August 31, but because roadside work happens year-round, members are encouraged to post Work Zone Safety messages throughout the year.

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

**Audience: Employers, supervisors**

The Work Zone Safety campaign is underway! Here are 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/work-zone-safety/for-employers-and-supervisors/#what-employers-and-supervisors-need-to-know>

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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

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, etc.? 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 the message: <https://roadsafetyatwork.ca/work-zone-safety/for-drivers/#work-zone-driving-laws> #ConeZoneBC

The Slow Down Move Over law is something every driver should know. Drivers must not only reduce speed when driving near a stopped vehicle at the roadside with flashing yellow, red or blue lights, but ensure they’re paying close attention in these work zones: <https://roadsafetyatwork.ca/work-zone-safety/for-drivers/#work-zone-driving-laws> #ConeZoneBC

Roadside work is dangerous. Between 2015 and 2024, 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/work-zone-safety/for-employers-and-supervisors/#personal-protective-equipment> #ConeZoneBC

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**Audience: Roadside workers**

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

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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

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/work-zone-safety/for-roadside-workers/#high-visibility-apparel> #ConeZoneBC

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

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/work-zone-safety/for-roadside-workers/#high-visibility-apparel>

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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/work-zone-safety/for-roadside-workers/#your-safety-responsibilities>

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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

**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

# 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

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