

MAKING FLORIDA THE SAFEST STATE IN AMERICA

SAFETY MEANS SUCCESS VIDEO CAMPAIGN

CONSTRUCTION SAFETY

PARTNER TOOLKIT

**FLORIDA CHAMBER
SAFETY COUNCIL**

Making Florida Safer, Healthier and More Sustainable



Image: Worker on solar panel

Introduction

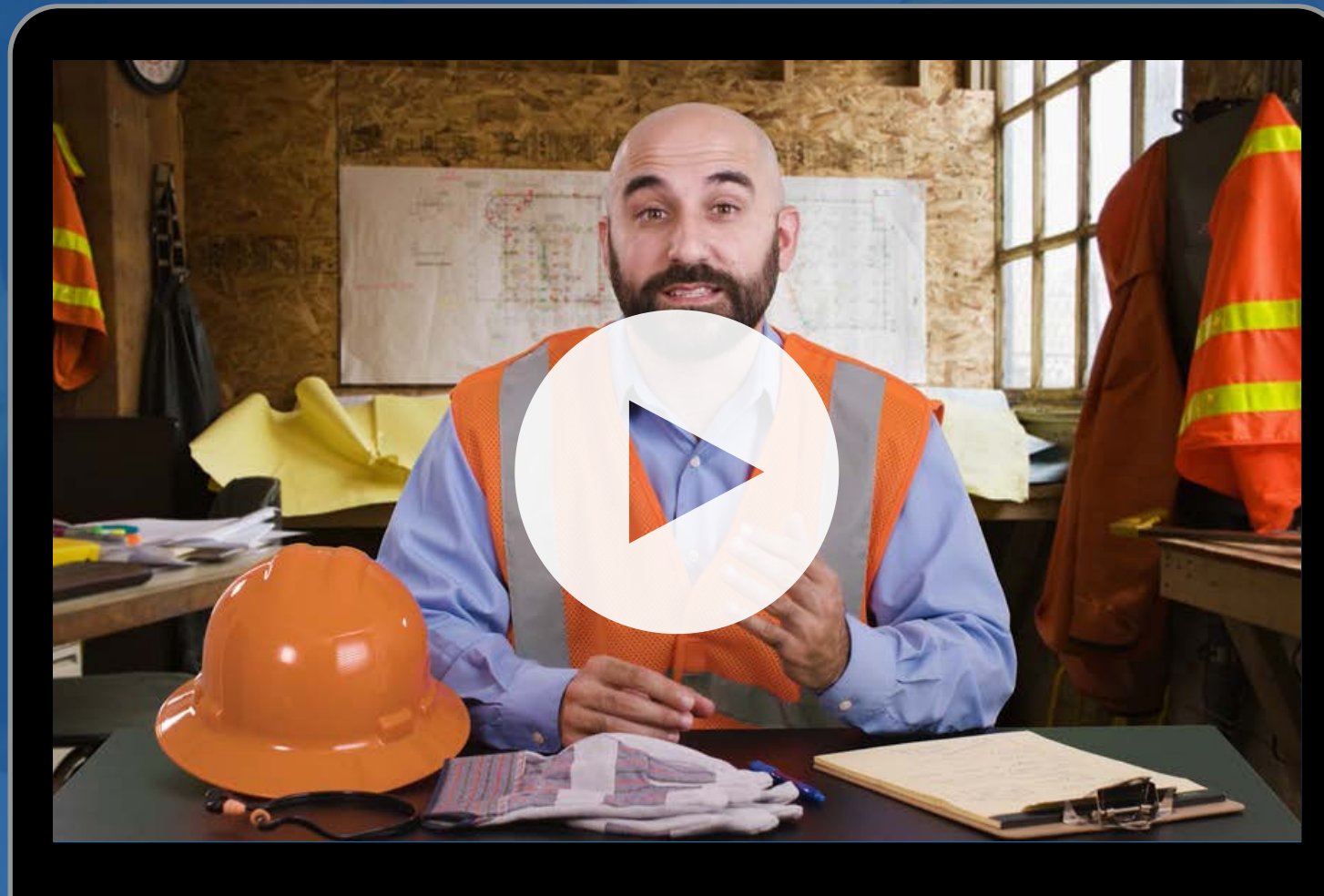
In 2020, the Florida Chamber Safety Council released its *Florida Workplace Safety Data Report* which compiled existing workplace safety, workers' compensation, mental health, physical health and environmental sustainability data for the State of Florida. As a result of this data-driven approach to identifying areas for attention and improvement in Florida, the Florida Chamber Safety Council began a movement along with its Advisory Board of visionary leaders from some of Florida's top companies to ensure Florida becomes a national model for safety, health and sustainability.

Out of all the workplace fatalities that occur in Florida, reported data shows the construction industry experiences the most. In 2019, there were 69 occupational deaths due to falls, slips and trips, 61 deaths as a result of exposure to harmful substances and 75 deaths related to equipment. From 2011-2018, Florida ranked 34th in the nation with nearly 28% of Florida's 1,950 workplace fatalities occurring in construction alone.

Help the Florida Chamber Safety Council in sharing the message of **Safety Means Success**—a video campaign that promotes educating safety professionals and encouraging businesses to make safety a core value in the workplace.

Construction Videos

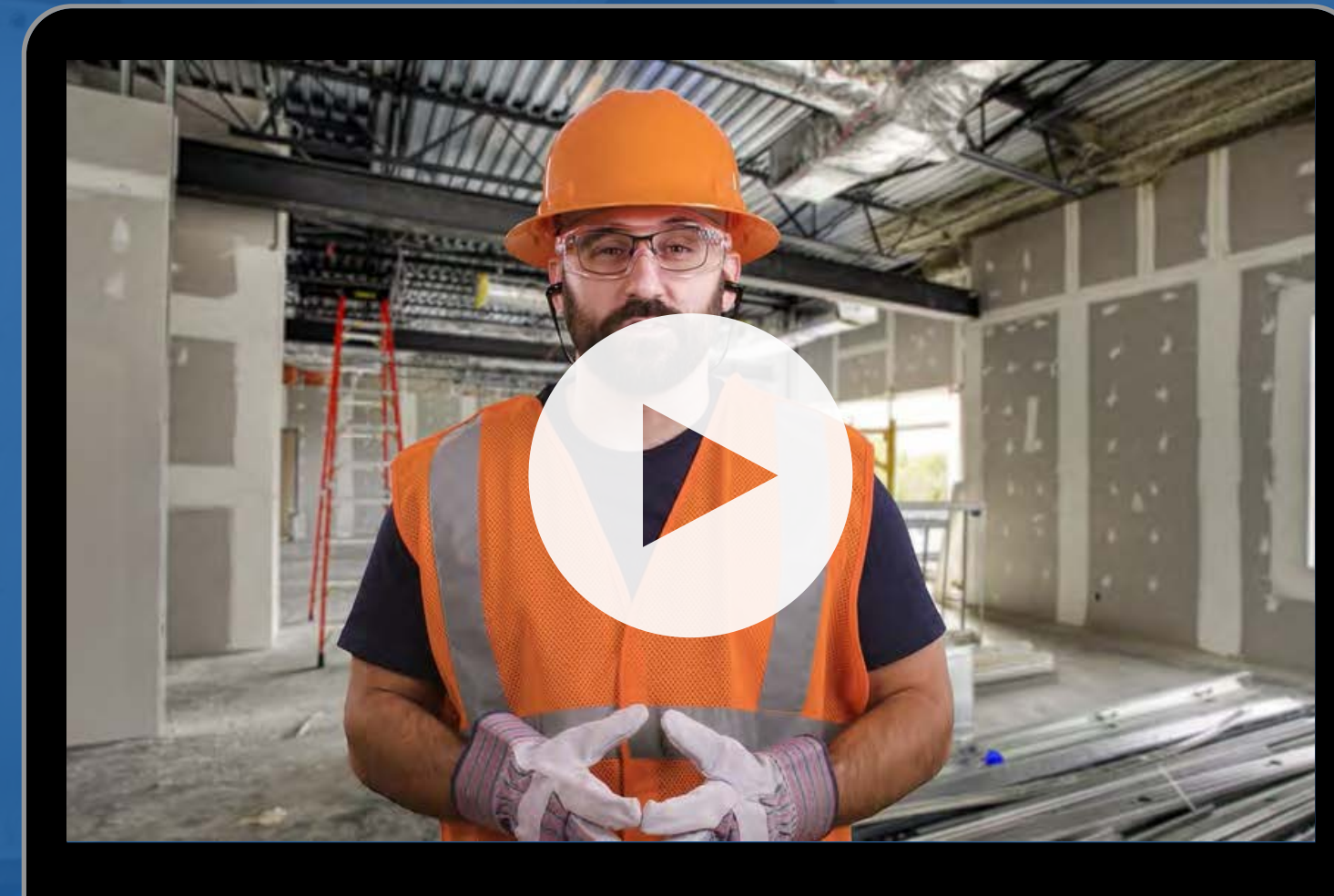
Employer



Reducing the Risk of Construction Related
Fatalities in Florida

[DOWNLOAD VIDEOS EMPLOYER HERE >](#)

Employee



Reducing the Risk of Construction Related
Fatalities in Florida

[DOWNLOAD EMPLOYEE VIDEOS HERE >](#)

Uses for Official Campaign Videos

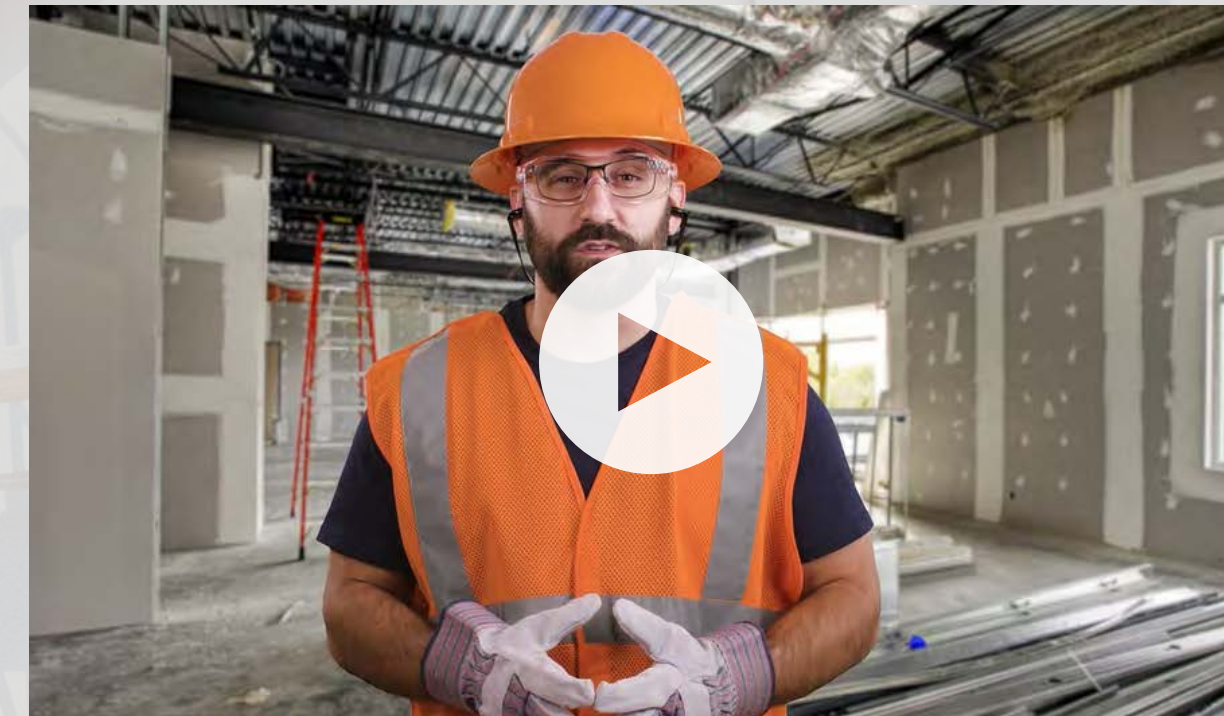
The videos will be available on two separate Vimeo showcases. **There are three cuts of each construction safety video: Full Version, a 30-second version, and a 15-second version.** *All versions are available in English and Spanish.* For the best quality, download the videos to your computer to post directly onto Facebook, LinkedIn, and Twitter.

Employer: These construction safety videos are for employers, managers and supervisors.



[DOWNLOAD EMPLOYER VIDEOS >](#)

Employee: These construction safety videos are for safety professionals and employees.



[DOWNLOAD EMPLOYEE VIDEOS >](#)

*Recommended
uses:*

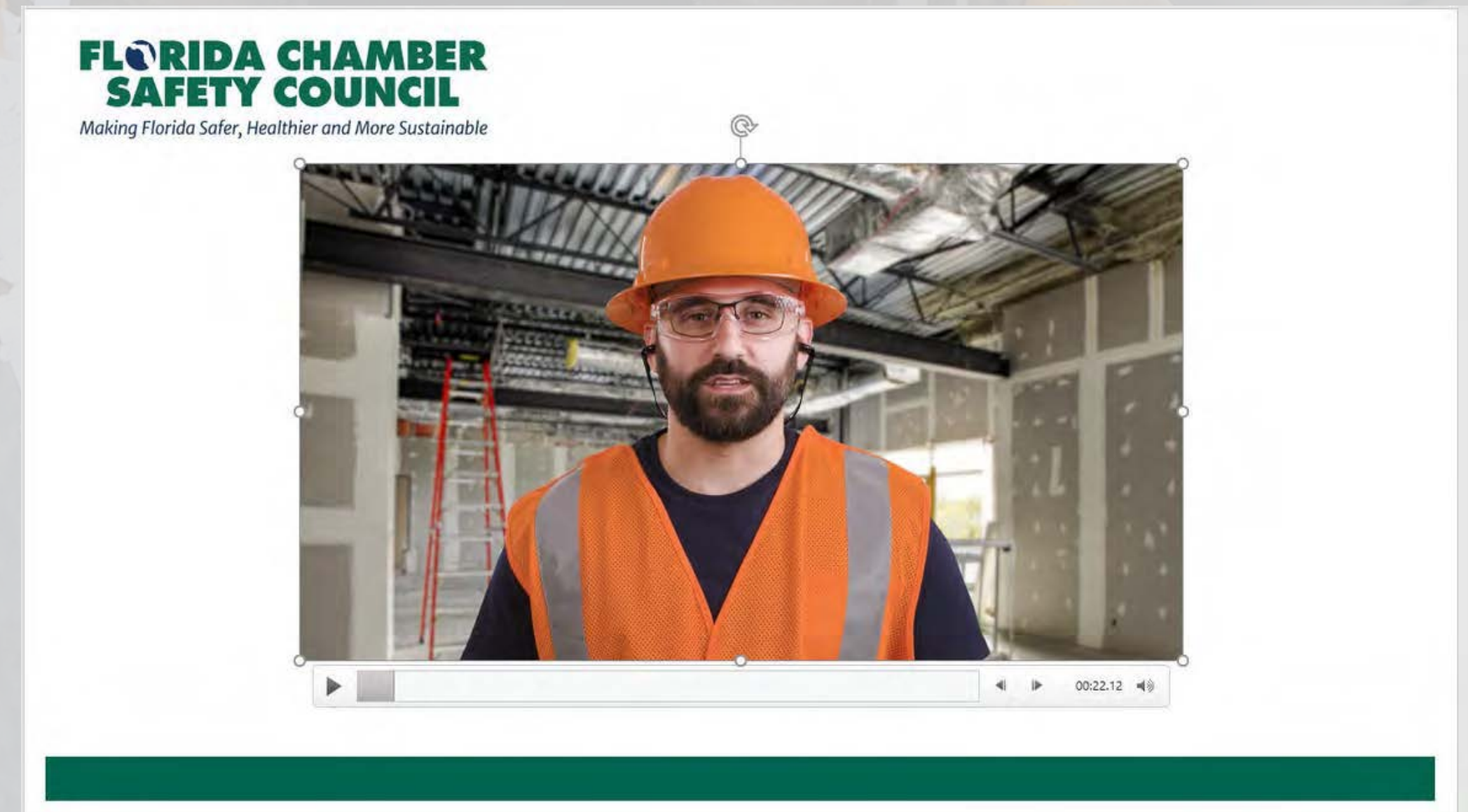
- **Full Length** (speaking engagements, presentations, add to your company resources)
- **0:30** (social media platforms, emails)
- **0:15** (promo ads, social media platforms)

Presenting videos to Your Safety Leaders & Employees

We encourage you to share these videos with your own safety team and employees to foster a safer work environment for yourself and your employees. Having your EHS and HR teams include these videos in presentations and briefings will help move the needle in safety in Florida.

Including our construction safety videos to spread construction site safety with your staff of safety professionals will help lower workplace fatalities and injuries in Florida's construction industry.

[Directions on Embedding Videos into PowerPoint>](#)





Sharing Videos with Your Customers and Partners

These construction safety videos can be shared easily via email to your customers and partners. Find email examples below to join us in sharing our mission to make Florida the safest, the healthiest and most sustainable state in America.

Include in every email:

- Vimeo link to our Construction Safety video showcase.
- Link to our website for more safety resources, trainings and latest news

[**DOWNLOAD SAMPLE EMAIL COPY >**](#)

Social Media Copy

Use the **#SafetyMeansSuccess** hashtag across all social media channels to remind safety professionals that a safe work environment for themselves and staff will lead to success.

Proposed tweets and social media captions: All social media copy is provided at the link below.

Hashtag: **#SafetyMeansSuccess**

[DOWNLOAD SAMPLE SOCIAL COPY >](#)



Social Media Post Schedule

The Safety Means Success video campaign will launch **tomorrow, Thursday, September 16**, and run for **8 consecutive weeks**. Social media copy schedule is provided for Facebook, Twitter and LinkedIn the Florida Chamber Safety Council handles for each platform will be used to tag the Florida Chamber Safety Council in each post on all platforms. A link to our website will also be included in every social post to encourage interested safety professionals to learn more.

Social Media Handles:

Twitter: **@FLChamberSafety**

Facebook: **@FLChamberSafety**

LinkedIn: **Florida Chamber Safety Council**

Website Link: **<https://www.flchambersafety.com/>**

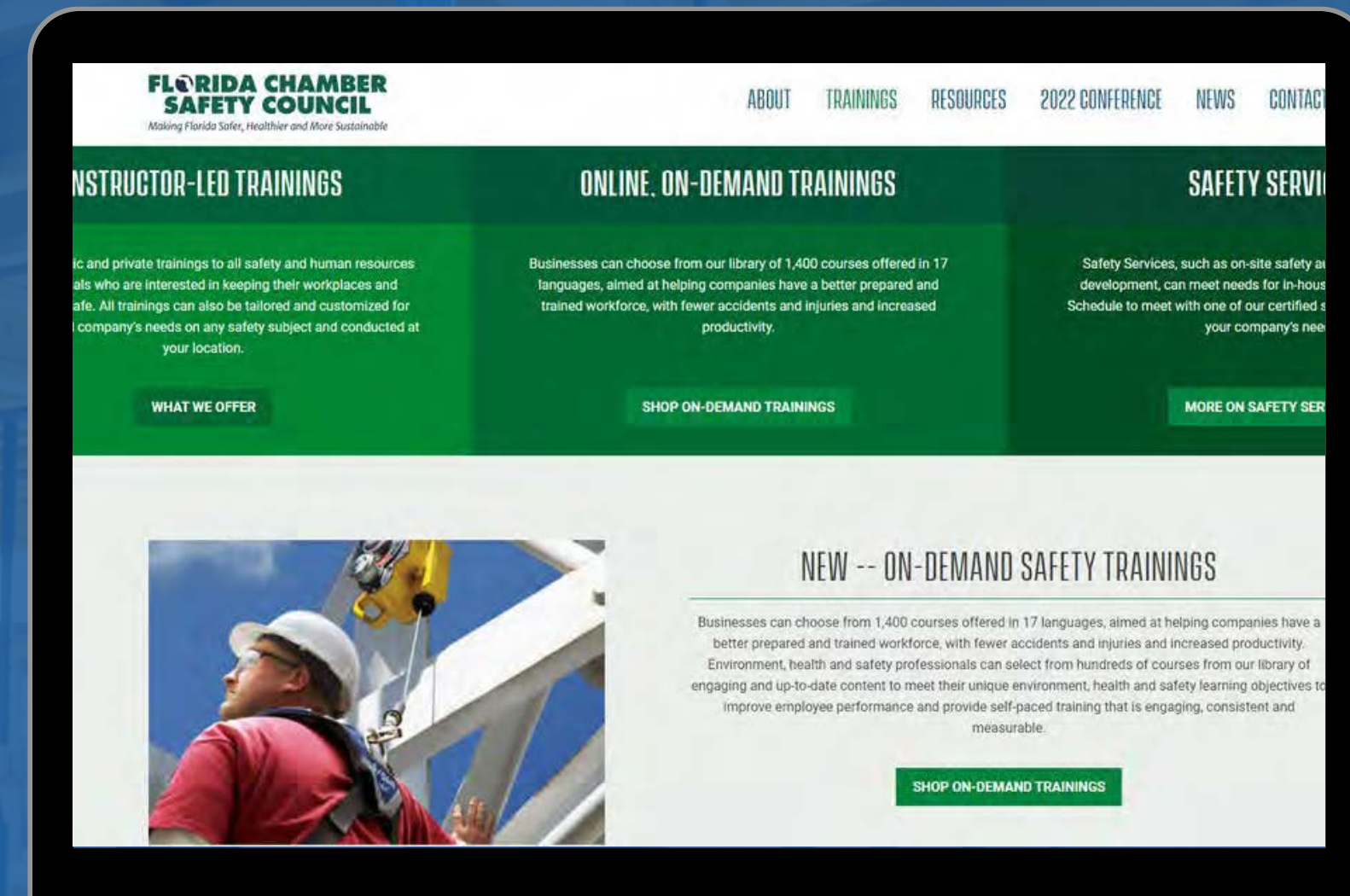
Hashtag: **#SafetyMeansSucess**



[**DOWNLOAD SAMPLE SOCIAL COPY >**](#)

Florida Chamber Safety Council Website

The **Safety Means Success** campaign will include a call to action, visiting our website to learn more and get involved. The Florida Chamber Safety Council landing page provides interested safety professionals full access to safety resources, trainings and latest news.



[**DOWNLOAD BRAND LOGOS HERE >**](#)

Questions?

Contact us at Safety@FLChamber.com and a member of our team will be happy to assist.

Follow the Florida Chamber Safety Council on Social Media:

 Facebook: **@FLChamberSafety**

 LinkedIn: **Florida Chamber Safety Council**

 Twitter: **@FLChamberSafety**