

2024 Safe Digging Awareness Month

DPU Digital Toolkit

We're excited to be part of the national public awareness campaign in April for Dig Safe Awareness month! Throughout the month of April, we need your help to amplify the public awareness campaign on social media.

Need to Know

Who: Excavators, contractors and residents that are planning outdoor projects.

What: A public awareness campaign to promote safe digging practices and avoid utility disruptions, fines, and injuries.

When: The entire month of April.

Why: Excavations are the leading cause of damage to underground utility infrastructure and can cause serious personal injury, property damage, and disruption in utility services. Whether an outdoor project is installing a mailbox or fence, planting trees or shrubs, or something more involved, anyone intending to dig or excavate should call 811 before starting.

Hashtag: #SafeDiggingMonth

Best Practices

- To further promote Safe Digging Awareness month, tag @Mass_DPU and @DigSafe1 on social!
- When writing your posts, include a link to our Pipeline Safety Division's page that has information on safe digging practices in Massachusetts: <https://www.mass.gov/guides/about-dig-safe>

- If you are posting on X or Threads, please use the hashtag #SafeDiggingMonth so your post can get further engagement online.
- The pages below have handy graphics to use when posting. Feel free to use our graphics or the graphics from Dig Safe Inc.
- Dig Safe Inc. Also has a great video library on YouTube (the page is labeled Lisa Powers, who is the PR Director for Dig Safe Inc.--so don't panic! You're on the right page) that are great content for social media posts.

DPU Social Media Accounts

- X: https://twitter.com/Mass_DPU
- LinkedIn: <https://www.linkedin.com/company/massachusetts-department-of-public-utilities/>

Dig Safe Inc. Social Media Accounts

- X: <https://twitter.com/DigSafe1>
- Facebook: <https://www.facebook.com/groups/88866402475/>
- YouTube: https://www.youtube.com/playlist?list=PLTlp7Hua3xxsGvDCi9fulBgpY_yP5jUp

Suggested Text for Posts

1. April is National #DigSafeAwarenessMonth in Massachusetts! Before you dig, call Dig Safe at 811 before putting a shovel in the ground to ensure that no underground lines are impacted. Calling is safe and free, and it's the law.
2. April is #SafeDiggingMonth in MA, ME, NH, RI, and VT! Be sure to call 811 before putting a shovel in the ground. #DigSafe
3. Outdoor graduations, weddings, holiday cookouts are on the horizon. Even one stake tent could cause damage to underground utility lines. Contact #DigSafe at <http://digsafe.com> or #Call811 before installing a tent about a week before your event.

4. Do you know what's below? Calling Dig Safe at 811 before you dig avoids costly and potentially dangerous damage to underground utility infrastructure. Visit <https://www.mass.gov/dig-safe> or www.digsafe.com for more information. #DigSafeAwarenessMonth
5. Installing a mailbox or fence? Building a deck? Planting trees and shrubs? Every digging project, no matter how large or small, warrants a call to 811. Avoid damage to underground utility infrastructure by calling 811 before you dig. #DigSafeAwarenessMonth
6. In 2023, there were 852 excavation-related damages to utility infrastructure in Massachusetts. Before starting any digging project, even projects on private property, you need to call Dig Safe at 811. Visit <https://www.mass.gov/dig-safe> and www.digsafe.com for more information. #DigSafeAwarenessMonth

DPU Graphics





***April is National
Safe Digging Month***

**Know what's
below. Call 811
before you dig.**



*Planning your next outdoor
project?*

**Always call 811 before putting
a shovel in the ground, or you
could disrupt power or
internet service.**

CALL 811 BEFORE YOU DIG.

Dig Safe Inc. Graphics



95% of homeowners
said that it's **important**
for hired **contractors**
to **notify 811** prior
to breaking ground.

Contact 811. Every Dig. Every Time.



*Based on March 2024 polling



56% of
homeowners
plan to dig without
notifying 811 in the
next year.

Contact 811. Every Dig. Every Time.



*Based on March 2024 polling



"Shallow digging" is the #1 reason homeowners gave for digging without notifying 811 first.

Utilities can be buried just a few inches below the surface.



Contact 811. Every Dig. Every Time.



*Based on March 2024 polling



Nearly half of homeowners report being affected by a utility service interruption of 3 hours or longer over the past year.

Don't knock out utility service to your community!



Contact 811. Every Dig. Every Time.



*45% | Based on March 2024 polling

