MISS DIG 811 SAFETY IS IN YOUR HANDS. EVERY DIG. EVERY TIME.

Safe Digging Month Toolkit

About Safe Digging Month

April is **National Safe Digging Month**, a time dedicated to raising awareness about the importance of contacting **MISS DIG 811 before digging**. Every year, underground utilities are damaged because people begin digging projects without first requesting a utility locate.
Contacting **MISS DIG 811** helps protect underground infrastructure, prevents service interruptions, and keeps communities safe.

How Can You Participate

Organizations across Michigan can help spread awareness by sharing safe digging messages throughout April.

You can help by:

- Sharing the graphics included in this toolkit
- Using the ready-to-post captions provided
- Tagging **MISS DIG 811** when posting
- Using recommended campaign hashtags
- Encouraging homeowners and contractors to contact **811 before digging**

Hashtag Guide

Primary Hashtags

Use these on most posts

#SAFEDIGGINGMONTH
#SAFETYISINYOURHANDS
#MISSDIG811
#CALL811

Secondary Hashtags

Use these to expand reach

#DIGSAFE
#DAMAGEPREVENTION
#UNDERGROUNDSAFETY

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Posting Calendar

Week 1 – Campaign Awareness

April 1–3: Safe Digging Month announcement graphic
April 4–5: Generic safe digging reminder

Week 2 – Homeowner Awareness

April 7–10: Father/daughter tree planting graphic **AND/OR** Beautiful day / father-son digging graphic **AND/OR** Tenting graphic

Messaging focus: Homeowners must call before starting projects.

Week 3 – Statistics & Education

April 14–18: 40% of homeowners not calling statistic **AND/OR** Half of homeowners affected by service interruption graphic

Messaging focus: Raise awareness through facts

Week 4 – Responsibility & Prevention

April 21–25: You are the first step in safe digging **AND/OR** Protect underground utilities and your life

Messaging focus: Community responsibility

Final Week – Contractor & Final Reminder

April 28–30: Contractor messaging graphic **AND/OR** Don't risk it / 2 out of 5 homeowners statistic

Messaging focus: Final reminder to contact MISS DIG 811

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Social Media Caption Examples

1- Safe Digging Month Announcement

April is National Safe Digging Month! Before starting any digging project- whether you're planting a tree, installing a fence, or beginning construction- remember to contact MISS DIG 811 to have underground utilities marked. It's free, easy, and helps protect communities across Michigan. Learn more: missdig811.org
#MISSDIG811 #CALL811 #SAFEDIGGINGMONTH

2- Generic Safe Digging Post (Shovel)

Digging projects may seem simple, but underground utilities could be just below the surface. Before you start digging, contact MISS DIG 811. Planning ahead helps prevent injuries, costly repairs, and service interruptions.
#MISSDIG811 #CALL811 #DIGSAFE

3- Generic Tree Planting (Father/Daughter)

Spring is the perfect time for outdoor projects like planting trees and landscaping. Before you dig, make sure to contact MISS DIG 811 so underground utilities can be safely marked. A quick request helps keep your family, neighbors, and community safe.
#MISSDIG811 #SAFEDIGGINGMONTH #CALL811

4- 40% Homeowner Statistic

Did you know 40% of homeowners who plan to dig do not contact 811 first? Even small projects like installing a mailbox or planting shrubs can damage underground utilities. Before starting your next project, remember to contact MISS DIG 811.
#MISSDIG811 #SAFETYISINYOURHANDS #DAMAGEPREVENTION

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5- Protect Underground Utilities and Your Life

Digging without knowing what's below can damage underground utilities and create dangerous situations. Contacting MISS DIG 811 before digging helps protect essential infrastructure- and lives. Take the first step toward safe digging.
#MISSDIG811 #DIGSAFE #DAMAGEPREVENTION

6- You Are the First Step in Safe Digging

Safe digging starts with you! Before starting any project that requires digging, contact MISS DIG 811 to request utility markings. Planning ahead helps prevent damage and keeps communities safe.
#MISSDIG811 #CALL811 #SAFEDIGGING

7- Don't Ruin a Beautiful Day (Father/Son)

A beautiful day is perfect for outdoor projects- but digging without calling first can quickly lead to problems. Before planting, installing, or digging, remember to contact MISS DIG 811. Protect your project and your day.
#MISSDIG811 #SAFEDIGGINGMONTH #CALL811

8- Utility Service Interruption Statistic

Nearly half of homeowners report being affected by a utility service interruption. Many of these disruptions occur when underground utilities are accidentally damaged during digging projects. Before you dig, contact MISS DIG 811.
#MISSDIG811 #SAFETYISINYOURHANDS #DIGSAFE

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9- Contractor Messaging

Contractors and excavators play an important role in protecting underground infrastructure. Submitting a locate request through MISS DIG 811 before starting work helps ensure utilities are marked and crews stay safe. Make the system work for you—plan ahead and dig safely.
#MISSDIG811 #DIGSAFE #UNDERGROUNDSAFETY

10- Don't Risk It

Approximately 2 out of 5 U.S. homeowners plan to dig without contacting 811 first. Skipping this step can put people and utilities at risk. Before starting any digging project, contact MISS DIG 811 to have underground utilities marked.
#MISSDIG811 #CALL811 #SAFEDIGGINGMONTH

10- Tent Stakes

Driving stakes for a tent, fence, or event setup? It might seem harmless but what's underground matters. April is Safe Digging Month—make it a habit to dig safe every time. Call 811 before you drive stakes.
#MISSDIG811 #CALL811 #SAFEDIGGINGMONTH

Learn More

Visit **missdig811.org** to learn more about safe digging practices and how to submit a locate request.