

# OFF THE CLOCK

## TOOLBOX TALK



## PROMOTIONAL BLUEPRINTS

### FOR YOU & YOUR CREW

#### ALLIES (TIER 3)

- A.** Promote the podcast & episodes on social media
- B.** Have CSO incorporate podcast promotions into safety orientation, giving every new person a QR sticker
- C.** Have CSO place podcast QR stickers on back of porta-potty doors and other high traffic area such as C Cans.

#### SUPPORTERS (TIER 2)

##### Be an Ally +...

- A.** Become an official supporter of the podcast. Post the podcast on your website. The podcast will list your org as a supporter on their website, and on a 1st come/1st serve basis, mention your company's name and a 1 liner (recruitment, in support of, etc) at the end of one of our episodes. Where possible, mention your company's name in our media coverage.
- B.** Have at least 10% of your workforce support the project by filling out our survey.

#### PARTNERS (TIER 1)

##### Be an Ally, Supporter +..

**A.** Host on-site promotions at start time, coffee, lunch, or a tailgate party after work. You order and pay for the food. We pick up the food, put our QR stickers on it, and bring the music/podcast and human connection.

And/Or

**B.** Incentivize the podcast through professional development credits or develop an incentivized program where employees listen to 3 episodes, fill out the survey, and get paid for an extra hour of work. Your org decides how to organize this. We can help.

Support Off The Clock Toolbox Talk by contacting:

Karen Janzen or Delanne (Dee) Reid Young

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TradesPodcast.com