

# Tips For Promoting Deck Safety Month®



*In 2006 NADRA, The North American Deck and Railing Association declared May as Deck Safety Month®. NADRA's Campaign for deck safety awareness is an effort to promote outdoor living in a beautiful and safe environment.*

What **TOOLS** are in place to help **YOU PROMOTE** Deck Safety Awareness?

## NADRA Deck Safety Month®

### Forms and Logos for Member Use:

- 10 Point Check List
- Deck Safety Video
- Deck Inspection Forms
- Deck Safety Month® Logo
- Check Your Deck® Logo



### Gain Maximum Exposure:

- Inform customers about the Deck Safety Campaign in your company newsletter or eNewsletter
- Use the Deck Safety Month® and Check Your Deck® Logos found in the members section
- If you have completed Education Classes or NADRA's Master Deck Professional Certification Program, May is a great time to promote it!
- Develop special stationary for May and include the campaign message.
- Order your custom Deck Safety Month® Video / Photo Montage through NADRA. This is a custom video with your logo, images, contact information, tag line(s) to help promote DSM through YouTube, your website and various social media networks such as LinkedIn, Pinterest, Facebook and Twitter. **(CALL US DIRECT AT [215.317.2018](tel:215.317.2018) or [215.679.4884](tel:215.679.4884) FOR A QUOTE and timeline. Or email NADRA at: [Info@NADRA.org](mailto:Info@NADRA.org))**
- Include the DSM message on your website, print media ads, as well as, social media outlets. Insert the message into phone hold / voice mail
- Include the campaign message web address in your signature of any email
- Include the message on any handout that you distribute at meetings, proposals, activities, or during presentations throughout the month of May

### Additional Tips:

- You can tailor your flyers and promotional products using NADRA original logos
- Contact your local radio and television stations, websites, social media sites, and newspapers to see if they're willing to promote your message in exchange for promoting them on flyers and other announcements. This is known as "media sponsorship." Phrase your pitch in terms of how they benefits, not you.
- Celebrate your success and share it with us! We would like to showcase your success in NADRA's weekly brief. (More free marketing!) If you are hosting a DSM event, let us know by filling out the form here.



Are you a member of **NADRA**?

[www.NADRA.org](http://www.NADRA.org)



**JOIN NOW** ▶

## Leveraging Social Media during the month of **MAY**

Using Facebook, Twitter and other social media tools during Deck Safety Month® can excite, inspire and engage new audiences for you.

Three reasons you will want to **CONNECT** online are to:

1. Receive timely updates about Deck Safety Month® from NADRA
2. Share engaging content to inspire your customers to Check Your Deck®!
3. Leverage the power of your fans on their personal networks.

NADRA's Social Media Sites:	Your Business Social Media Accounts:	Your Customers / Fans Social Media Accounts:
<p><b>Where to find us:</b></p> <p> <a href="https://facebook.com/NADRARocks">facebook.com/NADRARocks</a></p> <p> <a href="https://twitter.com/NADRAROCKS">twitter.com/NADRAROCKS</a></p> <p><b>What we post:</b></p> <ul style="list-style-type: none"> <li>• Updates, Checklists, Inspection forms, Images, members contests, news about Deck Safety Month®</li> <li>• Inspiring outdoor living images</li> <li>• Shout-outs to members spreading news about deck safety awareness</li> </ul>	<p><b>What can you post:</b></p> <ul style="list-style-type: none"> <li>• Shout-outs to your employees, customers, audience</li> <li>• Photos of you inspecting a deck</li> <li>• Photos of a recent project</li> <li>• Fun facts about your safety record</li> <li>• Fun facts about your membership with NADRA</li> <li>• If you completed the MDPC, promote it! If you plan to take the classes and get certified through NADRA, promote it!</li> </ul> <p><b>How to Tag Us:</b></p> <ul style="list-style-type: none"> <li>• Use Hashtags:</li> <li>• #DeckSafetyMonth</li> <li>• #CheckYourDeck</li> </ul> <p><b>Be sure to:</b></p> <ul style="list-style-type: none"> <li>• Post interesting, engaging stories</li> <li>• Use IMAGES!</li> <li>• Use a POSITIVE tone. DON'T be an ALARMIST!</li> <li>• Share NADRA's stories</li> <li>• Comment on posts by others</li> <li>• Send an email asking customers &amp; prospects to "Like" and "Follow" you.</li> </ul>	<p><b>How to engage others:</b></p> <p>Your company's network is only so big. Each of your fans who is active on social media influences a different group of contacts. Their enthusiasm can be contagious.</p> <p>People to tap as "social media ambassadors" include:</p> <ul style="list-style-type: none"> <li>• Your employees</li> <li>• Clients</li> <li>• Prospects</li> <li>• Business &amp; Corporate friends</li> </ul> <p><b>Calls to action:</b></p> <ul style="list-style-type: none"> <li>• Share a link to NADRA's Deck Safety page on Facebook and Twitter during the month of May</li> <li>• Visit our facebook page and Twitter and share our posts with your network.</li> </ul>



**Submit Your Deck Safety Month® Campaign** to NADRA and we will tell everyone what you are doing!

Contact and Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email: \_\_\_\_\_ Web Address: \_\_\_\_\_

Phone / Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Facebook url: \_\_\_\_\_ Twitter: \_\_\_\_\_

Please use this space to describe your deck safety promotion. Be sure to include any URLs:

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Please email, mail or fax form to:

North American Deck and Railing Association (NADRA) – P.O. Box 829, Quakertown, PA 18951  
Phone Direct: 215.679.4884 - Fax: 888.623.7248 – [www.NADRA.org](http://www.NADRA.org) - Email: [Info@NADRA.org](mailto:Info@NADRA.org)

**Helpful LINKS:**

- To Access Deck Safety Forms & Videos, go to: [http://nadra.org/consumers/deck\\_safety\\_month.html](http://nadra.org/consumers/deck_safety_month.html)
- To Access Logos, go to: <http://members.nadra.org/members/>

(For logos, you will be directed to the member’s section of NADRA.org. If you need help with ID & PSWD, please contact us at one of the choices above.) Logo and forms use is for NADRA members only.

*There are many ways to promote Deck Safety Month®, and many opportunities for creative approaches for outreach. This document suggests ways that NADRA members can promote Deck Safety Month® (DSM) for the greatest consumer (or public) impact. Take advantage of this marketing opportunity, and call us anytime with questions. We are here to help!*

