



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



8/11 Day Toolkit

August 11: EVERY DIG. EVERY TIME.

Help us spread the word about 8/11 Day! Every share helps remind homeowners, contractors, landscapers, and anyone planning to dig, that contacting MISS DIG 811 before excavation protects underground infrastructure and keeps Michigan communities safe.

How You Can Participate

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

You can help by:

- Downloading and sharing the graphics to your social media channels.
- Using the suggested captions below or personalizing them for your audience.
- Encouraging your followers to share the message.
- Tagging **MISS DIG 811** when possible.
- Using the hashtags provided to help expand the reach.

Hashtag Guide

Primary Hashtags

Use these on most posts

#811DAY
#SAFETYISINYOURHANDS
#MISSDIG811
#CONTACT811

Secondary Hashtags

Use these to expand reach

#DIGSAFE
#MICHIGAN
#DAMAGEPREVENTION
#UNDERGROUNDSAFETY



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811 OR (800) 482-7171



WWW.MISSDIG811.ORG



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Social Media Caption Examples

1- Safe Digging Starts With You.



Safe digging starts before the first shovel hits the ground. Whether you're planting a tree, installing a fence, building a deck, or tackling a landscaping project, always contact MISS DIG 811 before you dig. It's free, it's easy, and it helps protect underground utilities, your community, and everyone working nearby. This 8/11 Day, make safe digging part of every project. #811Day #Contact811

2- One Call. Countless Connections.



One call protects countless connections. A free request to MISS DIG 811 helps utility owners mark underground facilities before excavation begins- including electric, natural gas, water, communications, sewer, and more. Avoid costly damage, service interruptions, and unnecessary injuries by making your free locate request before every dig. Celebrate 8/11 Day by helping us promote safe digging across Michigan. #811Day #Call811 #DamagePrevention

3- Proudly Serving Michigan for Over 55 Years



For more than 55 years, MISS DIG 811 has helped protect Michigan's underground infrastructure through damage prevention and safe excavation practices. Whether you're a homeowner, professional excavator, or anyone in between, join us this 8/11 Day in promoting safe digging across Michigan. #811Day #MISSDIG811 #Michigan #Call811



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Social Media Caption Examples

4- Damage Prevention Makes a Difference.



Safe digging protects more than utilities. It protects people, keeps essential services running, saves time and money, and demonstrates a commitment to safety. This 8/11 Day, help us remind everyone that every dig deserves a safe start.

#811Day #Contact811 #SafeDigging #MISSDIG811

5- It's Free. It's Easy. It's the Law.



Before you dig, take one simple step that makes a big difference. Contact MISS DIG 811 at least three full business days before excavation begins. It's free, easy, and required by Michigan law. By planning ahead, you're helping protect underground utilities, reducing the risk of injury, preventing service interruptions, and keeping projects on schedule.

Make every dig a safe one. #811Day #Contact811

6- 8/11 Day Is 8-1-1 on the Calendar!



August 11 isn't just another date- it's your annual reminder that safe digging starts with one call. Whether you're installing a mailbox, planting trees, replacing a driveway, or managing a large excavation project, contacting MISS DIG 811 should be part of every job. Celebrate 8/11 Day by making safe digging a habit all year long. #811Day #Contact811 #SafeDigging #MISSDIG811



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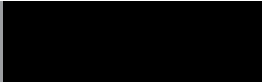
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2026 Branding Guidelines

					
HEX	#becd2b	#4f9135	#7d5a41	#9d9fa2	#000000
HSL	65.6°, 65.3, 48.6	103°, 46.5, 38.8	25°, 31.6, 37.3	216°, 2.6, 62.5	0°, 0, 0
RGB	190, 205, 43	79, 145, 53	125, 90, 65	157, 159, 162	0, 0, 0
CMYK	7, 0, 79, 20	46, 0, 63, 43	0, 28, 48, 51	3, 2, 0, 36	0, 0, 0, 100

Aa

Montserrat
Bold
Primary

Aa

Roboto
Bold
Secondary

Aa

Roboto
Regular
Body Text

Primary Example

Secondary Example

Text Body Example. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

Logo & Tagline Variations



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