

Too Hot to Work, Heat Protections Now!: Social Media Toolkit

General toolkit information

The Worker Solidarity Network prepared this toolkit for the second part of our Too Hot to Work campaign, set to launch **August 29, 2024**. The images can be posted or shared after your union/organization has either: 1) signed on to the [Open Letter of Endorsement](#) **and/or** 2) sent a [letter](#) to the Minister of Health, Minister of Labour, and Premier Eby about our campaign, and may be shared from **August 29, 2024** up until the B.C. provincial election on **October 19, 2024**.

You can post the endorsement graphic and the step-by-step graphic together, or separately. Images can be found in the same drive as this document.

Alternatively, you can re-share our social media posts. The Worker Solidarity Network will start sharing the images on our social media platforms on August 29 at 10 AM. Please tag us so we can reshare your posts as well!

Here are our social media handles:

- Instagram: [@workersolidaritybc](#)
- Facebook: facebook.com/workersolidaritybc
- Twitter/X: [@WorkerSol_BC](#)

Graphics



Steps for Change graphic



Endorsement graphic

Download: [Steps for Change graphic](#); [Endorsement graphic](#)

Sample media messages

Endorsement Graphic (Facebook/Instagram/Twitter):

As politicians seek to be re-elected, we must get them to address the complex reality of working under the climate crisis.

Outdated employment laws that don't address the changing climate impacts workers working under changing conditions. Today, we're calling for labour justice when it's too hot to work! We need heat protections now!

#TooHottoWork #HeatProtectionsNow #bclab #bcpoli

Steps for Change Graphic (Facebook/Instagram):

As politicians in B.C. seek to be re-elected in light of the provincial election on October 19, we must put pressure on our leaders to address the complex reality of working

under the climate crisis. Starting today, we are sending letters en masse as individuals, unions, organizations, and community allies to let them know that workers need heat protections NOW.

Send your own letter about the need for Heat Protections Now as an individual, or get your union or organization to send one using our letter templates. Then, get your union or organization to endorse our campaign by signing onto our open letter. Let your union and organization's community know that you endorse workers' rights to work in a safe and dignified environment.

Need help convincing your union or organization? We also offer educational presentations about our campaign to convince them that this is what their workers need. Then, join us on building a movement by re-sharing our social media posts about our letter for worker safety and heat protections.

Check out [@workersolidaritybc](#)'s linktree for email templates!

Twitter:

B.C.'s leaders need to feel the pressure to address the complex reality of working under the climate crisis. Take the steps below to take action en masse as individuals, unions, organizations, and community allies to let them know that workers need heat protections NOW. #bclab

Suggested Image Descriptions/Alt Text

Endorsement Graphic: Illustration of three people in a row. The person on the left is sweating, looking at their watch. They are next to the person in the middle standing in a walk-in freezer, and to their right is a healthcare worker wearing a mask and holding up a solidarity fist. Text reads: We support worker safety when it's too hot to work. Heat protections now!

Steps for Change Graphic: Title text reads: Heat protections now! Steps for change: 1. Pressure the government. Illustration of a letter envelope, next to a graphic of a three-tiered pyramid. Text in pyramid from top to bottom reads: As a worker, send an individual message to Minister of Labour, Minister of Health, and Premier Eby. As an organization, have your union/organization write/send a letter in support of the campaign. As a community ally, get your organization to sign onto our 'Too Hot to Work' open letter. Heading text below reads: 2. Build a movement. Share our social media

posts about our letter for worker safety and heat protections! Invite WSN to present to your union, committee or subcommittee. Email ismail@workersolidarity.ca!

Any questions? Reach out to Jiyoon Ha (WSN Communications Coordinator): jiyoon@workersolidarity.ca or Ismail Askin (WSN Community Engagement and Campaigns Coordinator): ismail@workersolidarity.ca