

**SOCIAL MEDIA CAMPAIGN:**  
**BUILDING SAFETY MONTH 2025**



**PRE- CAMPAIGN POST:**  
**MAY IS BUILDING SAFETY MONTH**

**Date Range:** May 1-2, 2025

**Post:**

 **May is Building Safety Month!**

This year, we're celebrating **50 years of the Ontario Building Code (OBC)** — a cornerstone of public safety across the province.

Since 1975, the OBC has helped shape how buildings are designed, built, and inspected, making our communities safer, stronger, and smarter.

Join us all month long as we recognize the people, progress, and purpose behind building safety in Ontario.

 [oboa.on.ca/BuildingSafetyMonth](https://oboa.on.ca/BuildingSafetyMonth)

#BuildingSafetyMonth #OntarioBuildingCode #OBC50Years

**Graphic Options :**



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**WEEK 1:**

## History & Evolution of the Ontario Building Code: *50 Years of Building Safety*

**Date Range:** May 5 - 9, 2025

**Potential Posts:**

**Option 1:**

**Then vs. Now:** In 1975, the Ontario Building Code was just 357 pages. Fast forward to 2024 – it's over 1200! This growth reflects Ontario's commitment to safer, smarter building practices over the past 50 years. The Ontario Building Code has evolved with the times to keep Ontarians safe. 🏠

#BuildingSafetyMonth #ThenAndNow #OntarioBuildingCode

**Option 2:**

Explore 50 years of progress in building safety – Did you know? The 2024 Building Code includes over 2000 updates from the previous version! Each update = more protection for families, workers, and communities.

Learn more: [oba.on.ca/BuildingSafetyMonth](https://oba.on.ca/BuildingSafetyMonth) #CodeUpdate #OBC50Years #OntarioBuildingCode #BuildingSafetyMonth

**Option 3:**

50 Years of Safer Structures! The 2024 Ontario Building Code isn't just bigger—it's smarter, safer, and built for the future. As Ontario has changed, the Code has adapted to protect everyone who lives, works, and builds here.

Learn more: [oba.on.ca/BuildingSafetyMonth](https://oba.on.ca/BuildingSafetyMonth) #CodeUpdate #OBC50Years #OntarioBuildingCode #BuildingSafetyMonth

**Social Media Tiles:**



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**WEEK 2:**

**The Importance of Building Officials:**  
*Everyday Heroes of Building Safety*

**Date Range:** May 12-16, 2025

**Potential Posts:**

**Option 1:**

Building Officials do more than inspections—they're your local safety experts. From plan reviews to fire code enforcement, Building Officials are behind every safe space.

#BuildingSafetyMonth #BuildingOfficials #LocalHeroes #SafetyChampions #OBOA #BuiltOnSafety  
#CodeExperts

**Option 2:**

Behind every safe structure is a **Building Official**. These professionals enforce the Building Code and ensure every inspection, renovation, and build meets Ontario's highest safety standards. Building Officials have helped shape 50 years of progress.

#BuildingSafetyMonth #BuildingOfficials #LocalHeroes #SafetyChampions #OBOA #BuiltOnSafety  
#CodeExperts

**Social Media Tiles:**



**Career Video will also be available for publishing.**

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**WEEK 3: ENHANCING BUILDING CODE KNOWLEDGE:**  
*Building Knowledge = Building Safety*

**Date Range:** May 19 - 23, 2025

**Potential Posts:**

**Option 1:**

Building Knowledge = Building Safety.

Building safety doesn't just happen—it's built through **knowledge, skill, and continuous education**. In 2005, **BCIN requirements** were introduced to ensure professionals meet the safety standards established by the Ontario Building Code. Did you know? OBOA became a certified educator in 1994. We train **over 2000 people annually**—offering expert-led courses, career boosting certifications that go beyond MMAH requirements and continuing education.

Ready to level up your skills? Explore courses and certifications: [oboa.on.ca/training](https://oboa.on.ca/training)  
#BuildingSafetyMonth #BuildingSafety #OBOATraining #ContinuingEducation #OntarioBuildingCode #TrainToLead

**Option 2:**

Building safety starts with **understanding the code**—and that means ongoing **training and certification**. Whether you're new to the field or a seasoned pro, staying up to date with the Ontario Building Code ensures that your work meets the highest standards of **public safety, quality, and compliance**.

#BuildingSafetyMonth #BuildingKnowledge #OBOA #BuildingCodeCertified #CBCO #BCQ  
#OntarioBuildingCode

**Social Media Tiles:**



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**WEEK 4:** Farm Buildings & New Code Updates:  
*Modern Codes for Modern Times*

**Date Range:** May 19 - 23, 2025

**Potential Posts:**

**Option 1:**

With the 2024 Ontario Building Code updates, farm buildings now face **new safety requirements**—and it's crucial to stay up to code.

OBOA Now Offers a Part 2: Farm Buildings Course. Choose how you learn: In-person, hybrid, or virtual. **Stay ahead. Stay certified. Stay safe.** Register now: [oboa.on.ca/training](https://oboa.on.ca/training)

#BuildingSafetyMonth #BuildingKnowledge #OBOA #FarmBuildingCode

**Option 2:**

**Farm Buildings. Modern Codes. Safer Spaces.** Fast forward to 2024, and we now have **significant safety updates** designed to meet the needs of modern agriculture:

- 🔥 Sprinklers & Fire Alarms
- 💡 Emergency Lighting
- 🚪 Additional Exit Doors
- 🚒 Fire Separations & Routes
- 🚜 Non-Agricultural Occupancies

These changes reflect Ontario's continued commitment to farm safety—and it's more important than ever to stay informed. Take the next step. Enroll in OBOA's **Part 2 – Farm Building Course** today. Visit [oboa.on.ca/training](https://oboa.on.ca/training)

#BuildingSafetyMonth #FarmSafety #2024OBC #OBOATraining #OntarioBuildingCode  
#AgricultureAndSafety #SafeFarms

**Social Media Tiles:**

