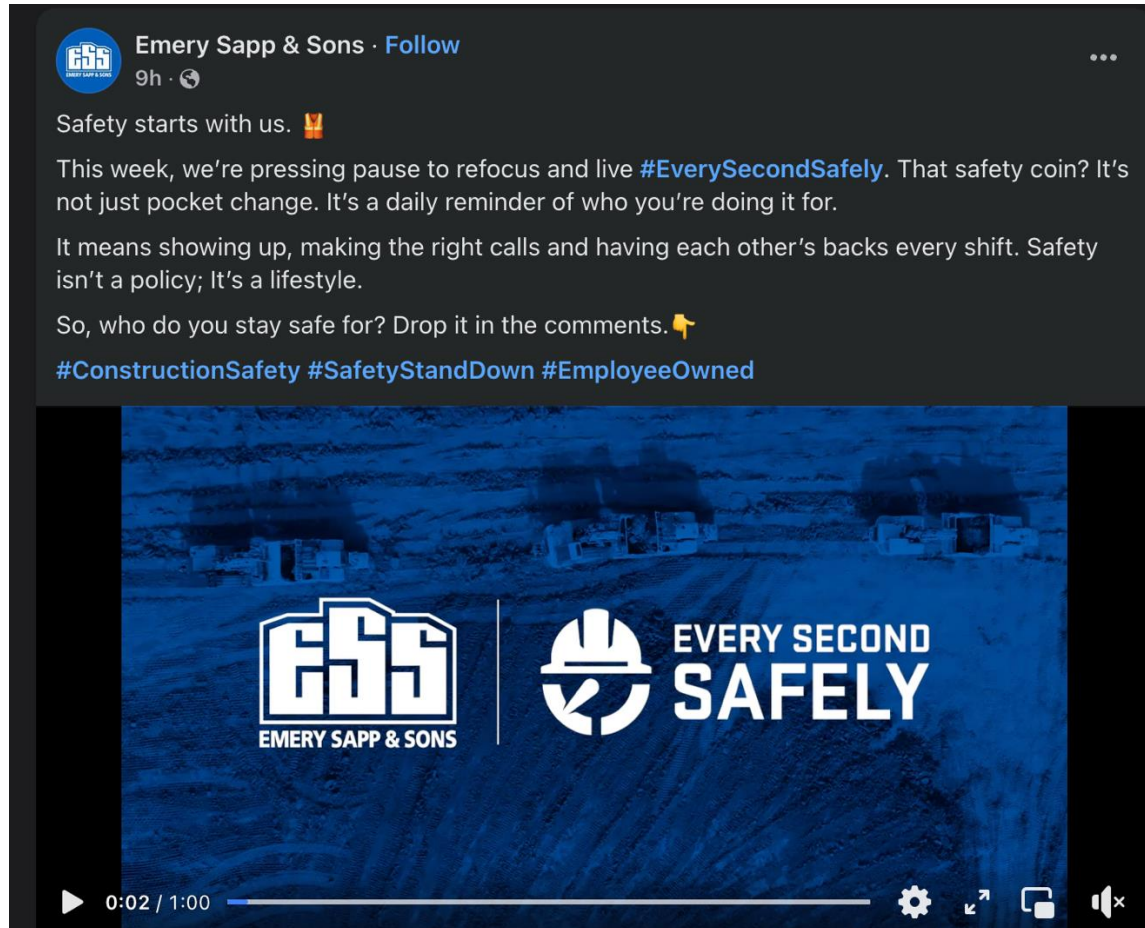


Integrated marketing campaign



The image shows a screenshot of a social media post from Emery Sapp & Sons. The post is titled "Safety starts with us." and includes a paragraph about a safety campaign. The video thumbnail shows the company logo and the "EVERY SECOND SAFELY" logo over a blue-tinted construction site background. The video player interface at the bottom shows a progress bar at 0:02 / 1:00 and various control icons.

Emery Sapp & Sons · Follow
9h · 🌐

Safety starts with us. 🧑‍🚒

This week, we're pressing pause to refocus and live [#EverySecondSafely](#). That safety coin? It's not just pocket change. It's a daily reminder of who you're doing it for.

It means showing up, making the right calls and having each other's backs every shift. Safety isn't a policy; It's a lifestyle.

So, who do you stay safe for? Drop it in the comments. 🙌

[#ConstructionSafety](#) [#SafetyStandDown](#) [#EmployeeOwned](#)

ESS
EMERY SAPP & SONS

EVERY SECOND SAFELY

0:02 / 1:00

Objective: Communicate key construction safety message to internal and external stakeholders.

Channels:

- [Video](#)
- [Social media posts](#)
- Email & text to all employee-owners
- Branded “swag” for safety stand-down events