

IN THIS ISSUE: See the top DYKs, all related to COVID-19, page 3.

OSHA® Digital Media Update

OFFICE OF COMMUNICATIONS

July-August-September 2020

New Products Created July—September

The agency continues to create new products to provide information on reducing COVID-19 hazards in the workplace:



Steps to Protect Automotive Service Workers from Exposure to Coronavirus

The following steps can help reduce the risk of exposure to the coronavirus for automotive service workers.

- Encourage workers to stay home if they are sick.
- Provide gloves and other face coverings.
- Maintain at least 6 feet between workers and customers.
- Offer pick-up/drop-off services.
- Close or limit access to reception waiting room.
- Use "no-touch" for payment opportunities.
- Regularly and thoroughly disinfect all equipment.

POSTERS

GUIDANCE

PSAs

ALERTS

OTHER



Steps to Protect Cleaning Staff During COVID-19

Your safety is important. These simple steps can help prevent the spread of the coronavirus.

- Wash your hands frequently with soap and water for at least 20 seconds.
- Wear gloves and a face covering when cleaning.
- Use disinfectant on surfaces.
- Avoid close contact with others.



COVID-19 Guidance for Food Truck Workers

OSHA is committed to protecting the health and safety of America's workers and communities during these unprecedented times. The agency will be issuing a series of alerts designed to help workers, such as the following steps can help reduce the risk of exposure to the coronavirus among food truck workers.

- Encourage workers to stay home if they are sick.
- Encourage workers to wear face coverings over their nose and mouth to prevent spread of the virus.
- Maintain at least 6 feet between workers and customers, where possible.
- Use gloves to avoid direct hand contact with food items.
- Use disposable gloves and change them frequently.
- Use "no-touch" delivery and payment systems, if available.
- Disinfect all food preparation surfaces, including cutting boards, and wash and sanitize for at least 20 seconds or use an alcohol based hand sanitizer with at least 60% alcohol.
- Regularly clean and disinfect countertops, equipment, and serving areas with Environmental Protection Agency approved cleaning chemicals from EPA's list of EPA-registered disinfectants.
- Encourage workers to report any safety and health concerns.



COVID-19 Guidance on the Use of Cloth Face Coverings while Working Indoors in Hot and Humid Conditions

During the COVID-19 pandemic, OSHA generally recommends that employers encourage workers to wear cloth face coverings at work to help reduce the spread of COVID-19. However, workers who wear cloth face coverings in hot and humid environments or while performing strenuous activities indoors, such as those in bakeries, kitchens, laundries, electric utilities, the services, mills, foundries, manufacturing, and warehousing, can find cloth face coverings to be uncomfortable.

Employees should follow the below practices to protect against the spread of COVID-19 and the risk of heat-related illness:

- Acclimatize new and returning workers to environmental and work conditions while wearing cloth face coverings.
- Provide shade or other means of protection when workers are in close contact with others they must meet, such as during a meal break or shift meetings.
- Allow workers to remove cloth face coverings when they can safely maintain at least a 6 feet of physical distance from others.
- Eliminate the feasibility of wearing cloth face coverings for the workers and consider alternatives (e.g., face shields) when appropriate.
- Increase the frequency of hydration and rest breaks in cooled environments.
- Encourage at least 20 minutes of physical distancing from break areas for staggering breaks, and workers or having the number of workers at break at a time, where feasible.

QUICK LOOK

13.9 million sessions
(visits to OSHA's website July—Sept.)

8.1 million users
(visitors to OSHA's webpages July—Sept.)

34.0 million page views
The average visitor to OSHA.gov this quarter looked at **2.46 pages** and stayed about **2.30 minutes**.

LEADING INDICATORS

295,745	Subscribers to the QuickTakes newsletter
271,380	Views of OSHA's videos on YouTube
24,318	Followers of OSHA's Twitter account
4,051	Number of Ask OSHA Email Questions submitted

OSHA.gov: Comings and Goings

Top publications



downloaded
from OSHA.gov:

Most frequently



visited
OSHA-related
webpages:

Most frequently



visited pages
from OSHA's
homepage:

Top publications	Most frequently visited OSHA-related webpages:	Most frequently visited pages from OSHA's homepage:
1. Training Requirements in OSHA Standards	1. COVID-19—Index	1. Law and Regulations
2. Guidance on Returning to Work	2. COVID-19—FAQs	2. COVID-19—Index
3. Guidance on Preparing Workplaces for COVID-19	3. Establishment Search	3. A—Z Index
4. Ten Steps All Workplaces Can Take to Reduce Risk of Exposure to Coronavirus Poster	4. Law and Regulations	4. Workers' Rights
5. Job Safety and Health: It's the Law Poster	5. Establishment Search-Inspection Detail	5. About OSHA
6. 9 Steps to Reducing Worker Exposure to COVID-19 in Meat, Poultry, and Pork Processing and Packing Facilities Poster	6. COVID-19—Control, Prevention	6. Establishment Search
7. Worker Exposure Risk to COVID-19	7. General Industry Standard	7. Contact Us
8. Recommended Practices for Safety and Health Programs	8. COVID-19—Standards	8. Outreach Training FAQs
9. Seven Steps to Correctly Wear a Respirator at Work Poster	9. Hazard Communication Standard—Safety Data Sheet Brief	9. Data and Statistics
10. Guidance on Social Distancing at Work: OSHA Alert	10. Construction Industry Standard	10. File a Complaint

OSHA.gov: Tip of the Day



This Period: The agency continued issuing a COVID-19 safety tip each day. Ninety-one tips were issued. See the four most engaging tips below.



Tip and Linked Resource

July 14 (Tip #99)	Interpret health and temperature screening results cautiously.
August 26 (Tip #142)	Train workers on safely wearing cloth face coverings.
August 12 (Tip #128)	Remind employees to self-evaluate for COVID-19 signs/symptoms before coming to work.
August 27 (Tip #143)	Wash and dry customers' hair before performing any work.

**TOTD appears on OSHA's homepage and is emailed to subscribers each morning, referring visitors to a linked OSHA resource.*

QuickTakes newsletter

295,745
SUBSCRIBERS
in July, August,
September
2020



MOST POPULAR LINKS

Readers in **July—September** clicked most on these linked webpages from QuickTakes:

- Guidance on Use of Cloth Face Coverings While Working Indoors
- Release: Residential Care Facility Cited for Failing to Protect Workers from COVID-19
- Checklist to Help Protect Food Industry Workers During COVID-19 Pandemic
- Release: Labor Secretary Addresses Economic Re-opening and Workplace Safety
- Webpage: Safe + Sound Week

QuickTakes DYK?

THIS QUARTER: OSHA issued 7 **DYKs**. Four were **COVID-19** related and drew the highest engagement by QuickTakes readers.



Did You Know?

OSHA generally recommends that employers encourage workers to wear medical masks or cloth face coverings at work to help prevent the spread of the coronavirus. OSHA recently issued frequently asked questions (FAQ) guidance to address inaccurate claims that these masks and face coverings cause unsafe oxygen or harmful carbon dioxide levels for the wearer. Get the facts here.



August 4 — Safety of Medical Masks and Cloth Face Coverings

August 27 — Free COVID-19 Print Resources

July 28 — Agricultural Worker Safety During COVID-19 Wallet Card

July 10 — Meat Packing Poster in 17 Languages

OSHA DYK (Did You Know)? messages are emailed to QuickTakes subscribers between issues, referring readers to linked OSHA resources.

Twitter



313 tweets
issued in July—September

24,318 followers of
@OSHA_DOL (22,118 April—
May)

848.1K impressions

12,862 engagements

1.4% average
engagement rate

Impressions measure how many times a message was displayed in followers' feeds.

An **engagement** is how many times a viewer reacted to a message (by commenting, retweeting or liking, etc.).

An **engagement rate** is engagements divided by impressions. Statistically, 1% or more is good.

OSHA's top tweets in July-September:

COVID-19

17,442 impressions
73 engagements
0.4% engagement rate

8/20/20 This @OSHA_DOL alert provides tips to help keep food truck workers safe during the coronavirus pandemic: <https://osha.gov/Publications/OSHA4076.pdf> #KeepWorkersSafe

COVID-19

17,089 impressions
87 engagements
0.5% engagement rate

9/3/20 Are you a fish and seafood processing and packaging worker or employer? Follow the steps outlined in this new @OSHA_DOL poster to reduce the risk of exposure to the coronavirus: <https://osha.gov/Publications/OSHA4078.pdf>

FALL PREVENTION

16,902 impressions
75 engagements
0.4% engagement rate

9/11/20 The 7th annual National Fall Prevention Safety Stand-Down is set for Sept. 14-18 <https://osha.gov/StopFallsStandDown/index.html> #StandDown4Safety

COVID-19

16,630 impressions
297 engagements
1.7% engagement rate

9/25/20 Use these @OSHA_DOL and @CDCgov resources to help keep farmworkers safe from the coronavirus: <https://cdc.gov/coronavirus/2019-ncov/community/guidance-agricultural-workers.html> #NationalFarmSafetyWeek

HURRICANE SAFETY

16,011 impressions
33 engagements
0.2% engagement rate

9/3/20 .@OSHA_DOL is urging response crews and residents in areas affected by #HurricaneLaura to be aware of hazards created by flooding, power loss, structural damage, fallen trees, and storm debris: <https://dol.gov/newsroom/releases/osha/osha20200831> #KeepWorkersSafe

OSHA's Twitter promotes efforts to protect workers from all hazards

Although OSHA's Twitter account continued to focus on keeping workers safe during the COVID-19 pandemic, it was business as usual when it comes to promoting resources to prevent other on-the-job hazards. Two of the top five tweets during July—September addressed the National Safety Stand-Down to Prevent Falls and staying safe during hurricane cleanup operations.

YouTube



271,380
Total views of
OSHA videos
July—September

8,842
Average daily views
of OSHA videos
July—September

129
OSHA videos currently
posted on YouTube

