**Twitter Conversation Guide**

**Objective:**
To encourage MPPs to support government action to resolve the insurance issue facing snow and ice operators.

**Key themes:**

* The business of snow and ice removal is under unprecedented threat.
* Rising insurance costs mean there will be operators, especially smaller ones, put out of business.
* Coupled with the impact of COVID-19 across the industry, the results could be devastating.
* Public expectations of safe snow and ice management will be shaken.
* Snow and ice operators live in all ridings in Ontario.
* Our solution will save jobs and help reduce salt use, which will be beneficial to the environment.

**Twitter best practices:**

* Tag your local MPP, and MPP Norm Miller ([@normmillerpc](https://twitter.com/normmillerpc)), Attorney General Downey ([@douglasdowney](https://twitter.com/douglasdowney)), Premier Ford ([@fordnation](https://twitter.com/fordnation)) and the Minister of Small Business and Red Tape Reduction, Minister Sarkaria ([@PrabSarkaria](https://twitter.com/PrabSarkaria))
* If you are including messaging about the environment you should also tag the Minister of Environment, Conservation and Parks, Minister Yurek ([@JeffYurekMPP](https://twitter.com/JeffYurekMPP))
* You may also wish to tag the Parliamentary Assistant  to the Attorney General, Lindsey Park ([@lparkpc](https://twitter.com/lparkpc)) and the Parliamentary Assistant to the Minister of Environment, Conservation and Parks, Andrea Khanjin ([@andrea\_khanjin](https://twitter.com/andrea_khanjin))
* Tag Landscape Ontario [@green\_for\_life](https://twitter.com/green_for_life).
* Include [#InsuranceCrisis](https://twitter.com/hashtag/InsuranceCrisis) in your tweet
* Given that Twitter has a character limit, you can place your tags in a reply to your own tweet. This will create a thread. You can also tell a longer story in this format.
* Landscape Ontario will retweet some of the stories to draw more attention to them.

**Key messages:**
It is important that you use your authentic voice to express these concepts.

* The cost of liability insurance for snow and ice operators is skyrocketing (if possible, include a concrete example. Such as your insurance increasing by a specific dollar amount, or a percentage).
* If there is not a solution to the insurance issue, your business may not be able to operate this season, or you may have to lay off workers in an already difficult economy.
* With difficult decisions being made by operators throughout the industry, you are worried about the public’s reaction that their safety is being compromised.
* The likelihood that more salt will be employed to reduce liability risks undermines the government’s own plans for reducing the environmental damage caused by salt runoff
* MPP Norm Miller has introduced a bill that would limit the time for people to file slip and fall claims. This would help, but more is needed such as Smart About Salt guidelines and a “hold harmless” cause.

**Suggested Tweets (customize them so that they are true for your situation)**

The [#InsuranceCrisis](https://twitter.com/hashtag/InsuranceCrisis) facing snow and ice operators resulted in my insurance costs increasing by ***[$XX,XXX]*** last winter. I don’t know what will happen this winter. We need the Bill by [@normmillerpc](https://twitter.com/normmillerpc) implemented and more to continue keeping the public safe! [@douglasdowney](https://twitter.com/douglasdowney) [@lparkpc](https://twitter.com/lparkpc) [@fordnation](https://twitter.com/fordnation)

Our insurance went up by ***[XX%]*** last season. We do everything we can to keep parking lots safe, but the [#InsuranceCrisis](https://twitter.com/hashtag/InsuranceCrisis) is killing our small business. The Bill by [@normmillerpc](https://twitter.com/normmillerpc) is a great first step and we need it passed and more has to be done to ensure all the small operators stay viable [@douglasdowney](https://twitter.com/douglasdowney) [@PrabSarkaria](https://twitter.com/PrabSarkaria) [@fordnation](https://twitter.com/fordnation)

Small businesses are struggling with [#covid19](https://twitter.com/hashtag/covid19), and things won’t get better in the winter for us. Last year our insurance bill tripled. [@normmillerpc](https://twitter.com/normmillerpc) has a great Bill and [@green\_for\_life](https://twitter.com/green_for_life) has ideas to make it stronger [@douglasdowney](https://twitter.com/douglasdowney) [@fordnation](https://twitter.com/fordnation)

We are a small business in [location] and last year our insurance tripled. We do everything we can to keep parking lots safe, but the [#InsuranceCrisis](https://twitter.com/hashtag/InsuranceCrisis) is killing our business. The Bill by [@normmillerpc](https://twitter.com/normmillerpc) is a great first step, but we need more [@douglasdowney](https://twitter.com/douglasdowney) [@PrabSarkaria](https://twitter.com/PrabSarkaria) [@fordnation](https://twitter.com/fordnation) [@rodphillips01](https://twitter.com/rodphillips01)