



DIBA BES – MONTHLY TEAM SPOTLIGHT CONTENT CALENDAR

Purpose

To humanise the Diba BES brand while reinforcing our expertise in occupational health and safety by highlighting the people behind the work.

Frequency

One post per month

Format

Short video (30–60 seconds) or photo with a short written response

Platforms

All social media platforms (LinkedIn, Facebook, Instagram) and website

Content Concept

Each month, one Diba BES team member is featured and asked a single guided question. The focus is on role clarity, practical experience, and how their work contributes to safer, more compliant workplaces.

Standard Post Structure

Intro:

At Diba BES, effective occupational health and safety is delivered by people who understand the work on the ground.

Team member response:

Video clip or short quote answering the monthly question.

Close:

This is how we support safer, more compliant workplaces.

Monthly Question Calendar

January – What is your role at Diba BES, and how does it contribute to safer workplaces?

February – What does good occupational health and safety look like in practice, not just on paper?

March – What is the most common safety risk you see on sites, and how should it be managed?

April – How does teamwork improve health and safety outcomes on site?

May – Why is clear communication critical for managing risk effectively?

June – What role does training play in preventing incidents and improving compliance?

July – What does a strong safety culture look like from your point of view?

August – How does Diba BES support clients beyond basic compliance?

September – What advice would you give to a site team aiming to improve their safety performance?

October – Why is accountability important in occupational health and safety?

November – What has been your biggest learning while working in OHS?

December – What does working at Diba BES mean to you as part of a safety-focused team?

Optional Video Text Overlay Structure

Slide 1 – Meet the Diba BES Team

Slide 2 – Name | Role

Slide 3 – Key line from the team member's answer

Slide 4 – Building Safer Workplaces

Staff Brief

Please answer the question in your own words. Keep it natural and practical. Avoid technical jargon and speak as if you are explaining it to a client or site supervisor.

Why This Works

- Simple and sustainable to manage
- Builds trust and credibility
- Reinforces Diba BES's OHS expertise
- Human-centred, not sales-driven
- Suitable for all platforms and the website