

Note: This toolkit is under development. For additions or suggestions, contact: ncvisionzero@ncsu.edu.

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# Communication Strategies

## Tips and Guidelines

**DO**

* Emphasize **positive** community norms. For example, “Most North Carolinians do not use a phone behind the wheel.”
* **Highlight safe behaviors** and the power of each individual to avoid injury. For example, “Buckle up to save your life!” rather than “Buckle up or be injured/killed.”
* Include a visual element with every post, including a picture, gif, or video.
* Tag relevant partners on posts to reach a wider network of traffic safety partners and increase engagement.
* Tailor messages to a specific audience or peer crowd.
* Respond to private messages, replies, and comments on your page to engage directly with followers and open informal conversation.
* Check analytic tools for social media pages to improve reach and engagement, including [Facebook Insights](https://www.facebook.com/help/268680253165747?sr=1&query=insights&sid=0MqeSup2DIoNSV4Ochttp://www.facebook.com/insights/) and [Twitter Analytics](https://analytics.twitter.com).

**DON’T**

* Use “car accident.” To emphasize the power of personal choices and each person’s responsibility on the road, **avoid using the term “accident.”** Instead, describe incidents as a crash or collision. More information [here](https://www.washingtonpost.com/news/wonk/wp/2015/08/24/when-a-car-crash-isnt-an-accident-and-why-the-difference-matters/?utm_term=.bea87bb1a461).
* Use fear appeals and graphic or gory images (including bloody scenes, crunched up cars, etc.). Research shows that scare tactics, gore, and **fear appeals do not influence behavior**. Instead, use positive social health behavior messaging. For example, rather than using a message such as “Wear a seat belt or die!” encourage the healthy behavior, such as “Wear a seat belt to save your life!”

**Helpful tools**

* Save time by using a **social media scheduling app** - such as [Hootsuite](https://hootsuite.com/) or [Social Pilot](https://www.socialpilot.co/). This will allow you to write content on your own schedule and plan out when it will post in the future.
* [Tweriod](http://www.tweriod.com/) is a free service which tells you the best times to post when your followers are on Twitter - allowing you to schedule posts and maximize reach.

## 

# Social Media Content

**\*Note:** Tags listed in the following posts are relevant for Facebook accounts only. Search other platforms (Twitter, Instagram, etc.) to see if an organization has a different tag for other pages.

## General traffic safety messaging/Vision Zero messaging

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| It’s time to challenge the status quo and adopt a zero tolerance approach to traffic violence. Too many lives are lost each year to selfish decisions on the road. Zero is the only acceptable goal. @ncvisionzero <https://goo.gl/t5cG9e> |  |
| No one likes a surprise on the road. #communicate #turnsignals @ncvisionzero <https://goo.gl/YcbXQi> |  |
| Reaching the ultimate level of driving consciousness. #wholesome @ncvisionzero <https://bit.ly/2qlitu1> |  |
| This public health crisis is in our reach. Crashes are preventable. #yourchoicesmatter @NCVisionZero <https://goo.gl/SWGAaS> |  |
| Anytime you are in a vehicle, you have the power to prevent a crash. #EmpoweredPassenger #speakup @ncvisionzero <https://goo.gl/Gpgkuo> |  |
| Anytime you are in a vehicle, you have the power to prevent a crash. #Speakup for safety. This makes you an #EmpoweredPassenger. @ncvisionzero |  |
| The closer you are to the car in front of you, the more impossible it is to stop without hitting them. #commonsense #leavespace #stoppingdistance #whatstherush @ncvisionzero <https://goo.gl/images/bZrJ81> |  |
| Personal trauma, the anguish of loss, an experience for which you were lamentably unprepared-- What does it mean - what can it mean - if you keep it hidden inside? #ShareYourStory at [ncvisionzero.org/share](http://ncvisionzero.org/share). @ncvisionzero <https://bit.ly/2HnEQr3> |  |
| Do you know someone with a story to tell about traffic safety? Encourage him to tell it at [ncvisionzero.org/share](http://ncvisionzero.org/share)! @ncvisionzero <https://bit.ly/2HnEQr3> |  |
| Your story is only about you - until you tell it. Then, it's history. That's a big deal. #ShareYourStory about traffic safety at [ncvisionzero.org/share](http://ncvisionzero.org/share). @ncvisionzero <https://bit.ly/2HnEQr3> |  |

## Parents

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| Children observe and absorb your behavior like a sponge. What kind of driver are you raising? #kidsarecopycats @ncvisionzero <https://goo.gl/mnVDG7> |  |
| Parents, #resist driving distracted for your kids. #distracteddriving @ncvisionzero @zerofatalities | (video) |

## Weather

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| Make sure others can see you in bad weather. @ncvisionzero <https://goo.gl/jM98wq> |  |
| Wipers and headlights belong together. @ncvisionzero <http://gph.is/2po4WSb> | (gif) |

## Crash Not Accident

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| A collision resulting from someone drinking and driving or looking down at a phone is no “accident” - it’s a crash. #crashnotaccident @NCVisionZero <https://goo.gl/images/2rdkaq> |  |
| The language that we use to describe motor vehicle crashes has great influence on how we perceive our personal power and responsibility to prevent traffic violence. Let’s be clear: Crashes are preventable. #crashnotaccident @NCVisionZero <https://goo.gl/images/2rdkaq> |  |

## Enforcement Campaigns

### Booze It and Lose It

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| You work hard. Take a well-deserved break this #LaborDay. But, if you drink don’t drive. @NCVisionZero <https://goo.gl/images/hBUx1y> |  |
| A DWI is expensive. You have plenty of options. You can find a sober ride home. #notworththerisk #BoozeIt&LoseIt @NCVisionZero <https://goo.gl/wYPu1M> | (gif) |
| This #LaborDay, start the party, not your car. #BoozeItAndLoseIt @NCVisionZero <https://goo.gl/UwpkqH> | (video) |
| Enjoy #LaborDay with friends--but, do elect a designated driver. #BoozeItAndLoseIt @ITRE\_NCSU @NCVisionZero  <https://bit.ly/2JyG2Zo> | (video) |
| A DWI is expensive. You have plenty of options--you \_can\_ find a sober ride home. #BoozeItAndLoseIt @NCVisionZero | (video) |
| Take a load off this #LaborDay. --But, if your celebrations include alcohol, don’t drive. #BoozeItAndLoseIt @NCVisionZero <https://bit.ly/2qeNYH5> | (video) |
| Deaths attributed to drunk driving were fewer in 2016 than in any of the preceding 5 years. North Carolina police are fighting the good fight--but drunk driving still accounts for 27% of all roadway fatalities.  Police will be working extra-hard this week and next to preserve you against the scourge of drunk driving.  #BoozeItandLoseIt @NCVisionZero <https://goo.gl/images/H3i3iw> |  |
| Alcohol is insidious. It impairs your ability to drive--but, it also impairs your ability to \_reason\_. You know you should not drink and drive. Will you know you should not drive \_after several drinks\_? Plan sober. Then, stick to the plan.  #BoozeItandLoseIt @NCVisionZero <https://bit.ly/2GOJD7F> | (video) |

## Safety Focus Areas

#### Bicycle Safety

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| Change lanes to bass cyclists. #sharetheroad #watchformenc @bikewalknc @ncvisionzero <https://goo.gl/images/Eyjpnk> |  |
| Human powered vehicles have a right to the road. Always look for cyclists before turning. #sharetheroad #watchformenc @ncvisionzero <https://bit.ly/2IfPqPP> | (video) |
| A car and a bicycle can’t fit in the same lane. Change lanes to pass cyclists. #sharetheroad #watchformenc @bikewalknc @ncvisionzero <https://goo.gl/images/ji6kK5> |  |
| Bicycles are vehicles. #samerights #samerules #sharetheroad #watchforme @bikewalknc @ncvisionzero <https://gph.is/2glGwWs> | (gif) |
| On the road, we all have to watch for each other and travel with mutual understanding. #WatchForMeNC @ncvisionzero @bikewalknc <https://bit.ly/2GdAHs6> | (video) |
| Can you pass this awareness test? #WatchForMeNC @bikewalknc @ncvisionzero <https://bit.ly/2GbQTue> | (video) |
| Anywhere else in life, it’s awkward. On the road, it’s dangerous. #leavespace #sharetheroad #WatchForMeNC @ncvisionzero @bikewalknc <https://bit.ly/2GBlPU9> | (video) |
| We all share the road. #Respect cyclists. #WatchForMe @ncvisionzero @bikewalknc <https://bit.ly/2GbTpka> | (video) |
| @Blackstonebikes - a community bike shop and youth education program gives #bicyclesafety tips with style. #trafficsafetymusic @ncvisionzero @bikewalknc <https://bit.ly/2IWNRHW> | (video) |
| 60 kph = 37 mph #leavespace #sharetheroad #watchformenc @bikewalknc @ncvisionzero <https://bit.ly/2pS1OOB> | (video) |
| We must all be vigilant as we #sharetheroad. Before jumping out of your car, looking for oncoming cyclists. #dutchreach #watchformenc @ncvisionzero <https://bit.ly/2GKKBAW> | (video) |
| Bicycles are vehicles. That means we all have the #samerights and must follow the #samerules. @ncvisionzero <https://bit.ly/2GkuuLc> | (video) |

#### Child Passenger Safety

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| Your children rely on you. Have you checked lately? Is your child in the #rightseat? Find out here: <http://www.buckleupnc.org/choosing-using/> @hsrcinfo @ncvisionzero @ncsafekids  <https://goo.gl/24u2A5> |  |
| Is your child in the #rightseat? Most parents aren’t sure. <http://www.buckleupnc.org/choosing-using/> @ncvisionzero @hsrcinfo <https://goo.gl/images/BQQWpE> |  |
| Car seats can be complicated. But they don’t have to be! Check out this information from @hsrcinfo to make sure you’re using #therightseat. @ncvisionzero <http://www.buckleupnc.org/choosing-using/>  <https://goo.gl/images/vF8reX> |  |

#### Distracted Driving

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| When your eyes aren’t on the road, you can’t perceive obstacles and risks quickly enough to stop safely. #JustDrive @ncvisionzero <https://bit.ly/2Ey8RBe> |  |
| You can do it. Rebel against distraction! #jointheresistance #JustDriveNC @ncvisionzero <https://goo.gl/c5zzSn> | (video) |
| You can live without it. #JustDrive @ncvisionzero <https://bit.ly/2JgXvp1> | (video) |
| #Distracteddriving is selfish. #JustDrive @ncvisionzero <https://bit.ly/2Gy9dKa> | (video) |
| Silence your distractions while driving - or at least put them out of reach. When you drive, #JustDrive. @ncvisionzero <https://bit.ly/2Jgdy6c> | (video) |
| Our phones are like an extension of ourselves. But when you drive, #justdrive. @ncvisionzero <https://bit.ly/2Imz3B2> | (video) |

#### Drinking and driving

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| Only villains drive after drinking. #batman #drivesober #checkyourself @madd.official @ncvisionzero |  |
| Easy choice. Let #Lyft or #Uber get you home safely. @ncvisionzero<https://bit.ly/2v2NDvO> |  |
| The best part of a house party is a comfy couch to crash in. #itsjusteasier @ncvisionzero <https://bit.ly/2IETppw> |  |

#### Drowsy Driving

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| You can’t fight sleep. Being tired is as dangerous as being drunk on the road. @ncvisionzero <https://goo.gl/VzU7YJ> |  |
| Most drowsy driving crashes involve a single vehicle leaving the roadway at a high speed with no sign of breaking. You can’t fight sleep. Take a break. Take a nap in a safe place. #drowsydriving @ncvisionzero <https://goo.gl/CyniHm> |  |

#### Drugged driving

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| DUI laws aren’t limited to illegal drugs and alcohol. Check your prescription to be sure - is it safe to drive on your medication? #druggeddriving @ncvisionzero <https://goo.gl/2hECqs> |  |
| #Weed slows reaction time and increases your likelihood of a crash. @ncvisionzero <https://goo.gl/e413ia> |  |

#### Pedestrian Safety

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| Always look for people. Especially while turning. #watchformenc @bikewalknc @ncvisionzero <https://goo.gl/Hqg6Pm> |  |
| 17% of people killed on North Carolina roads in 2016 were not in motor vehicles. #pedestrians #bicycles #watchformenc @bikewalknc @ncvisionzero <https://goo.gl/images/5HdUyD> |  |
| #MRW I see a pedestrian trying to cross the road and I stop and signal that he is safe to go. #watchformenc @bikewalknc <http://gph.is/2IpYUsP> | (gif) |
| Yield to people - every road user is a loved one. #travelkindly #sharetheroad #watchformeNC @bikewalknc @ncvisionzero <https://goo.gl/yK4pwr> | (video) |
| Heads up - we’re all responsible. #lookforpedestrians #travelkindly #watchformenc @zerofatalities @bikewalknc @ncvisionzero <https://goo.gl/Cajwsp> | (video) |
| Whether it’s a short walk in a parking lot or a long trek to work—we’re all pedestrians. When people share spaces with 2-ton steel machines, it’s important that we all watch out for each other. #watchformeNC @ncvisionzero @bikewalknc |  |
| A small difference in speed can be the difference between life and death. #whatstherush #speedkills #watchformenc @ncvisionzero <https://bit.ly/2IglQtK> |  |
| Watch for people and save a life. #watchformenc @ncvisionzero @circulateSD <https://bit.ly/2GD9aQt> | (video) |
| Pay attention. Your choices matter. #JustDriveNC #watchformenc #visionzero @ncvisionzero @nycdot <https://bit.ly/2GChgc7> | (video) |

#### Teen Driver

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| Car crashes are the #1 cause of death for teens in North Carolina. Before you hand over the keys, discuss and enforce the #5todrive. <https://goo.gl/TcZ7wJ> | (video) |
| The first five years of driving are the most dangerous. Teen crash rates are highest within the first months of driving. The best thing you can do is ride and practice with them. Give them advice based on personal experience - and stay calm! #GDL @ncvisionzero <https://bit.ly/2GLhmLm> |  |
| In North Carolina, all teen drivers must complete 60 hours of supervised driving. This experience will prepare your new driver to understand potential risks and safely navigate the roads when driving alone. #GDL @ncvisionzero <https://bit.ly/2v0sEKl> |  |

#### Seat belt safety

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| Powerful reminder of the real reasons that we #buckleup. @ncvisionzero <https://goo.gl/QQFygP> | (video) |
| Anyone remember these guys? #TBT #VinceandLarry #buckleupNC @ncvisionzero <https://gph.is/2njfUJc> | (gif) |
| MOST North Carolinians buckle up. <https://goo.gl/3qE7uc> |  |
| You’re a good driver, right? Buckle up to protect yourself from other drivers’ mistakes. #seatbelts #buckleupNC @ncvisionzero <https://goo.gl/DUwTU1> |  |
| 92% of North Carolinians buckle up. The rest of them? #meme #spongebob <https://goo.gl/7B7vjA> |  |
| This is why you insist that everyone is buckled up. Every seat. Every time. #buckleupNC @ncvisionzero <https://goo.gl/kkD3q7> |  |
| 42% of the people killed on #NorthCarolina roads last year were unbuckled at the time of the crash. Protect yourself and your loved ones - buckle up. Every seat, every time. #noexceptions #buckleupnc @ncvisionzero <https://goo.gl/aZeEF5> |  |
| #MRW someone gives me an attitude when I ask them to #buckleup. @ncvisionzero <https://goo.gl/images/URFY9p> |  |
| MOST North Carolinians #buckleup. The rest? #spongebob #meme @ncvisionzero <https://goo.gl/SZtGd3> |  |
| This is #whywebuckleup in every seat, every time. #seatbelts #parents @ncvisionzero @carolinaparent <https://goo.gl/KaE69S> | (video) |
| Your best chance of surviving a crash is being buckled. #buckleupNC @NCVisionZero <https://goo.gl/2JR2k4> |  |
| You mean a lot of different things to a lot of different people. #Buckleup for the people who depend on you. @ncvisionzero @roadsafetycommission <https://goo.gl/2qPWLR> | (video) |
| Riding with an unbuckled passenger increases your risk of being hurt or killed by 40%. #buckleupnc @ncvisionzero @coloradodot <https://goo.gl/pTFXKG> |  |

#### Speeding

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| Racing through a yellow light will only get you to the next red one faster. #slowdown #speedkills #whatstherush @ncvisionzero <https://bit.ly/2qpG8ur> |  |
| Speed isn’t about arrival time, it’s about survival. When other drivers are unpredictable, your speed is under your control. #speedkills @ncvisionzero <https://goo.gl/pUvyGe> |  |
| Tag someone who can relate. #whatstherush #slowdown @ncvisionzero <https://goo.gl/images/92TjVF> |  |
| No one is impressed by selfish, dangerous driving. #whatstherush #speedkills #notimpressed @ncvisionzero <https://goo.gl/mWL99n> |  |
| Can anyone relate? #whatstherush #meme #speedkills @ncvisionzero <https://goo.gl/g72fTW> |  |

#### School Bus

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| Protect your community’s children. Never pass a school bus with the stop arm displayed. @ncpublicschools @ncvisionzero <https://goo.gl/E4ThGb> |  |
| If your child can safely walk or bike to school - fantastic! If not, the [#schoolbus](https://www.facebook.com/hashtag/schoolbus) is your best option. @ncpublicschools @safekidsnc @ncvisionzero <https://goo.gl/CCf2e8> |  |

#### Large Truck/CMV Safety

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| Big trucks have lots of blind spots. Look for the mirrors! @ncvisionzero <https://goo.gl/dp4jC4> |  |
| Drivers get a chance to sit a large truck. You’ll be shocked to see what they find out. #BeTruckAware @NorthCarolinaTruckingAssociation @trucksafetycoalition @NCVisionZero <https://goo.gl/eTxnJQ> | (video) |

#### Motorcycle Safety

|  |  |
| --- | --- |
| Any experienced biker will tell you - wearing the right gear is the smart choice. #bikerlife @ncvisionzero <https://goo.gl/CwVY5v> |  |
| Take care when turning left. 41% of fatal motorcycle crashes with another vehicle involved a vehicle turning left in front of a motorcycle. #bikesafenc @nhtsa @ncvisionzero <https://bit.ly/1XcgMKv> |  |

### Work Zone Safety

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| #workzone @ncltap @ncvisionzero <https://goo.gl/aT8Ki3> |  |

## Holidays

### New Years

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| The #newyear is full of promise. Let's start it out right. If you're drinking a toast to #2019 tonight - grab a #Lyft or #Uber. And get one for your friends too. Happy New Year everyone. @ncvisionzero <https://goo.gl/gLQwVP> |  |

### Valentine’s Day

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| This #ValentinesDay, tell the ones you love to buckle up. #buckleupNC #bromance @ncvisionzero <https://goo.gl/kq6wgH> | (video) |

### July 4th

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| The most patriotic thing you can do today: don’t drive after drinking. #4thofJuly #America @NCVisionZero <https://goo.gl/4EE4V1> |  |

### Halloween

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| No matter what your costume is - today, you can be a hero. [#Hal](https://www.facebook.com/hashtag/halloween?source=feed_text)loween #boozeitandloseit #drivesober @ncvisionzero <https://goo.gl/6PrRMV> |  |
| Lots of cute little characters on the roads tonight. Drive alert and sober - and Happy #Halloween! @ncvisionzero <https://goo.gl/images/bgE8Si> |  |

### Christmas

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| This holiday season - celebrate! Enjoy your family and friends. Gather and be merry! But if your celebrations involve alcohol - plan a safe, sober ride home. #homefortheholidays #Christmas @ncvisionzero <https://goo.gl/images/fqB9uj> |  |

## Law Enforcement

|  |  |
| --- | --- |
| **Post** | **Preview of Visual** |
| They’re out there to help people. Let’s give them space. @nchighwaypatrol @ncpublicsafety @ncemergency @ncvisionzero <https://goo.gl/kz1yjJ> |  |

# Additional Content

## Videos

* The NC Vision Zero YouTube Channel has Traffic Safety Playlists by safety focus area. Best videos are compiled into shorter playlists:
  + [Traffic Safety Compilation list](https://www.youtube.com/playlist?list=PLfarPZn3vADaWtqBbxQcZJPWP0ni8C-cj)
  + [Best of Seat Belt Safety](https://www.youtube.com/playlist?list=PLfarPZn3vADZ5oe8OdeapXYI576FLuz_M)
  + [Top Distracted Driving](https://www.youtube.com/playlist?list=PLfarPZn3vADa94Y1t74aeHheY7hmkdJJp)
  + [Top Drinking and Driving](https://www.youtube.com/playlist?list=PLfarPZn3vADYymNJNMFgfQMGOXa-xA11m)
  + [Best of speeding safety](https://www.youtube.com/playlist?list=PLfarPZn3vADZSneVptRygvWpGcQCShFu2)
  + [Top Motorcycle](https://www.youtube.com/playlist?list=PLfarPZn3vADaJPIU-8yvT9qwSiKEFgNg7)
  + [Top Child Passenger Safety](https://www.youtube.com/playlist?list=PLfarPZn3vADa_zkI1amEdJireiCaF7uW_)
  + [Top Young Driver Safety](https://www.youtube.com/playlist?list=PLfarPZn3vADbTxXc4DD1q4H0KkhSvr2Vi)
  + [Top Work Zone Safety](https://www.youtube.com/playlist?list=PLfarPZn3vADZJdtya1V9KlQTOX5kq9Ykm)
  + [Top Bicycle Safety](https://www.youtube.com/playlist?list=PLfarPZn3vADbpRqXFJnqkx8nN-p00l2JY)
  + [Top Rail Safety](https://www.youtube.com/playlist?list=PLfarPZn3vADboPSPfyidSYLObxJtf3Nqk)
  + [Top Drugged Driving](https://www.youtube.com/playlist?list=PLfarPZn3vADZ9POrmMq29V6UKAK0Xi5uq)
  + [Top Commercial Truck Safety](https://www.youtube.com/playlist?list=PLfarPZn3vADbsU9kLMt1kYYVfHlFRCn68)

## Images

* NC Vision Zero graphics and images by safety category are available at: [go.ncsu.edu/ncvzimages](http://go.ncsu.edu/ncvzimages)

Gifs

* <https://giphy.com/NCVisionZero>