



U.S. Department of Transportation
Federal Motor Carrier Safety Administration

OUR PLAN
To Share The Road Safely

I will check my mirrors for others.
TRUCK DRIVER

I will watch for blind spots.
CAR DRIVER

Blind Spots

U.S. Department of Transportation
Federal Motor Carrier Safety Administration

OUR ROADS SAFETY
Partnership for **Responsible Driving**

www.ShareTheRoadSafely.gov

Our Roads, Our Safety Social Media Playbook

How to Use This Playbook

This social media playbook supports the *Our Roads, Our Safety* public education efforts led by the Federal Motor Carrier Safety Administration (FMCSA). It includes specific content and assets, along with publishing instructions, that address all road users about practicing safe driving, especially around large trucks and buses. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy.



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Initiative Overview

***Our Roads, Our Safety* Summary**

Our Roads, Our Safety is a national safety campaign led by the Federal Motor Carrier Safety Administration (FMCSA) to raise awareness about sharing the road safely with all road users, especially large trucks and buses. The *Our Roads, Our Safety* campaign supports FMCSA's mission of reducing crashes, injuries and fatalities involving large trucks and buses. As part of this effort, FMCSA partners with other organizations to educate all drivers, cyclists and pedestrians on the importance of sharing the road.

As part of these efforts, FMCSA also provides resources to educate and reinforce safe driving behaviors with all drivers, and in particular, those driving around large trucks and buses. The goal with these materials is to inform drivers—both commercial motor vehicle (CMV) drivers and other motorists—of safe driving techniques to reduce traffic fatalities and crashes along our roads.

FMCSA promotes *Our Roads, Our Safety* messaging year-round, and you can too!

Publishing Strategy

Informing the public of safe driving tips can be flowed into your content strategy at any point in the year. We also recommend utilizing this content around times we know more drivers are on the roads, such as summer, Labor Day, Thanksgiving, and winter holidays.

When publishing this content, we encourage you to use **#OurRoads** with your posts to help engage in the larger *Our Roads, Our Safety* conversation.



Social Media Content

This section contains shareable social media content to help spread the word about safe driving practices for all road users. On pages (7-15) there are downloadable graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.

Below are two sample social media posts for Instagram and Facebook, using a square-shaped graphic.



The following pages provide additional graphics and post examples in a variety of sizes for the campaign. Be sure to consider which social media platform your target audience typically uses when choosing the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.

Please note, all social media graphics are sized 1200x1200 and can be used on Facebook, Instagram, and Twitter.

Content Organization

The social media content is organized into sections based on language.

- ▶ *Blind Spots – Pg. [7](#)*
- ▶ *Long Stopping Distances – Pg. [10](#)*
- ▶ *Wide Turns – Pg. [12](#)*

Post Examples

Here are examples of how posts should look when published.

Facebook



1 Downloaded graphic from FMCSA's [Our Roads, Our Safety](http://www.fmcsa.dot.gov/ourroads) website.

2 Suggested copy from this playbook.

Blind Spots

Car and Truck Driver

STEP

1

Download graphics.

Download one of the two social graphics at FMCSA's: [Our Roads, Our Safety](#) website.

English:



Spanish:



STEP

2

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.

English:

- Be a part of our plan to share the road safely. Whether you drive a car or truck, it's important to remember the challenge of blind spots. Get road safety tips: www.fmcsa.dot.gov/ourroads. **#OurRoads**

Spanish:

- Forme parte de nuestro plan para compartir la vía de forma segura. Ya sea que conduzca un automóvil o camión, es importante recordar el reto de los puntos ciegos. Obtenga consejos de seguridad vial: www.fmcsa.dot.gov/ourroads. **#OurRoads**

Blind Spots

Car and Bus Driver

STEP

1

Download graphics.

Download one of the two social graphics at FMCSA's: [Our Roads, Our Safety](#) website.

English:



Spanish:



STEP

2

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.

English:

- Be a part of our plan to share the road safely. Whether you drive a car or a bus, it's important to remember the challenge of blind spots. Get road safety tips: www.fmcsa.dot.gov/ourroads. **#OurRoads**

Spanish:

- Forme parte de nuestro plan para compartir la vía de forma segura. Ya sea que conduzca un automóvil o autobús, es importante recordar el reto de los puntos ciegos. Obtenga consejos de seguridad vial: www.fmcsa.dot.gov/ourroads. **#OurRoads**



Blind Spots

Motorcyclist and Truck Driver

STEP

1

Download graphics.

Download one of the two social graphics at FMCSA's [Our Roads, Our Safety](#) website.

English:



Spanish:



STEP

2

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.

English:

- Be a part of our plan to share the road safely. Whether you ride a motorcycle or drive a bus, it's important to remember the challenge of blind spots. Get road safety tips: www.fmcsa.dot.gov/ourroads. **#OurRoads**

Spanish:

- Forme parte de nuestro plan para compartir la vía de forma segura. Ya sea que conduzca una motocicleta o un autobús, es importante recordar el reto de los puntos ciegos. Obtenga consejos de seguridad vial: www.fmcsa.dot.gov/ourroads. **#OurRoads**

Long Stopping Distances

Car and Truck Driver

STEP

1

Download graphics.

Download one of the two social graphics at FMCSA's: [Our Roads, Our Safety](#) website.

English:



Spanish:



STEP

2

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.

English:

- Be a part of our plan to share the roads safely by leaving space between you and other vehicles when behind the wheel. Learn more safety tips: www.fmcsa.dot.gov/ourroads. **#OurRoads**

Spanish:

- Forme parte de nuestro plan para compartir la vía de forma segura dejando espacio entre usted y otros vehículos cuando esté al volante. Obtenga más consejos de seguridad: www.fmcsa.dot.gov/ourroads. **#OurRoads**



Long Stopping Distances

Car and Bus Driver

STEP

1

Download graphics.

Download one of the two social graphics at FMCSA's [Our Roads, Our Safety](https://www.fhwa.dot.gov/ourroadsour_safety/) website.

English:



Spanish:



STEP

2

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.

English:

- Be a part of our plan to share the roads safely by leaving space between you and other vehicles when behind the wheel. Learn more safety tips: www.fmcsa.dot.gov/ourroads. **#OurRoads**

Spanish:

- Forme parte de nuestro plan para compartir la vía de forma segura dejando espacio entre usted y otros vehículos cuando esté al volante. Obtenga más consejos de seguridad: www.fmcsa.dot.gov/ourroads. **#OurRoads**



Wide Turns

Car and Truck Driver

STEP

1

Download graphics.

Download one of the two social graphics at FMCSA's [Our Roads, Our Safety](https://www.fhwa.dot.gov/ourroadsourroadsafety/) website.

English:



Spanish:



STEP

2

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.

English:

- Be a part of our plan to share the roads safely by leaving space between you and other vehicles when behind the wheel. Learn more safety tips: www.fmcsa.dot.gov/ourroads. **#OurRoads**

Spanish:

- Forme parte de nuestro plan para compartir la vía de forma segura. Ya sea conductor de automóvil o camión, es importante recordar que los vehículos pesados hacen giros amplios. Obtenga más consejos de seguridad: www.fmcsa.dot.gov/ourroads. **#OurRoads**



Wide Turns

Car and Bus Driver

STEP

1

Download graphics.

Download one of the two social graphics at FMCSA's: [Our Roads, Our Safety](#) website.

English:



Spanish:



STEP

2

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.

English:

- Be a part of our plan to share the road safely. Whether you're a car or bus driver, it's important to remember that large vehicles make wide turns. Get road safety tips: www.fmcsa.dot.gov/ourroads. #OurRoads

Spanish:

- Forme parte de nuestro plan para compartir la vía de forma segura. Ya sea conductor de automóvil o autobús, es importante recordar que los vehículos pesados hacen giros amplios. Obtenga consejos de seguridad vial: www.fmcsa.dot.gov/ourroads. #OurRoads



Wide Turns

Bicyclist and Bus Driver

STEP

1

Download graphics.

Download one of the two social graphics at FMCSA's: [Our Roads, Our Safety](#) website.

English:



Spanish:



STEP

2

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.

English:

- Be a part of our plan to share the road safely. Whether you ride a bike or drive a bus, it's important to remember that large vehicles make wide turns. Get road safety tips: www.fmcsa.dot.gov/ourroads. **#OurRoads**

Spanish:

- Forme parte de nuestro plan para compartir la vía de forma segura. Ya sea que conduzca una bicicleta o un autobús, es importante recordar que los vehículos pesados hacen giros amplios. Obtenga consejos de seguridad vial: www.fmcsa.dot.gov/ourroads. **#OurRoads**



Wide Turns

Pedestrian and Bus Driver

STEP

1

Download graphics.

Download one of the two social graphics at FMCSA's [Our Roads, Our Safety](#) website.

English:



Spanish:



STEP

2

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.

English:

- Be a part of our plan to share the road safely. Whether you're walking or driving a bus, it's important to remember that large vehicles make wide turns. Get road safety tips: www.fmcsa.dot.gov/ourroads. **#OurRoads**

Spanish:

- Forme parte de nuestro plan para compartir la vía de forma segura. Ya sea que esté caminando o conduciendo un autobús, es importante recordar que los vehículos pesados hacen giros amplios. Obtenga consejos de seguridad vial: www.fmcsa.dot.gov/ourroads. **#OurRoads**



FMCSA Contact

If you have questions about the *Our Roads, Our Safety* campaign, please contact Kirsten Radewagen, kirsten.radewagen@dot.gov.

