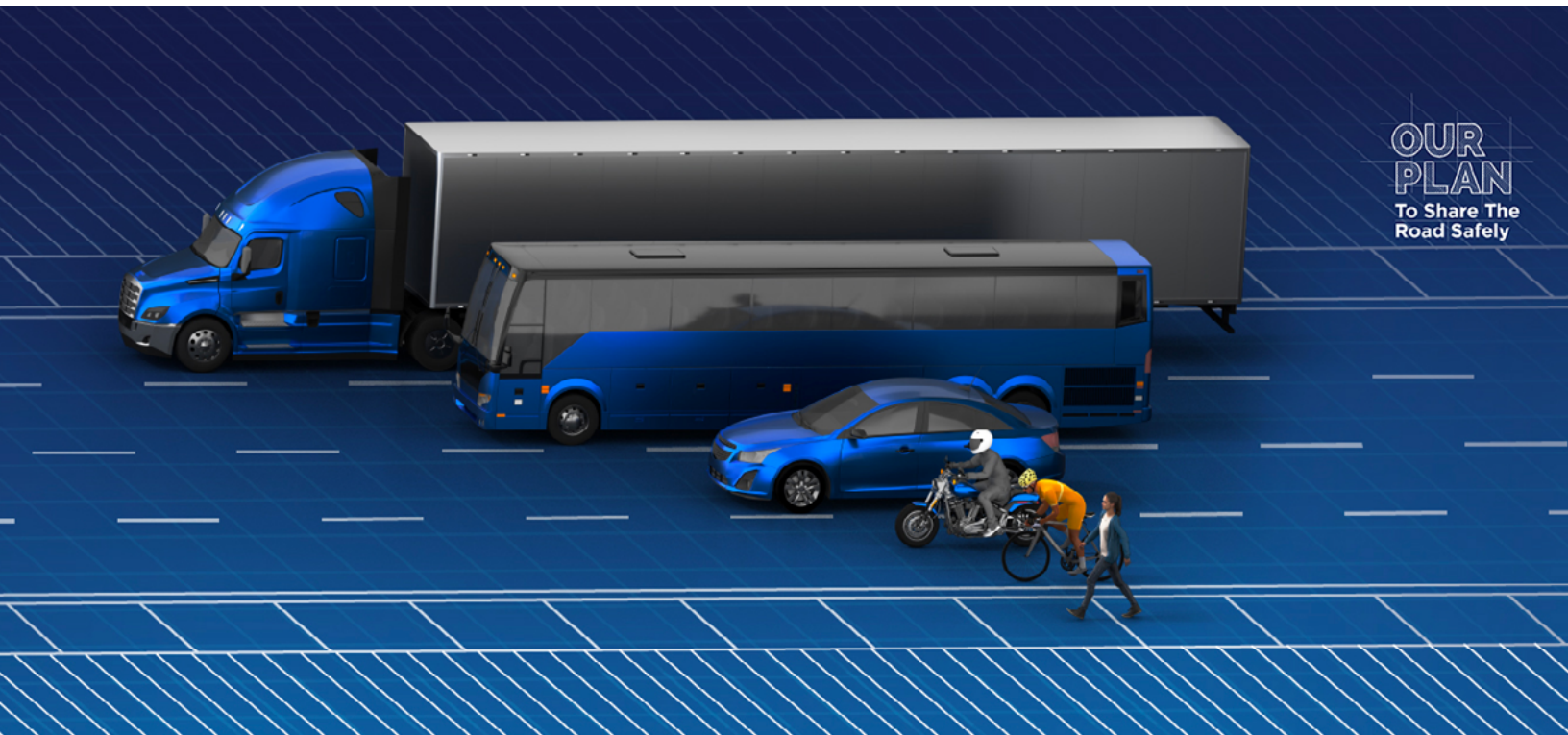




U.S. Department of Transportation  
**Federal Motor Carrier Safety Administration**



## ***Tennessee Outreach Social Media Playbook:*** **Our Plan to Share the Road Safely**

# How to Use This Playbook

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This social media playbook supports public education efforts led by the Federal Motor Carrier Safety Administration's (FMCSA) Tennessee Division Office. 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

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

*Our Roads, Our Safety* is a national safety campaign led by 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, bicyclists, 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—commercial motor vehicle (CMV) drivers and other motorists—of safe driving techniques to reduce traffic fatalities and crashes along our roads.

This campaign will now be extended to, and tailored for, the Tennessee Division Office in order to reduce crashes within the state. Through the promotion of the *Our Roads, Our Safety* campaign the goal is to help Tennesseans share the road safely.

## **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 that 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 (7-10) 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 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. [8](#)*
- ▶ *Wide Turns – Pg. [9](#)*
- ▶ *General Safety Messages - Pg. [11](#)*

Social graphics and messages are provided in English.

## Post Examples

Here are examples of how posts should look when published.

### Facebook



1

Downloaded graphic from FMCSA's [Our Roads, Our Safety website](#).

2

Suggested copy from this playbook.

# Blind Spots

STEP

1

**Download graphic.**

Download the social graphic at FMCSA's: [Our Roads, Our Safety](http://OurRoads.OurSafety) website.



STEP

2

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

Copy/paste one of the suggested posts below.

- Large trucks and buses have big blind spots. If you're driving along I-24 and can't see the driver in your vehicle side mirror, assume the driver can't see you. Get road safety tips: [www.fmcsa.dot.gov/ourroads](http://www.fmcsa.dot.gov/ourroads). **#OurRoads**
- Avoid the blind spots of large trucks and buses by ensuring you can always see the driver in your vehicle side mirror. Learn more safety tips: [www.fmcsa.dot.gov/ourroads](http://www.fmcsa.dot.gov/ourroads). **#OurRoads**



# Long Stopping Distances

STEP

1

**Download graphic.**

Download the social graphic at FMCSA's:  
[Our Roads, Our Safety](http://OurRoads.OurSafety.gov) website.



STEP

2

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

Copy/paste one of the suggested posts below.

- Large trucks and buses take longer to stop – give them space on I-24 and avoid merging suddenly. Learn more safety tips: [www.fmcsa.dot.gov/ourroads](http://www.fmcsa.dot.gov/ourroads). #OurRoads
- Give large trucks and buses space so they always have room to stop. Get road safety tips: [www.fmcsa.dot.gov/ourroads](http://www.fmcsa.dot.gov/ourroads). #OurRoads





# Wide Turns

STEP

1

**Download graphic.**

Download the social graphic at FMCSA's:  
[Our Roads, Our Safety](http://OurRoads.OurSafety.gov) website.



STEP

2

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

Copy/paste one of the suggested posts below.

- Cars should give large trucks and buses space to make wide turns when merging on and off I-24. Learn more safety tips: [www.fmcsa.dot.gov/ourroads](http://www.fmcsa.dot.gov/ourroads). #OurRoads
- Large trucks and buses need additional space to make wide turns. Get road safety tips: [www.fmcsa.dot.gov/ourroads](http://www.fmcsa.dot.gov/ourroads). #OurRoads



# Distracted Driving

STEP

1

**Download graphic.**

Download the social graphic at FMCSA's:  
[Our Roads, Our Safety](http://OurRoads.OurSafety) website.



STEP

2

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

Copy/paste one of the suggested posts below.

- Stay focused on **#OurRoads** and avoid distractions while driving to keep yourself and CMV drivers safe. Learn more safety tips: [www.fmcsa.dot.gov/ourroads](http://www.fmcsa.dot.gov/ourroads).
- Avoid distractions on **#OurRoads** to keep yourself and CMV drivers safe. Get road safety tips: [www.fmcsa.dot.gov/ourroads](http://www.fmcsa.dot.gov/ourroads).



# General Road Safety

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

Please note that any of the four graphics can accompany these posts.

*Copy/paste one of the suggested posts below.*

- Keep Nashville safe by sharing the road responsibly, together. Give large trucks and buses the space they need so they can safely make wide turns and stops. Get road safety tips: [www.fmcsa.dot.gov/ourroads](http://www.fmcsa.dot.gov/ourroads). **#OurRoads**
- Every Tennessean is responsible for sharing the road safely. Be aware of large trucks and buses because they have large blind spots, long stopping distances, and make wide turns. Learn more safety tips: [www.fmcsa.dot.gov/ourroads](http://www.fmcsa.dot.gov/ourroads). **#OurRoads**
- Road safety is the responsibility of everyone – remember the unique challenges large truck and buses face so you always give them the space they need. Get road safety tips: [www.fmcsa.dot.gov/ourroads](http://www.fmcsa.dot.gov/ourroads). **#OurRoads**
- Distracted driving is dangerous. Keep your cell phone put away, snacks stored for a pit stop, and GPS programmed in advance to stay focused on **#OurRoads**. Get additional road safety tips to keep yourself and other drivers safe: [www.fmcsa.dot.gov/ourroads](http://www.fmcsa.dot.gov/ourroads).



# FMCSA Contact

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If you have questions about the *Our Roads, Our Safety* campaign, please contact Kirsten Radewagen, [kirsten.radewagen@dot.gov](mailto:kirsten.radewagen@dot.gov).

