



WORK ZONE SAFETY

SOCIAL MEDIA PLAYBOOK



General & Florida State Messaging

How to Use This Playbook

This social media playbook supports work zone safety efforts led by the Federal Motor Carrier Safety Administration (FMCSA). It includes specific content and assets, along with publishing instructions, that address drivers about practicing safe driving, especially in and around work zones. 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

Work Zone Safety Summary

Work zones present unique challenges for large trucks and buses like narrow lanes, sudden stops, traffic pattern shifts, and uneven road surfaces. In addition to the unique conditions presented by these areas, large trucks and buses also deal with large blind spots, long stopping distances, and size constraints, which makes maneuvering large trucks and buses in work zones particularly challenging.

On average, large trucks are overrepresented in work zone crashes—over 33% of fatal crashes in 2019 involved CMVs (Source: National Work Zone Safety Information Clearinghouse). CMV drivers need to take precautions when driving through these areas and passenger vehicles should be mindful of these challenges for large trucks and buses.

The goal of this initiative is to inform drivers—both CMV drivers and other motorists—of how to share the road safely in work zones as they travel across the country.

Publishing Strategy

Work zone safety messaging can be posted at any time of the year. However, the summer months often present an uptick in road construction work, making it all the more important to post during these times.

Below are relevant hashtags to use when posting about work zone safety:

- ▶ **#WorkZoneSafety**
- ▶ **#OurRoads**

Social Media Content

This section contains shareable social media content to help spread the word about work zone safety. There are three different graphics that can be used with any message to help spread awareness on work zone safety. Suggested posts are provided on pages [8-13](#) that you can use or use as inspiration when sharing the graphics on your own social media channels.



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.

Content Organization

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

- ▶ *General Market English – Pg. 8*
- ▶ *General Market Spanish – Pg. 9*
- ▶ *Florida Specific English – Pg. 11*
- ▶ *Florida Specific Spanish – 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 website](#).

2 Suggested copy from this playbook.

Sizes Available

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook we included two different sizes based on suggested industry standards and best practices. All graphics are available on FMCSA's [Our Roads, Our Safety website](#).

  **Facebook/Instagram Posts**
1200x1200 (square)



 **Twitter Posts**
1200x675 (rectangle)



General Market Posts (English)

STEP

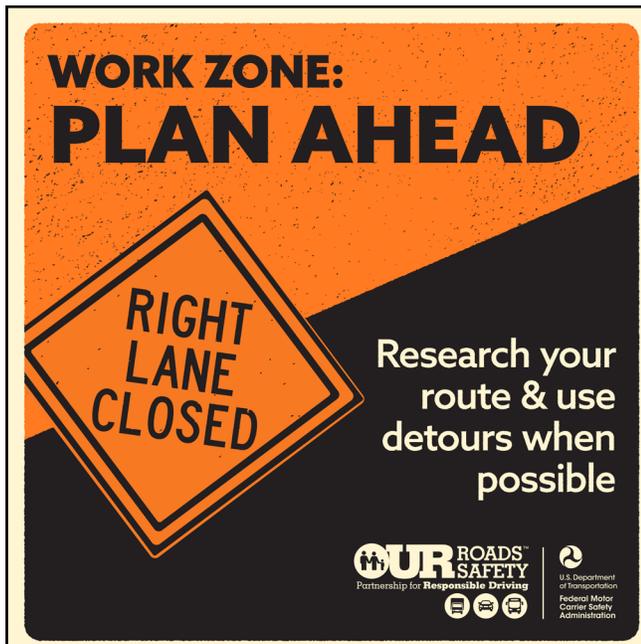
Download graphics.

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

STEP

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

Copy/paste one of the suggested posts below.



Sizes Available:

  **Facebook/Instagram Posts**

1200x1200

 **Twitter Posts**

1200x675

- Work zones present challenges for all drivers, particularly CMV drivers. When traveling through work zones, reduce your speed, pay close attention to signs and signals, and always be prepared to stop. It's everyone's responsibility to share the roads! **#WorkZoneSafety #OurRoads**
- GPS apps and similar resources can help you be aware of upcoming work zones before you hit the road. When possible, research your route ahead of time and use detours or alternative roads to avoid these areas if needed. **#WorkZoneSafety #OurRoads**
- When driving a large truck through a work zone, be aware of passenger vehicle drivers who may not know the challenges you face maneuvering a large vehicle. Exercise caution and share the road safely. Learn more tips: <https://bit.ly/3rFbTvY> **#WorkZoneSafety #OurRoads**
- If you need to stop or slow down in a work zone, it's important to use your emergency flashers to alert drivers behind you. Do your part and share the road safely. Learn more tips: <https://bit.ly/3rFbTvY> **#WorkZoneSafety #OurRoads**
- As you approach lane closures, check your blind spots and move into the open lane as soon as possible. Share the road safely in work zones. Learn more tips: <https://bit.ly/3rFbTvY> **#WorkZoneSafety #OurRoads**
- Help prevent rear-end crashes in work zones by obeying all speed limits, avoiding distractions, and maintaining extra space between your CMV and the vehicle in front of you. Learn more tips: <https://bit.ly/3rFbTvY> **#WorkZoneSafety #OurRoads**

General Market Posts (Spanish)

STEP

1 Download graphics.

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



Sizes Available:

  **Facebook/Instagram Posts**

1200x1200

 **Twitter Posts**

1200x675

STEP

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

Copy/paste one of the suggested posts below. Do not copy *red* text. *

**It is not necessarily a direct translation but for reference only.*

- Las zonas de construcción son un desafío para todos y más para vehículos comerciales. Al viajar por zonas de construcción, baje la velocidad, preste atención a los rótulos y esté preparado para detenerse. ¡Seamos responsables al compartir las vías! **#WorkZoneSafety #OurRoads**

Translation: Work zones present challenges for all drivers, particularly CMV drivers. When traveling through work zones, reduce your speed, pay close attention to signs and signals, and always be prepared to stop. It's everyone's responsibility to share the roads! #WorkZoneSafety #OurRoads

- Las aplicaciones de GPS y recursos similares le pueden ayudar a estar al tanto de las zonas de construcción. De ser posible, investigue su ruta con anticipación y use desvíos o vías alternas para evitar estas áreas si es necesario. **#WorkZoneSafety #OurRoads**

Translation: GPS apps and similar resources can help you be aware of upcoming work zones before you hit the road. When possible, research your route ahead of time and use detours or alternative roads to avoid these areas if needed. #WorkZoneSafety #OurRoads

- Al conducir un camión grande por una zona de construcción, los conductores de vehículos de pasajeros pueden desconocer los desafíos de maniobrar un vehículo grande. Tenga cuidado y comparta la vía de forma segura. Más consejos: <https://bit.ly/3rFbTvY> **#WorkZoneSafety #OurRoads**

Translation: When driving a large truck through a work zone, be aware of passenger vehicle drivers who may not know the challenges you face maneuvering a large vehicle. Exercise caution and share the road safely. Learn more tips: <https://bit.ly/3rFbTvY> #WorkZoneSafety #OurRoads

General Market Posts Continued (Spanish)

STEP

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Sizes Available:

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1200x1200

 **Twitter Posts**

1200x675

- Si debe detenerse o reducir la velocidad en una zona de construcción, use las luces intermitentes de emergencia para alertar a los conductores detrás de usted. Haga su parte y comparta la vía de forma segura. Más consejos: <https://bit.ly/3rFbTvY> **#WorkZoneSafety #OurRoads**

Translation: If you need to stop or slow down in a work zone, it's important to use your emergency flashers to alert drivers behind you. Do your part and share the road safely. Learn more tips: <https://bit.ly/3rFbTvY> **#WorkZoneSafety #OurRoads**

- Al acercarse a los cierres de carriles, verifique los puntos ciegos y pase al carril abierto lo antes posible. Comparta la vía de forma segura en las zonas de construcción. Más consejos: <https://bit.ly/3rFbTvY> **#WorkZoneSafety #OurRoads**

Translation: As you approach lane closures, check your blind spots and move into the open lane as soon as possible. Share the road safely in work zones. Learn more tips: <https://bit.ly/3rFbTvY> **#WorkZoneSafety #OurRoads**

- Ayude a prevenir choques traseros en las zonas de construcción y obedezca los límites de velocidad, evite distracciones y mantenga suficiente espacio entre su vehículo comercial y el vehículo que está delante. Más consejos: <https://bit.ly/3rFbTvY> **#WorkZoneSafety #OurRoads**

Translation: Help prevent rear-end crashes in work zones by obeying all speed limits, avoiding distractions, and maintaining extra space between your CMV and the vehicle in front of you. Learn more tips: <https://bit.ly/3rFbTvY> **#WorkZoneSafety #OurRoads**

Florida Market Posts (English)

STEP

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STEP

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

Copy/paste one of the suggested posts below.



Sizes Available:



Facebook/Instagram Posts

1200x1200



Twitter Posts

1200x675

- With a robust logistics infrastructure, Florida welcomes millions to travel throughout the state annually and interact with work zones along the way. Stay alert, give room, and slow down as you approach work zones—share the road safely. **#WorkZoneSafety #OurRoads**
- Florida has many active work zones across the state. Obey all speed limits, avoid distractions, and maintain extra space between your vehicle and others to keep these areas safe for all. **#WorkZoneSafety #OurRoads**
- Florida ranks 2nd in the country for fatal crashes involving CMVs in work zones. It's everyone's responsibility to share the road safely—slow down and be prepared to stop to help reduce these crashes and protect all drivers, including yourself. **#WorkZoneSafety #OurRoads**
- Florida saw 10 work zone crashes involving a CMV in 2019, resulting in 12 fatalities. Prevent further crashes and deaths by slowing down, avoiding distractions, and following all traffic laws. **#WorkZoneSafety #OurRoads**
- Nearly half of fatal work zone crashes involving a CMV in Florida occur on interstate roadways. As you travel through the state, be prepared to stop, reduce your speed, and move into open lanes as soon as possible. **#WorkZoneSafety #OurRoads**

Data in these social media messages are sourced from a combination of the following:

- The National Highway Traffic Safety Administration's (NHTSA) [Fatality Analysis Reporting System \(FARS\)](#)
- [The Florida Department of Transportation \(FDOT\)](#)
- [The National Work Zone Safety Clearinghouse \(Florida\)](#)

Florida Market Posts (Spanish)

STEP

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Sizes Available:

  **Facebook/Instagram Posts**

1200x1200

 **Twitter Posts**

1200x675

- Florida recibe a millones de personas que viajan por todo el estado anualmente y pasan por zonas de construcción. Manténgase alerta, deje espacio y baje la velocidad al acercarse a las zonas de construcción; comparta la vía de forma segura. **#WorkZoneSafety #OurRoads**

Translation: With a robust logistics infrastructure, Florida welcomes millions to travel throughout the state annually and interact with work zones along the way. Stay alert, give room, and slow down as you approach work zones—share the road safely. **#WorkZoneSafety #OurRoads**

- Florida tiene casi 500 zonas de construcción activas en todo el estado. Obedezca todos los límites de velocidad, evite distracciones y mantenga un espacio adicional entre su vehículo y los demás para que estas áreas sean seguras para todos. **#WorkZoneSafety #OurRoads**

Translation: Florida has nearly 500 active work zones across the state. Obey all speed limits, avoid distractions, and maintain extra space between your vehicle and others to keep these areas safe for all. **#WorkZoneSafety #OurRoads**

- Florida ocupa el segundo lugar en el país por accidentes fatales que involucran vehículos comerciales en zonas de construcción. Todos deben compartir la vía de forma segura: reduzca la velocidad para evitar los choques y proteger a otros conductores. **#WorkZoneSafety #OurRoads**

Translation: Florida ranks 2nd in the country for fatal crashes involving CMVs in work zones. It's everyone's responsibility to share the road safely—slow down and be prepared to stop to help reduce these crashes and protect all drivers, including yourself. **#WorkZoneSafety #OurRoads**

Florida Market Posts Continued (Spanish)

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- Florida tuvo 10 choques en zonas de construcción involucrando vehículos comerciales en el 2019, provocando 12 muertes. Evite más choques y muertes-reduzca la velocidad, evite distracciones y respete todas las leyes de tránsito. **#WorkZoneSafety #OurRoads**

Translation: Florida saw 10 work zone crashes involving a CMV in 2019, resulting in 12 fatalities. Prevent further crashes and deaths by slowing down, avoiding distractions, and following all traffic laws. **#WorkZoneSafety #OurRoads**

- Casi la mitad de los accidentes mortales que involucran a vehículos comerciales en zonas de construcción ocurren en las carreteras interestatales de la Florida. Evite más choques reduciendo la velocidad y pasándose a carriles abiertos cuanto antes. **#WorkZoneSafety #OurRoads**

Translation: Nearly half of fatal work zone crashes involving a CMV in Florida occur on interstate roadways. As you travel through the state, be prepared to stop, reduce your speed, and move into open lanes as soon as possible. **#WorkZoneSafety #OurRoads**

Sizes Available:

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1200x1200

 **Twitter Posts**

1200x675

FMCSA Contact

If you have questions about FMCSA's work zone safety efforts, please contact Kirsten Radewagen, kirsten.radewagen@dot.gov.