

WORK ZONE SAFETY

SOCIAL MEDIA PLAYBOOK



General & Pennsylvania 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](#)*
- ▶ *Pennsylvania Specific English – Pg. [10](#)*

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

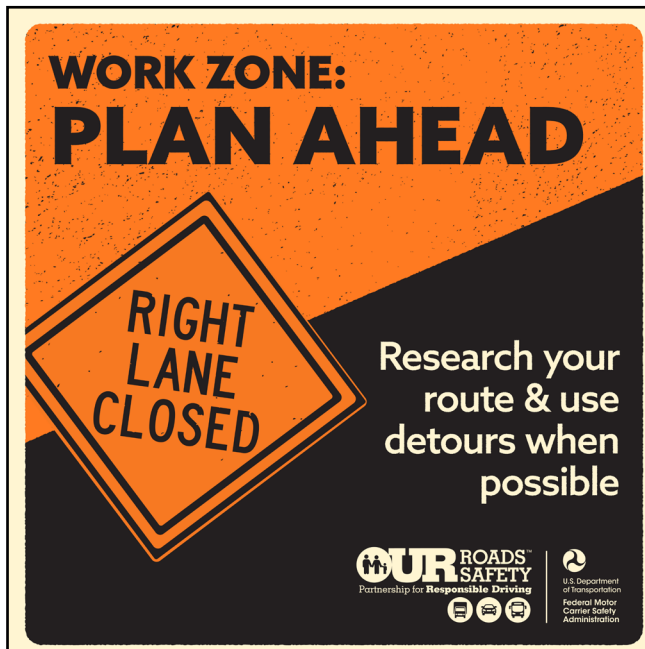
1 Download graphics.

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

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

- 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

Pennsylvania Market Posts (English)

STEP

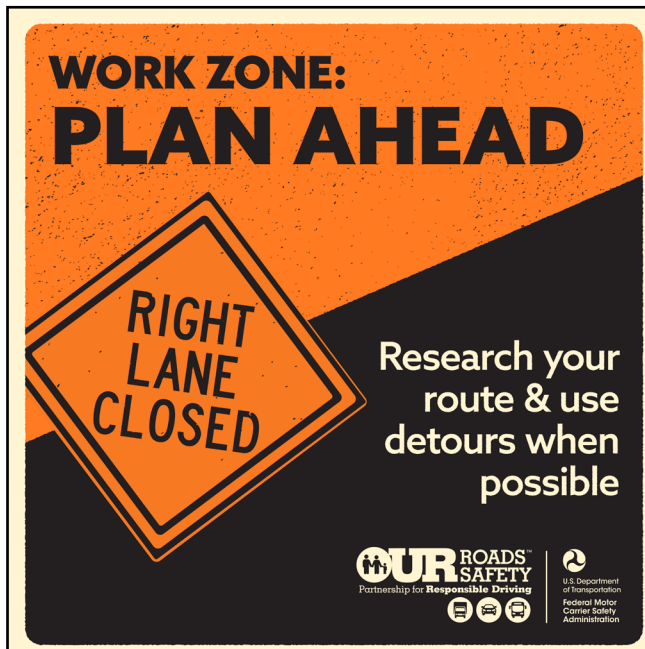
1 Download graphics.

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

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

- As you travel along Pennsylvania's busiest roadways, stay alert and watch for work zones. Look for signs and signals, reduce your speed, and carefully maneuver around other vehicles. **#WorkZoneSafety**
- Pennsylvania 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**
- Pennsylvania has many 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**
- Pennsylvania saw 6 work zone crashes involving a CMV in 2019, resulting in 6 fatalities. Prevent further crashes and deaths by slowing down, avoiding distractions and following all traffic laws. **#WorkZoneSafety**
- In 2019, 38% of work zone fatalities in Pennsylvania involved a CMV driver. In fact, from 2012 to 2017, Pennsylvania had 38 work zone fatalities involving a CMV, placing the state consistently in the top 10 for work zone fatalities.

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 Pennsylvania Department of Transportation](#) (PennDOT)
- [The National Work Zone Safety Clearinghouse](#) (Pennsylvania)

FMCSA Contact

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