



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

# Social Media Playbook



Enforcement  
and Education

2022 Content

# How to Use This Playbook

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This social media playbook is produced by the Federal Motor Carrier Safety Administration (FMCSA) and supports state and local traffic enforcement and education efforts. It includes specific content and assets—along with publishing instructions—that promote safe driving, particularly during any upcoming high-visibility traffic enforcement and education period in your state. 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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## **Enforcement and Education Summary**

Enforcement and education initiatives focus on changing bad driving behaviors. As part of these efforts, FMCSA provides resources to educate and reinforce safe driving behaviors for all drivers, particularly as related to large trucks and buses. The goal with these materials is to inform drivers—both CMV drivers and other motorists—of not only the upcoming enforcement period but also to provide better education on safe driving techniques to reduce traffic fatalities and crashes along our interstates.

## **Publishing Strategy**

While safe driving is always important, these messages are designed to run the days leading up to a high-visibility traffic enforcement and education period.

# Social Media Content

This section contains shareable social media content to help spread the word about an upcoming enforcement and education period. There are two different graphics that can be used with any message to help spread awareness. Provided on pages [8](#) - [13](#) are suggested posts that you can use or use as inspiration when sharing the graphics on your own social media channels.

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

## Content Organization

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

- ▶ *English*
  - *All drivers – Pg. [8](#)*
  - *CMV drivers – Pg. [9](#)*
- ▶ *Spanish*
  - *All drivers – Pg. [10](#)*
  - *CMV drivers – 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)



# Enforcement and Education Period Posts – English

## All Drivers

### STEP

#### 1 Download graphics.

Download one of the four 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

- This week we're working to eliminate traffic fatalities and reduce crashes along our interstates by increasing enforcement on the road. Help us by practicing these safe driving tips: <https://bit.ly/3hnxw1p>
- Driving too fast, following too closely, and being distracted behind the wheel can lead to crashes and fatalities. Help keep #OurRoads safe – see safe driving tips: <https://bit.ly/3hnxw1p>
- Truck drivers are essential to our nation's growing economy. Let's keep them and all motorists safe on #OurRoads. Particularly during the enforcement period this week, practice these safety tips: <https://bit.ly/3hnxw1p>
- Safety on #OurRoads is important, especially for the truck drivers delivering resources to millions of Americans. Let's share the road safely, together, this period when extra enforcement will be out. View safe driving tips: <https://bit.ly/3hnxw1p>



# Enforcement and Education Period Posts – English (continued)

## CMV Drivers

### STEP

#### 1 Download graphics.

Download one of the four 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

- This week, we're working to reduce CMV crashes and fatalities by increasing enforcement on the road. During this period—and always—be alert and drive safely! For more safety tips for truck and bus drivers, click here: <https://bit.ly/3vqzCpx>
- We are working to eliminate traffic fatalities and crashes across our interstate. Help us by practicing these safe driving tips: <https://bit.ly/3vqzCpx>
- Distracted and reckless driving can be fatal. This week there will be additional enforcement on the roads to help prevent crashes and fatalities. Keep yourself and others on #OurRoads safe by practicing these tips on safe driving: <https://bit.ly/3vqzCpx>
- We're working across the country this week to eliminate traffic fatalities and reduce crashes along our interstates by increasing enforcement on the road. Help us by practicing these safe driving tips: <https://bit.ly/3vqzCpx>
- We need your help to reduce CMV crashes and traffic fatalities! Keep your seatbelt fastened, stay within the speed limit, and don't drive distracted. Check out other tips for large truck and bus drivers: <https://bit.ly/3vqzCpx>

# Enforcement and Education Period Posts – Spanish

## All Drivers


### STEP

#### 1 Download graphics.

Download one of the four 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.

- Esta semana estamos trabajando para reducir las muertes y los choques con vehículos comerciales al aumentar el cumplimiento de la ley en la carretera. Durante este período, y siempre, ¡esté alerta y conduzca de manera segura! Para obtener más consejos sobre seguridad para conductores de camiones y autobuses, haga clic aquí: <https://bit.ly/3hnxw1p>

*Translation: This week we're working to eliminate traffic fatalities and reduce crashes along our interstates by increasing enforcement on the road. Help us by practicing these safe driving tips: <https://bit.ly/3hnxw1p>*

- Conducir demasiado rápido, seguir muy de cerca otro vehículo y distraerse al conducir puede provocar choques y muertes. Ayude a mantener la seguridad en #OurRoads; consulte los consejos sobre cómo conducir de manera segura: <https://bit.ly/3hnxw1p>

*Translation: Driving too fast, following too closely, and being distracted behind the wheel can lead to crashes and fatalities. Help keep #OurRoads safe – see safe driving tips: <https://bit.ly/3hnxw1p>*

- Los conductores de camiones son esenciales para la economía en crecimiento de nuestra nación. Mantengamos a los camioneros y a todos los conductores seguros en #OurRoads. Practique los siguientes consejos de seguridad, en especial durante esta semana donde habrá medidas de cumplimiento de la ley: <https://bit.ly/3hnxw1p>

*Translation: Truck drivers are essential to our nation's growing economy. Let's keep them and all motorists safe on #OurRoads. Particularly during the enforcement period this week, practice these safety tips: <https://bit.ly/3hnxw1p>*

# Enforcement and Education Period Posts – Spanish (continued)

## All Drivers

### STEP

#### 1 Download graphics.

Download one of the four 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.



- La seguridad en #OurRoads es importante, especialmente para los conductores de camiones que entregan productos a millones de estadounidenses. Juntos compartamos la carretera de manera segura, durante este período donde habrá más medidas para el cumplimiento de la ley. Vea consejos sobre cómo conducir de manera segura: <https://bit.ly/3hnxw1p>

*Translation: Safety on #OurRoads is important, especially for the truck drivers delivering resources to millions of Americans. Let's share the road safely, together, this period when extra enforcement will be out. View safe driving tips: <https://bit.ly/3hnxw1p>*

### Sizes Available:

 **Facebook/Instagram Posts**  
1200x1200

 **Twitter Posts**  
1200x675

# Enforcement and Education Period Posts – Spanish (continued)

## CMV Drivers


### STEP

#### 1 Download graphics.

Download one of the four 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.

- Esta semana estamos trabajando para reducir las muertes y los choques con vehículos comerciales al aumentar el cumplimiento de la ley en la carretera. Durante este período, y siempre, ¡esté alerta y conduzca de manera segura! Para obtener más consejos sobre seguridad para conductores de camiones y autobuses, haga clic aquí: <https://bit.ly/3vqzCpx>

*Translation: This week, we're working to reduce CMV crashes and fatalities by increasing enforcement on the road. During this period—and always—be alert and drive safely! For more safety tips for truck and bus drivers, click here: <https://bit.ly/3vqzCpx>*

- Estamos trabajando para eliminar las muertes por accidentes de tránsito y los choques en nuestras carreteras interestatales. Ayúdenos practicando estos consejos sobre cómo conducir de manera segura: <https://bit.ly/3vqzCpx>

*Translation: We are working to eliminate traffic fatalities and crashes across our interstate. Help us by practicing these safe driving tips: <https://bit.ly/3vqzCpx>*

- Conducir distraído o de manera agresiva puede ser fatal. Esta semana habrá más medidas de cumplimiento de la ley en las carreteras para ayudar a evitar los choques y las muertes. Mantenga su seguridad y la de los demás en #OurRoads practicando estos consejos sobre cómo conducir de manera segura: <https://bit.ly/3vqzCpx>

*Translation: Distracted and reckless driving can be fatal. This week there will be additional enforcement on the roads to help prevent crashes and fatalities. Keep yourself and others on #OurRoads safe by practicing these tips on safe driving: <https://bit.ly/3vqzCpx>*

# Enforcement and Education Period Posts – Spanish (continued)

## CMV Drivers

### STEP

#### 1 Download graphics.

Download one of the four 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.

- Esta semana estamos trabajando en todo el país para eliminar las muertes por accidentes de tránsito y reducir los choques en nuestras carreteras interestatales al aumentar el cumplimiento de la ley en la carretera. Ayúdenos practicando estos consejos sobre cómo conducir de manera segura: <https://bit.ly/3vqzCpx>

*Translation: We're working across the country this week to eliminate traffic fatalities and reduce crashes along our interstates by increasing enforcement on the road. Help us by practicing these safe driving tips: <https://bit.ly/3vqzCpx>*

- ¡Necesitamos su ayuda para reducir los choques y las muertes por accidentes de tránsito con vehículos comerciales! Use el cinturón de seguridad, permanezca dentro del límite de velocidad y evite las distracciones. Consulte otros consejos para conductores de camiones y autobuses: <https://bit.ly/3vqzCpx>

*Translation: We need your help to reduce CMV crashes and traffic fatalities! Keep your seatbelt fastened, stay within the speed limit, and don't drive distracted. Check out other tips for large truck and bus drivers: <https://bit.ly/3vqzCpx>*

# FMCSA Contact

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If you have questions about the enforcement and education initiative, please contact Kirsten Radewagen, [kirsten.radewagen@dot.gov](mailto:kirsten.radewagen@dot.gov).