

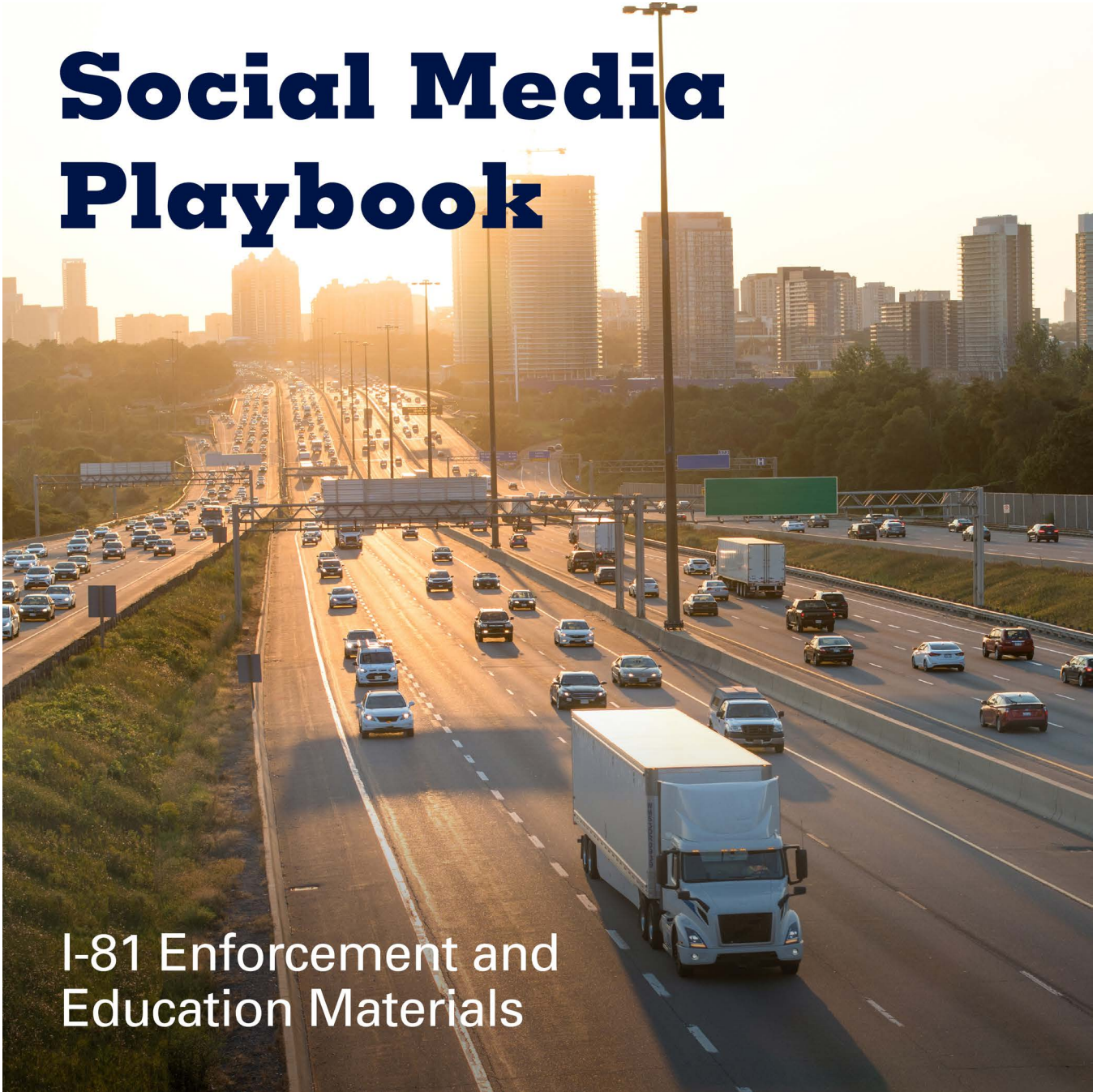


U.S. Department of Transportation

Federal Motor Carrier Safety Administration

Social Media Playbook

**I-81 Enforcement and
Education Materials**



How to Use This Playbook

This social media playbook supports I-81 enforcement and 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, particularly during upcoming enforcement and education periods along the I-81 corridor in New York, Pennsylvania, Maryland, Virginia, and West Virginia. 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

I-81 Summary

The I-81 effort is a multi-state, high visibility traffic enforcement and education campaign that focuses on changing unsafe driving behaviors during the 100 days of summer along the I-81 corridor in New York, Pennsylvania, Maryland, Virginia, West Virginia, and Tennessee. Aligning with FMCSA's mission, the ultimate goal of the campaign is to reduce crashes and fatalities involving large trucks and buses by increasing enforcement and educational opportunities along I-81 during the designated enforcement periods.

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 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

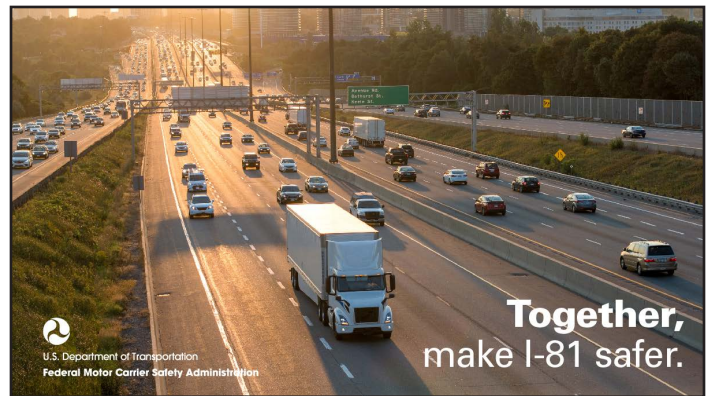
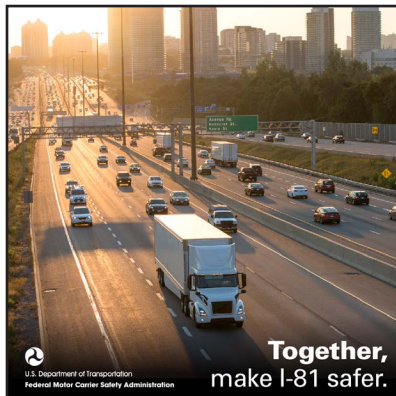
While safe driving is always important, these I-81 messages are designed to run the days leading up to the enforcement and educational periods.



Social Media Content

This section contains shareable social media content to help spread the word about I-81 passenger vehicle and CMV driver safety. Provided on pages [8-12](#) 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, 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

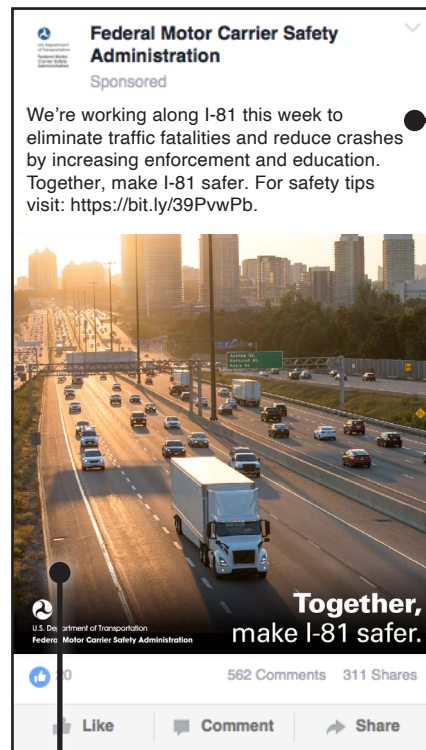
The social media content is organized into sections based on language.

- ▶ *English – Pg. [8](#)*
- ▶ *Spanish – 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](#).

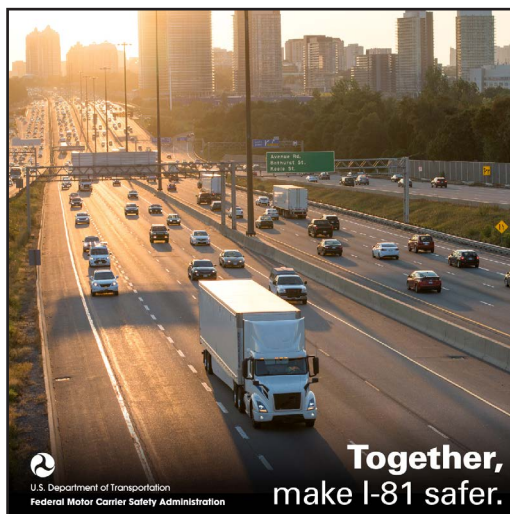
2 Suggested copy from this playbook.

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 for download [here](#).

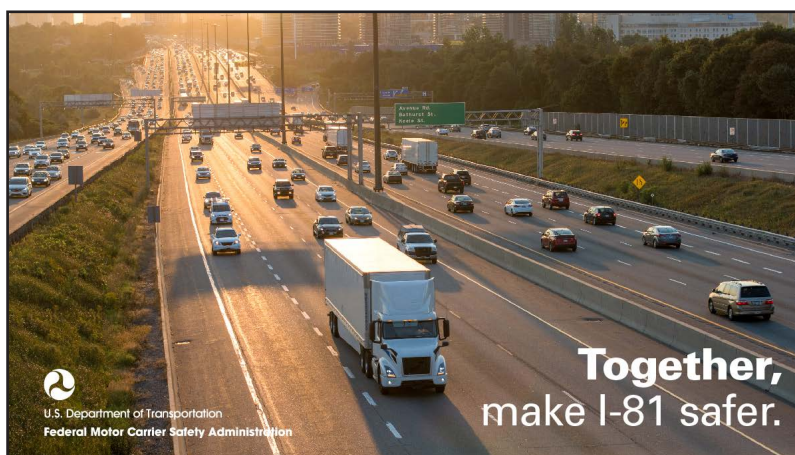
Facebook/Instagram Posts

1200x1200 (square)



Twitter Posts

1200x675 (rectangle)



Enforcement and Education Period Posts – English

STEP

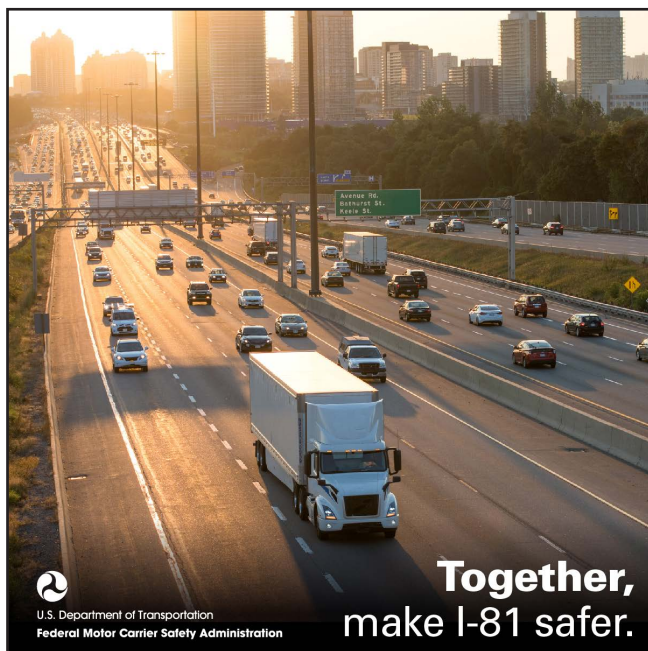
1 Download graphics.

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

- [State] joins neighboring states in providing extra enforcement along I-81. This week—and always—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/39PvwPb>.
- Driving too fast, following too close, and being distracted behind the wheel can lead to fatalities. Together, let's make I-81 safer. This week, [state] is providing extra enforcement and education opportunities along I-81. See safe driving tips: <https://bit.ly/39PvwPb>.
- We're working along I-81 this week to eliminate traffic fatalities and reduce crashes by increasing enforcement and education efforts. Together, make I-81 safer. For safety tips visit: <https://bit.ly/39PvwPb>.
- Truck drivers are essential to our nation's growing economy. Let's keep them and all motorists safe on I-81. During the enforcement and education period this week—and always—practice these safety tips: <https://bit.ly/39PvwPb>.

Enforcement and Education Period Posts – English (continued)

STEP

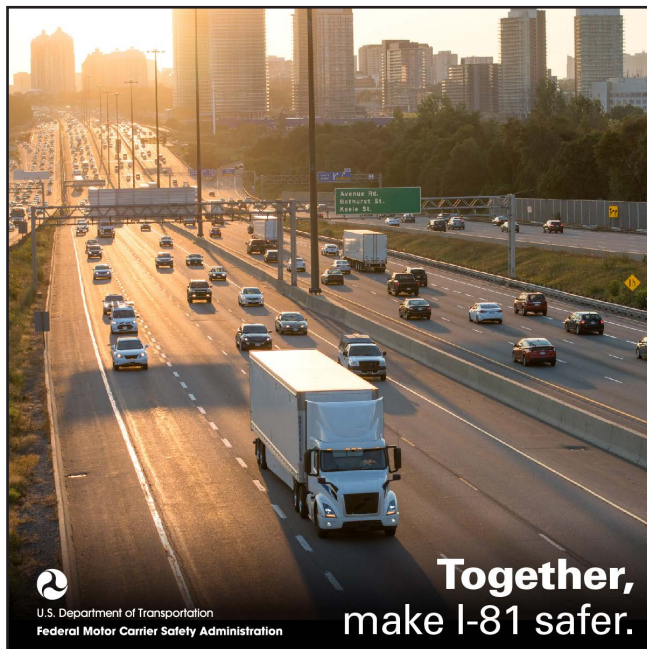
1 Download graphics.

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.



- We're working along I-81 this week to help reduce traffic fatalities and crashes by increasing enforcement on the road and helping educate all motorists about safe driving. Join us and together, make I-81 safer. Practice these safe driving tips: <https://bit.ly/39PvwPb>.
- Remaining focused while driving is vital, especially when you're operating a large CMV. We are partnering with several other states to raise awareness about safe driving along I-81. For safety tips, visit: <https://bit.ly/39PvwPb>.
- [State] joins other states along the I-81 corridor to raise safe driving awareness through increased enforcement and education opportunities along I-81. Together, let's make I-81 safer by practicing these safety tips: <https://bit.ly/39PvwPb>.

Sizes Available:

 **Facebook/Instagram Posts**

1200x1200

 **Twitter Posts**

1200x675

Enforcement and Education Period Posts – Spanish

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

- [Estado] se une a los estados vecinos para reforzar el cumplimiento a lo largo de la I-81. Esta semana, y en todo momento, abróchese el cinturón, respete los límites de velocidad y manténgase atento. Vea otros consejos para conductores de camiones y autobuses: <https://bit.ly/39PvwPb>.
- Conducir distraído, demasiado rápido, o sin guardar distancia, puede provocar muertes. Juntos, hagamos que la I-81 sea más segura. Esta semana, [estado] está reforzando el cumplimiento y proporcionando más oportunidades de educación a lo largo de la I-81. Consulte los consejos de conducción segura: <https://bit.ly/39PvwPb>.
- Esta semana, estamos trabajando a lo largo de la I-81 para eliminar las muertes de tráfico y reducir los choques reforzando el cumplimiento y la educación. Juntos, hagamos que la I-81 sea más segura. Para obtener consejos de seguridad, visite: <https://bit.ly/39PvwPb>.
- Los conductores de camiones son esenciales para la creciente economía de nuestra nación. Vamos a mantenerlos a ellos y a todos los conductores seguros en la I-81. Durante el período de cumplimiento y educación de esta semana (y en todo momento) ponga en práctica estos consejos de seguridad: <https://bit.ly/39PvwPb>.



Enforcement and Education Period Posts – Spanish (continued)

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

- Esta semana, trabajaremos en educar a los conductores y reforzaremos las actividades de cumplimiento para ayudar a reducir las muertes y los choques a lo largo de la I-81. Únase a nosotros y, juntos, hagamos que la I-81 sea más segura. Practique estos consejos de conducción segura: <https://bit.ly/39PvwPb>.
- Mantener la atención en la carretera es vital, especialmente cuando se opera un camión o un vehículo pesado. Estaremos trabajando en asociación con otros estados para concienciar sobre la conducción segura a lo largo de la I-81. Para obtener consejos de seguridad, visite: <https://bit.ly/39PvwPb>.
- [Estado] se une a otros estados para educar a los conductores y reforzar las actividades de cumplimiento a lo largo de la I-81. Juntos, hagamos que la I-81 sea más segura practicando estos consejos de seguridad: <https://bit.ly/39PvwPb>.

FMCSA Contact

If you have questions about the I-81 enforcement and education initiative, please contact Kirsten Radewagen, kirsten.radewagen@dot.gov.

