



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

Social Media Playbook



SafeDRIVE
Enforcement
and Education

How to Use This Playbook

This social media playbook supports SafeDRIVE 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 across major U.S. highways. 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

SafeDRIVE Summary

Distracted Reckless Impaired Visibility Enforcement (SafeDRIVE) is FMCSA's multi-state, high visibility traffic enforcement and education campaign that focuses on changing bad driver behavior. FMCSA activates SafeDRIVE enforcement and education periods quarterly in partnership with local law enforcement and Federal and State agencies. During these periods, the multi-jurisdictional partnership creates high visibility traffic enforcement presence along high CMV travel/crash areas.

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 SafeDRIVE messages are designed to run the days leading up to any enforcement and educational period.

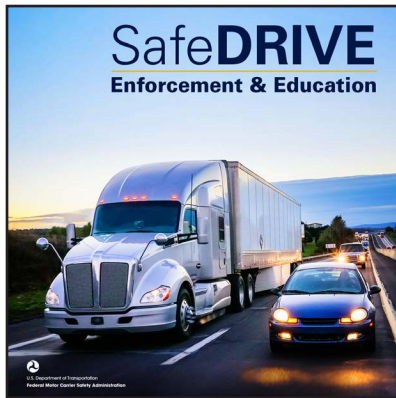
Below are relevant hashtags to use when posting about SafeDRIVE enforcement and education efforts.

#SafeDRIVE is a relevant hashtag to use when posting about this period.

Social Media Content

This section contains shareable social media content to help spread the word about the upcoming SafeDRIVE enforcement period. There are two different graphics that can be used with any message to help spread awareness of the SafeDRIVE enforcement period. Provided on pages [8-11](#) 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.

- ▶ *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](#).

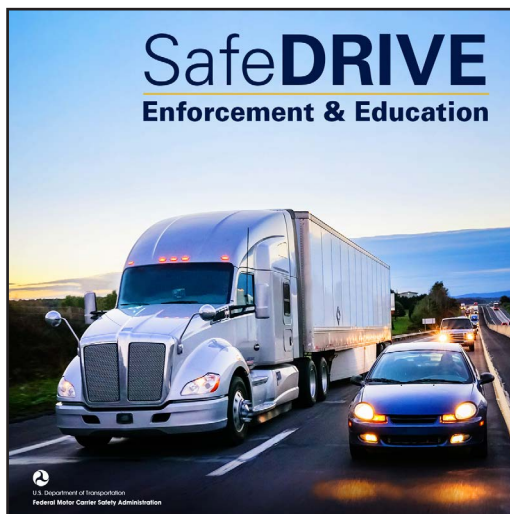
2


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 on FMCSA's [Our Roads, Our Safety website](#).

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



 **Twitter Posts**
1200x675 (rectangle)

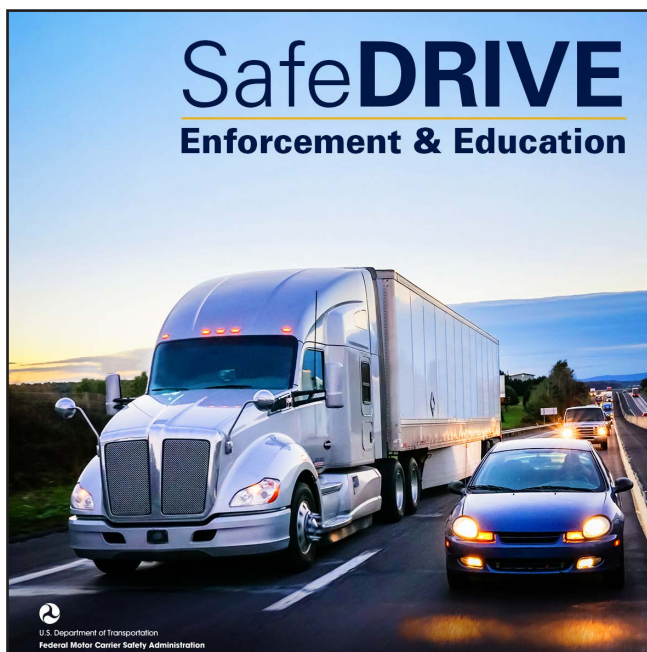


Enforcement and Education Period Posts – English

STEP

1 Download graphics.

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



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.

- We're joining several other states for #SafeDRIVE: Distracted Reckless Impaired Visibility Enforcement. 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/39PvwPb>
- We're working across the country this week to eliminate traffic fatalities and reduce crashes along our interstates by increasing enforcement on the road. Join us in #SafeDRIVE and practice these safe driving tips: <https://bit.ly/39PvwPb>
- This week, we're working with other states to increase enforcement on our roads and ultimately reduce CMV crashes and fatalities. During the #SafeDRIVE enforcement and education period—and always—be alert and drive safe! For more safety tips for truck and bus drivers, click here: <https://bit.ly/39PvwPb>
- Driving too fast, following too close, and being distracted behind the wheel can lead to crashes or worse-fatalities. Help keep #OurRoads safe, particularly during #SafeDRIVE when more enforcement is out. See safe driving tips: <https://bit.ly/39PvwPb>
- We're working across the country this week to eliminate traffic fatalities and reduce crashes along our interstates by increasing enforcement on the road. Join us in #SafeDRIVE and practice these safe driving 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.



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.

- We are working across the country this week to eliminate traffic fatalities and crashes through #SafeDRIVE: Distracted Reckless Impaired Visibility Enforcement. Join us by practicing these safe driving tips: <https://bit.ly/39PvwPb>
- Remaining focused while driving is vital, especially when you are a commercial driver. We are partnering with several other states for #SafeDRIVE: Distracted Reckless Impaired Visibility Enforcement. For safe driving tips, visit: <https://bit.ly/39PvwPb>
- Distracted and reckless driving can be fatal. Keep yourself and others on #OurRoads safe by practicing safe driving behaviors. And particularly during the #SafeDRIVE enforcement and education period this week, follow tips: <https://bit.ly/39PvwPb>
- Truck drivers are essential to our nation's growing economy. Let's keep them and all motorists safe on #OurRoads. Particularly during the #SafeDRIVE enforcement period this week, practice these safety tips: <https://bit.ly/39PvwPb>
- Safety on #OurRoads is important, especially for the truck drivers delivering resources to millions of Americans. Let's share the road safely, together, this #SafeDRIVE period when extra enforcement will be on #OurRoads. View safe driving tips: <https://bit.ly/39PvwPb>

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.



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.

- Nos unimos a otros estados para #SafeDRIVE: Acatamiento enfocado en infracciones de conducción. ¡Ayúdenos a reducir los choques y las muertes de tráfico por CMV! Abróchese el cinturón, respete el límite de velocidad y esté alerta. Vea más consejos para conductores: <https://bit.ly/39PvwPb>
- Estamos trabajando en todo el país esta semana para ayudar a reducir las muertes y los choques de tráfico en nuestras autopistas interestatales aumentando el acatamiento de medidas de seguridad en la carretera. Únase a nosotros en #SafeDRIVE y ponga en práctica estos consejos de conducción segura: <https://bit.ly/39PvwPb>
- Esta semana, colaboramos con otros estados para aumentar el acatamiento de normas de tránsito en nuestras vías, y reducir los choques y las muertes por CMV. Durante el período de #SafeDRIVE (y en todo momento) ¡esté alerta y conduzca seguro! Acceda más consejos para conductores de camiones y autobuses, en: <https://bit.ly/39PvwPb>
- Conducir distraído, demasiado rápido, o sin guardar distancia puede provocar choques y muertes. Aporte a la seguridad de #OurRoads, como parte de #SafeDRIVE, habrá mayor énfasis en las infracciones de conducción. Acceda los consejos de conducción, aquí: <https://bit.ly/39PvwPb>
- Estamos trabajando en todo el país esta semana para eliminar las muertes de tráfico y reducir los choques en nuestras autopistas interestatales aumentando el acatamiento de medidas de seguridad en la carretera. Únase a nosotros en #SafeDRIVE y ponga en práctica estos consejos de conducción segura: <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.



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.

- Estamos trabajando en todo el país para eliminar las muertes y los choques en nuestra autopista interestatal. Durante #SafeDRIVE habrá más énfasis en las infracciones de tránsito, como exceso de velocidad y distracción. Ponga en práctica estos consejos de conducción segura: <https://bit.ly/39PvwPb>
- Mantenerse atento mientras conduce es vital, especialmente cuando usted es un conductor comercial. Nos asociamos con varios estados para #SafeDRIVE: Acatamiento enfocado en infracciones del conductor. Para obtener consejos de conducción segura, visite: <https://bit.ly/39PvwPb>
- Conducir distraído o de manera agresiva puede ser mortal. Manténgase a salvo y mantenga a salvo a los demás en #OurRoads practicando comportamientos de conducción segura. El acatamiento y la educación de #SafeDRIVE es esta semana, así que siga estos consejos de seguridad: <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 #OurRoads. Durante el periodo de acatamiento de #SafeDRIVE de esta semana (y en todo momento) ponga en práctica estos consejos de seguridad: <https://bit.ly/39PvwPb>
- La seguridad en #OurRoads es importante, especialmente para los conductores de camiones que hacen entregas de recursos a millones de estadounidenses. Durante el periodo de #SafeDRIVE habrá acatamiento adicional en #OurRoads. Compartamos las vías de forma segura. Vea consejos de conducción segura: <https://bit.ly/39PvwPb>



FMCSA Contact

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