



Y I Buckle Up Social Media Playbook

How to Use This Playbook

This social media playbook supports the *Y I Buckle Up* campaign, a seat belt awareness initiative led by the Federal Motor Carrier Safety Administration (FMCSA). This campaign is part of FMCSA's *Our Roads, Our Safety* public education program. The playbook includes specific content, and assets, and publishing instructions that encourage large truck and bus drivers always to wear their seat belts. 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

Our Roads, Our Safety Summary

Our Roads, Our Safety is a national safety campaign led by FMCSA to raise awareness about sharing the road safely with all road users, especially large trucks and buses. The *Our Roads, Our Safety* campaign supports FMCSA's mission of preventing crashes, injuries, and fatalities involving large trucks and buses. As part of this effort, FMCSA partners with other organizations to educate all drivers, bicyclists, and pedestrians on the importance of sharing the road.

Y I Buckle Up Summary

As part of these efforts, FMCSA provides resources to educate on safe driving behaviors, such as buckling up. For example, the *Y I Buckle Up* campaign reinforces the critical safety need always to wear your seat belt when you drive or ride.

Publishing Strategy

Communicating the importance of buckling up to CMV drivers can flow into your content strategy at any point in the year. We also recommend utilizing this content when large truck and bus safety is top-of-mind, such as National Truck Driver Appreciation Week (September) or National Seat Belt Day (November).

When publishing this content, we encourage you to use **#YIBuckleUp** and **#OurRoads** with your posts to help engage in the larger *Our Roads, Our Safety* conversation.

Social Media Content

This section contains shareable social media content to help spread the word about the importance of always buckling up. In addition, three different graphics can be used with a variety of post copy to help spread the message. You are provided suggested posts on pages [7-9](#) to be used as-is, or as inspiration when sharing the graphics on your own social media channels.

Below is a sample social media graphic that can be used across platforms.



The following pages provide additional graphics and post examples in various sizes for the campaign. Be sure to consider which social media platform allows you to reach the CMV community best when choosing graphics and posting content. Also, consider that most people use mobile phones when checking their social media accounts. Therefore, the graphics in this playbook are optimized for mobile platforms.

Please note that all social media graphics are sized 1080x1080 and can be used on Facebook, Instagram, and Twitter.

Content Organization

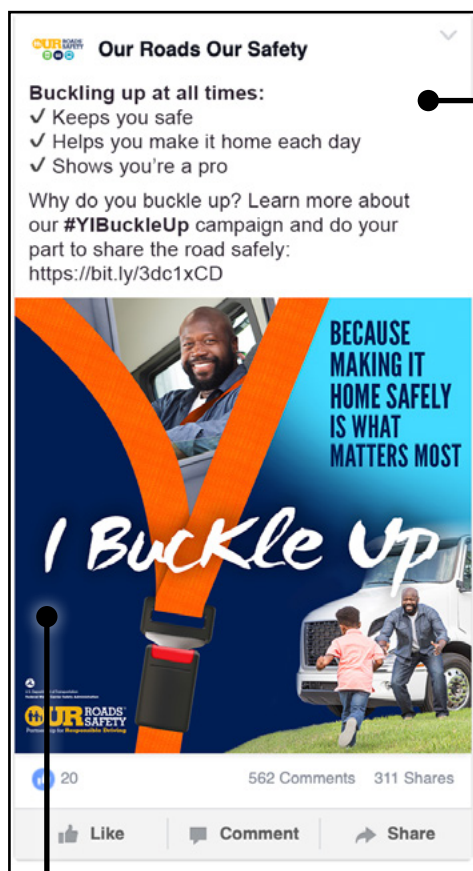
The social media content is organized into sections by theme. While messages can be used interchangeably with any of the graphics, *Y I Buckle Up* focuses on three specific reasons CMV drivers should buckle up:

- ▶ *Family – Pg. [7](#)*
- ▶ *Professionalism – Pg. [8](#)*
- ▶ *Individual Safety – Pg. [9](#)*

Post Examples

Here is an example of how posts should look when published.

Facebook



2 Suggested copy from this playbook.

1 Download the graphic from FMCSA's CMV Seat Belt toolkit.

Family

STEP

1 Download graphic.

Download this social graphic at FMCSA's [CMV Seat Belt toolkit](#)

STEP

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

Copy/paste one of the suggested posts below.



- Wearing a seat belt behind the wheel of your CMV is the best way to make it home safely to your loved ones. Learn more about the importance of wearing your seat belt: <https://bit.ly/3dc1xCD> **#YIBuckleUp #OurRoads**
- Make it home to those who matter the most by wearing your seat belt. Learn more about the importance of buckling up: <https://bit.ly/3dc1xCD> **#YIBuckleUp #OurRoads**

Professionalism

STEP

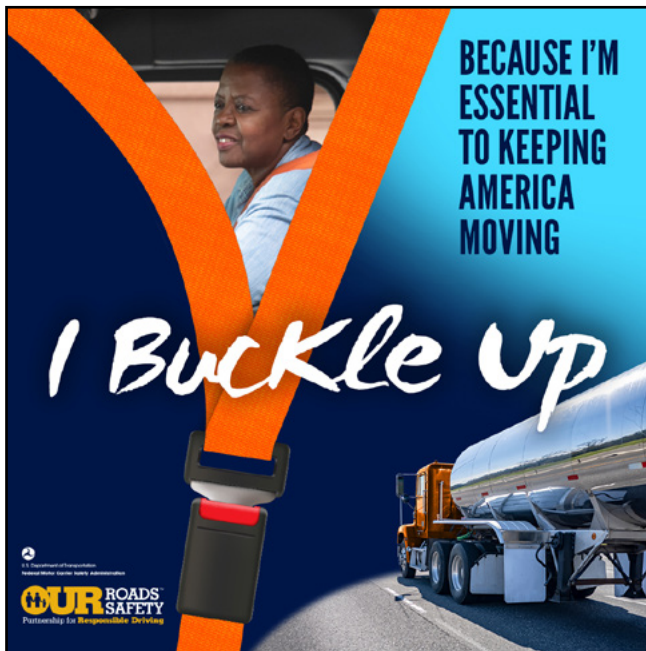
1 Download graphic.

Download this social graphic at FMCSA's [CMV Seat Belt toolkit](#)

STEP

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

Copy/paste one of the suggested posts below.



- Buckling up at all times:

- ✓ Keeps you safe
- ✓ Helps you make it home each day
- ✓ Shows you're a pro

Why do you buckle up? Learn more about our **#YIBuckleUp** campaign and do your part to share the road safely:

<https://bit.ly/3dc1xCD>

- You're proud to be a CMV driver. To maintain your professionalism on **#OurRoads**, buckle up behind the wheel. Learn more about **#YIBuckleUp**:

<https://bit.ly/3dc1xCD>

- You play a critical role in keeping America's supply chain moving. Stay safe and always buckle up. Learn more about **#YIBuckleUp**: <https://bit.ly/3dc1xCD> **#OurRoads**

Individual Safety

STEP

1 Download graphic.

Download this social graphic at FMCSA's [CMV Seat Belt toolkit](#)

STEP

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

Copy/paste one of the suggested posts below.



- Wearing a seat belt in your CMV keeps you safe and could save your life. Always buckle up. Learn more about **#YIBuckleUp**: <https://bit.ly/3dc1xCD> **#OurRoads**
- Safety is your top priority when behind the wheel of your CMV, and wearing your seat belt is a key part of staying safe. Always buckle up. Learn more about **#YIBuckleUp**: <https://bit.ly/3dc1xCD>

FMCSA Contact

If you have questions about the *Y I Buckle Up* campaign, please get in touch with Brian Ronk at brian.ronk@dot.gov.