

OUR PLAN
To Share The Road Safely



SAFETY FIRST

I will always focus on driving.

TRUCK DRIVER


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

OUR ROADS SAFETY
Partnership for **Responsible Driving**

www.ShareTheRoadSafely.gov

Our Roads, Our Safety Social Media Playbook: Distracted Driving

How to Use This Playbook

This social media playbook supports the *Our Roads, Our Safety* public education efforts led by the Federal Motor Carrier Safety Administration (FMCSA). It includes specific content and assets, along with publishing instructions, that address CMV drivers about not driving distracted. 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 the Federal Motor Carrier Safety Administration (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 reducing crashes, injuries, and fatalities involving large trucks and buses. As part of this effort, FMCSA partners with other organizations to educate all drivers, cyclists, and pedestrians on the importance of sharing the road.

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. This playbook contains messages and materials to encourage drivers to not drive distracted.

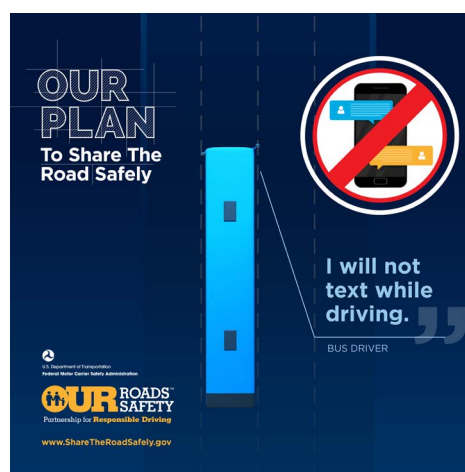
Publishing Strategy

Encouraging the public to not drive distracted can be flowed into your content strategy at any point in the year. We also recommend utilizing this content around times when more drivers are on the roads, such as summer, Labor Day, Thanksgiving, and winter holidays.

When publishing this content, we encourage you to use **#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 not driving distracted. On pages [7-10](#) there are downloadable graphics with accompanying suggested posts that you can use as-is, or use as inspiration, when sharing on your social media channels.



The following pages provide additional graphics and post examples 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 the type of distraction to avoid:

- ▶ *General* - Pg. [7](#)
- ▶ *Texting* - Pg. [8](#)
- ▶ *Eating* - Pg. [9](#)
- ▶ *GPS* - 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.

General

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.



- Distracted driving is dangerous. Stay focused on **#OurRoads** when behind the wheel.
- Any activity besides driving carefully can cause you to become distracted. This includes using your phone, eating, drinking, and interacting with your GPS. Stay focused on **#OurRoads**.
- It is critical to stay focused behind the wheel of your CMV to help keep yourself and others safe on **#OurRoads**. Don't drive distracted.

Texting

STEP

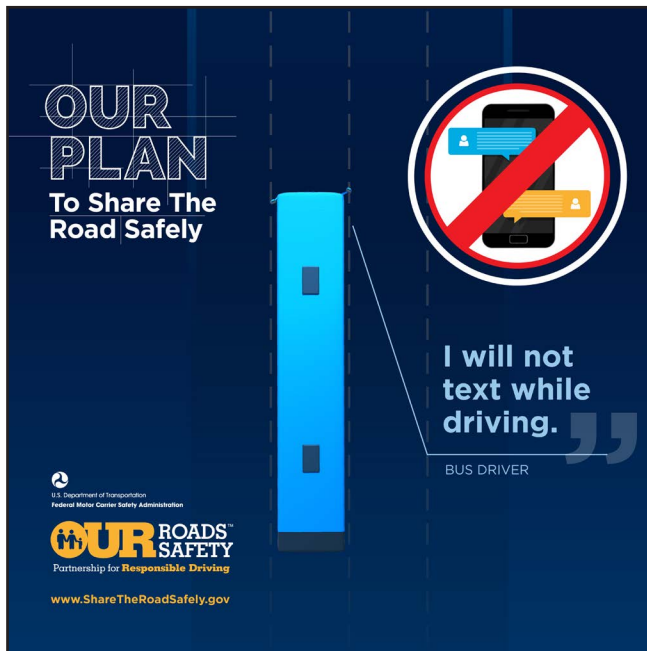
1 Download graphic.

Download this social graphic 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.



- Texting while driving takes your eyes off the road and puts your safety and others at risk. Don't drive distracted. **#OurRoads**
- Put your phone out of sight before you start driving to avoid distraction. Stay focused while behind the wheel. **#OurRoads**

Food

STEP

1 Download graphic.

Download this social graphic at FMCSA's [Our Roads, Our Safety](http://OurRoadsOurSafety.gov) website.

STEP

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

Copy/paste one of the suggested posts below.



- If you need to eat while on the road, pull over and take a break to do so. Eating and drinking can take your focus off the road. Don't drive distracted. **#OurRoads**
- Eating behind the wheel causes distraction and puts your safety and others at risk. Stay focused and don't drive distracted. **#OurRoads**

GPS

STEP

1 Download graphic.

Download this social graphic at FMCSA's [Our Roads, Our Safety](http://www.sharetheroadsafely.gov) website.

STEP

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

Copy/paste one of the suggested posts below.



- Set your GPS when you first get in your truck or bus to avoid unnecessary distractions while driving. Don't drive distracted. **#OurRoads**
- Pull over to adjust your GPS if you need to change your destination or route. Stay focused on the road. **#OurRoads**

FMCSA Contact

If you have questions about the *Our Roads, Our Safety* campaign, please contact Kirsten Radewagen, kirsten.radewagen@dot.gov.