



OUR PLAN

To Share The
Road Safely



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



www.ShareTheRoadSafely.gov

I will slow down on
curves and ramps.

TRUCK DRIVER

Our Roads, Our Safety Social Media Playbook: Speeding

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 encourage drivers to slow down and follow the speed limit. 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 large trucks and buses. This playbook contains messages and materials to encourage drivers to slow down and follow the speed limit.

Publishing Strategy

Encouraging the public to maintain safe speeds can be flowed into your content strategy at any point in the year. We also recommend utilizing this content around times we know 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 maintaining safe speeds. On pages [7-9](#) 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 different graphics available:

- ▶ *Obey Speed Limit* - Pg. [7](#)
- ▶ *Curves and Ramps* - Pg. [8](#)
- ▶ *Safe Speed* - Pg. [9](#)

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.

Obey Speed Limit

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.



- Maintaining a safe speed on **#OurRoads** helps keep everyone safe. Obey the speed limit behind the wheel of your truck or bus. **#SlowDown**
- Speed limits are set to keep everyone safe. Always maintain a safe speed on **#OurRoads** and follow the posted speed limits. **#SlowDown**

Curves and Ramps

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.



- Curves and ramps can be unsafe when driving too fast. Always slow down and approach them at a safe speed. Keep **#OurRoads** safe. **#SlowDown**
- For large trucks and buses, curves and ramps can present challenges. Stay safe by following the posted speed limit and slowing down when on **#OurRoads. #SlowDown**

Safe Speed

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.



- Following the speed limit and maintaining a safe speed helps you stay in control of your large truck or bus. **#SlowDown** on **#OurRoads**.
- Keep a safe following distance and speed while on **#OurRoads**. It helps everyone reach their destination safely. **#OurRoads**

FMCSA Contact

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