



BUCKLE UP

Social Media Playbook





HOW TO USE THIS PLAYBOOK

This social media playbook supports the ***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.



TABLE OF CONTENTS

Initiative Overview.....	4
◆ <i>Our Roads, Our Safety</i> ® Summary.....	4
◆ <i>Buckle Up</i> Summary.....	4
◆ Publishing Strategy.....	4
Social Media Content.....	5
◆ Content Organization.....	6
◆ Post Examples.....	6
◆ Family.....	6
◆ Professionalism.....	7
◆ Individual Safety.....	8
◆ Motorcoach Safety.....	9
◆ Short Haul Safety.....	10
FMCSA Contact.....	11



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.

Buckle Up Summary

As part of these efforts, FMCSA provides resources to educate on safe driving behaviors, such as buckling up. For example, the **Buckle Up** campaign reinforces the critical safety need to always 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 #BuckleUp 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, five different graphics can be used with a variety of messages to help spread the word. You are provided suggested posts on [page 6-10](#) to be used as-is, or as inspiration when sharing the graphics on your own social media channels.

Below are sample social media graphics 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 X.

Content Organization

The social media content is organized into sections by theme. While messages can be paired with any of the graphics, **Buckle Up** highlights key reasons CMV drivers should wear their seat belts, including creative assets specifically targeting motorcoach and short haul drivers.

- ◆ Family ([page 6](#))
- ◆ Professionalism ([page 7](#))
- ◆ Individual Safety ([page 8](#))
- ◆ Motorcoach ([page 9](#))
- ◆ Short Haul ([page 10](#))

Post Examples

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

Family

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

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



Suggested Copy

- ◆ 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://www.fmcsa.dot.gov/seatbelts> #BuckleUp #OurRoads
- ◆ Make it home to those who matter the most by wearing your seat belt. Learn more about the importance of buckling up: <https://www.fmcsa.dot.gov/seatbelts> #BuckleUp #OurRoads

Professionalism

1. Download this social graphic at FMCSA's [CMV Seat Belt toolkit](#)
2. Combine with the suggested copy below, or feel free to draft your own.



Suggested Copy

- ◆ You're proud to be a CMV driver. To maintain your professionalism on **#OurRoads**, buckle up behind the wheel. Learn more about **#BuckleUp**: <https://www.fmcsa.dot.gov/seatbelts>
- ◆ You play a critical role in keeping America's supply chain moving. Stay safe and always buckle up. Learn more about **#BuckleUp**: <https://www.fmcsa.dot.gov/seatbelts> **#OurRoads**

Individual Safety

1. Download this social graphic at FMCSA's [CMV Seat Belt toolkit](#)
2. Combine with the suggested copy below, or feel free to draft your own.



Suggested Copy

- ◆ Wearing a seat belt in your CMV keeps you safe and could save your life. Always **#BuckleUp**. Learn more: <https://www.fmcsa.dot.gov/seatbelts> **#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 **#BuckleUp**. Learn more: <https://www.fmcsa.dot.gov/seatbelts> **#OurRoads**

Motorcoach Safety

1. Download this social graphic at FMCSA's [CMV Seat Belt toolkit](#)
2. Combine with the suggested copy below, or feel free to draft your own.



Suggested Copy

- ◆ Your passengers count on you, and so does your family. **#BuckleUp** and make it home safely every day. Learn more: <https://www.fmcsa.dot.gov/seatbelts> **#OurRoads**
- ◆ Set the standard as a driver who prioritizes safety and show passengers the responsible way to operate. Learn more about **#BuckleUp**: <https://www.fmcsa.dot.gov/seatbelts> **#OurRoads**
- ◆ Your passengers rely on you, but your safety comes first. **#BuckleUp** and stay protected on every trip. Learn more: <https://www.fmcsa.dot.gov/seatbelts> **#OurRoads**

Short Haul Safety

1. Download this social graphic at FMCSA's [CMV Seat Belt toolkit](#)
2. Combine with the suggested copy below, or feel free to draft your own.



Suggested Copy

- ◆ Every stop is an opportunity to prioritize your safety and get home to your loved ones. Learn more about **#BuckleUp**: <https://www.fmcsa.dot.gov/seatbelts> **#OurRoads**
- ◆ Frequent stops aren't an excuse. They're the reason it's so important to **#BuckleUp**. Learn more: <https://www.fmcsa.dot.gov/seatbelts> **#OurRoads**
- ◆ Making frequent stops doesn't change the fact that buckling up is a quick, simple action that can save your life. Learn more about **#BuckleUp**: <https://www.fmcsa.dot.gov/seatbelts> **#OurRoads**



FMCSA CONTACT

If you have questions about the ***Buckle Up*** campaign, please reach out to the Office of Outreach and Education at fmcsa.outreach@dot.gov.