

**Metropolitan Washington Council of Governments**

**Spring 2014 *Street Smart* Campaign**

**April – May 2014**

**DIGITAL TOOLKIT**

These digital assets have been optimized for sharing on various platforms: Facebook, Twitter, websites, blogs, etc. Please note that the thumbnails in this document are not to scale, and you should use the images in the accompanying zipped folder. Find more resources at <http://bestreetsmart.net/resources.php>

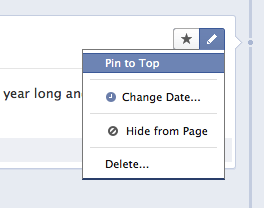
**FACEBOOK**

**Facebook Cover Image**

We recommend using a branded cover image to showcase the campaign with high-level support. We have two cover images to choose from:





**Facebook Timeline Images**

We have four Facebook timeline images. Images are optimized to show up in Timeline and News Feed (both desktop and mobile). Once the photos are uploaded, we recommend “pinning” it to the top of the page so it’s the first post that visitors see. Clicking “Pin to Top” will display the video prominently at the top of the Timeline for seven days.

Please use the corresponding captions with the each image.



Caption: *The penalties for jaywalking vary. Use crosswalks. Wait for the walk signal.*



Caption: *Pedestrians don’t come with airbags. Yield to pedestrians when turning.*



Caption: *Chase a bus and you might catch a car. Don’t run for the bus.*



Caption: *Kids don’t come with turn signals. Slow down and watch for pedestrians.*

**TWITTER**

We recommend using the Facebook images on Twitter, too. These tweets are evergreen and can be posted at any time. We recommend posting one to three times per week. If you’re on Twitter, please follow us, and we will follow you back! <https://twitter.com/COGStreetSmart>

**Campaign Tweets**

*People don’t come with airbags. If you’re behind the wheel, slow down and watch for pedestrians.*[*http://bit.ly/BeStreetSmart*](http://bit.ly/BeStreetSmart)

*Head’s up! Area police are enforcing traffic safety laws to keep people walking and biking safe. #bestreetsmart*

*Kids don’t come with turn signals. If you're driving, slow down and watch for pedestrians. #bestreetsmart {insert image}*

*Chase a bus and you might catch a car. Don’t run for the bus. #bestreetsmart {insert image}*

*Drivers, look before you turn. Is the crosswalk clear? Yield to walkers and bicyclists, especially when turning.*

*#bestreetsmart*

*You can’t fix a pedestrian at a body shop. Slow down and watch for pedestrians.* [*http://bit.ly/BeStreetSmart*](http://bit.ly/BeStreetSmart)

*Give people biking room to ride! Drivers, please allow at least 3 feet when passing bicyclists on the road. #BeStreetSmart*

Be headstrong! If you are biking, avoid a head injury by wearing a helmet. #BeStreetSmart

**Email Copy** *(you can include any of the campaign images in the toolkit)*

Peopledon’t come with airbags. *Street Smart* is launching a spring safety campaign to remind area drivers, pedestrians, and bicyclists to pay attention and obey traffic safety laws. To make sure they do, area police will be stepping up enforcement and will ticket and fine violators – whether on foot, a bike, or behind the wheel. Street Smart reminds everyone to share the road and look out for each other.

* If you’re driving, watch for people in crosswalks and stop for walkers and cyclists.
* If you’re biking, ride in the direction of traffic and stop at red lights.
* And if you’re walking, cross in the crosswalk and wait for the "walk" signal.

Learn more about the campaign at [*http://bit.ly/BeStreetSmart*](http://bit.ly/BeStreetSmart).**WEB BANNERS**

We have standard size web banners to share on your organization’s website or blog. Please link web banners to: [*http://bit.ly/BeStreetSmart*](http://bit.ly/BeStreetSmart) so we can track the clicks.



