

**Metropolitan Washington Council of Governments**

**Fall 2016 *Street Smart* Campaign**

**DIGITAL TOOLKIT**

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

**TWITTER**

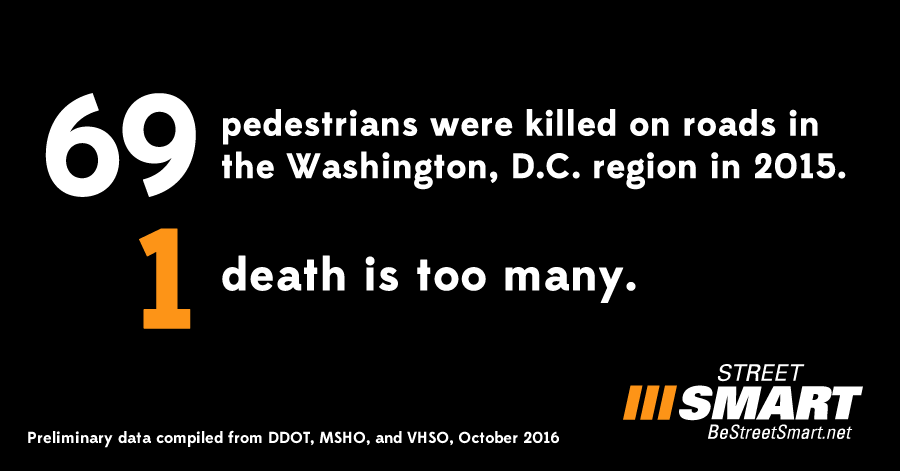
We recommend posting one to three times per week. You can also use any of the campaign images on Twitter, too. If you’re on Twitter, please follow us, and we will follow you back! <https://twitter.com/COGStreetSmart>

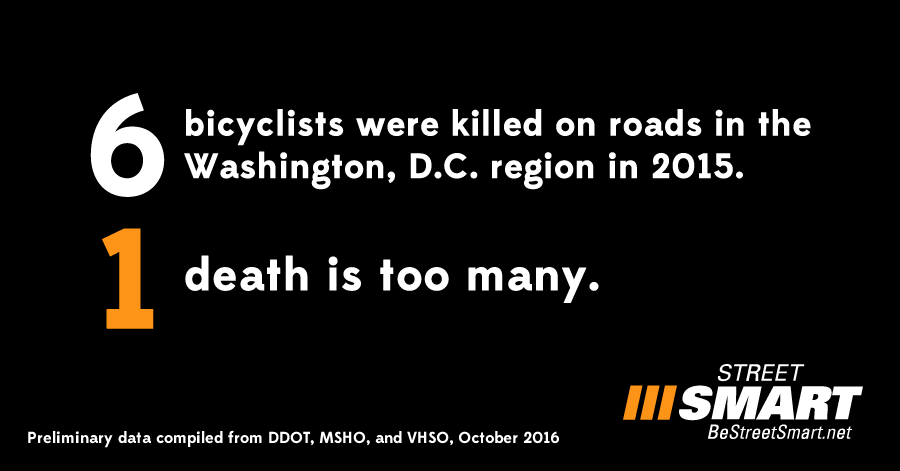
**Infographics**

These images contain preliminary regional data from 2015 and national statistics from NHTSA. Consider posting on Twitter with the hashtag #BeStreetSmart

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**Campaign Tweets**

With the time change and shorter daylight hours, drivers should pay extra attention to watch for people walking and biking. #BeStreetSmart

Did you know that 72% of pedestrian fatalities happen during nighttime hours? Be safe. Be seen! <http://BeStreetSmart.net>

Safety tip: wear something bright or reflective when walking or biking at night. #BeStreetSmart

Here’s a bright idea to help keep bicyclists safe: when biking after dark, use lights. Be safe. Be seen. #BeStreetSmart

If you run over somebody it’s usually because… <http://youtu.be/i-46bBlHYnk> #BeStreetSmart

Always be alert. Pedestrians don’t come with airbags. See the video: <http://youtu.be/i-46bBlHYnk> #BeStreetSmart

Walking? Cross wisely. Use the crosswalk and wait for the walk signal. #BeStreetSmart

Heads up, look, and listen! Look out for others if you’re driving, walking, or biking. #BeStreetSmart

Safety tip: Look twice before you turn. Someone could be crossing the street. #BeStreetSmart

Safety tip: Before crossing, look left, right, and then left again. #BeStreetSmart

Safety tip: Make eye contact with drivers to be sure they see you before crossing the street. #BeStreetSmart

Speed kills. If you’re driving, slow down and watch for people walking and biking.

Walking? Be on the safe side. Use the crosswalk and wait for the walk signal. #BeStreetSmart

Stay focused and stay safe. Look out for others if you’re driving, walking, or biking. #BeStreetSmart

On a bike? Go with the flow. It’s safest to ride in the same direction as traffic. #BeStreetSmart

If another car is stopped at a crosswalk, you should stop, too. There may be someone crossing that you can't see. #BeStreetSmart

Heads up! Area police are cracking down on drivers, pedestrians & bicyclists who aren’t obeying traffic safety laws. #BeStreetSmart

Area police are enforcing traffic safety laws to keep people walking and biking safe. Learn more:

<http://bestreetsmart.net/laws.php>

**EMAIL****COPY** *(Consider attaching any of the campaign images in the toolkit!)*

Now that it’s dark earlier in the evening, it’s more important than ever for people to take care as they drive, walk, and bike. *Street Smart* is launching a fall 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 through November 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, look twice for people in crosswalks and stop for walkers and bicyclists.
* If you’re biking, ride in the direction of traffic and stop at red lights.
* When you’re walking, cross in the crosswalk and wait for the "walk" signal.

Always be alert. Pedestrians don’t come with airbags. See the video: [*http://youtu.be/i-46bBlHYnk*](http://youtu.be/i-46bBlHYnk)*.*

Learn more about the campaign at [www.BeStreetSmart.net](http://www.BeStreetSmart.net).

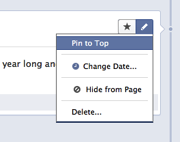
**SOCIAL MEDIA**

**Facebook Cover Images**

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 Posts**

We have multiple formats for social media images. We also have a video that can be shared on Facebook: <http://youtu.be/i-46bBlHYnk>.

Once a post is published, 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.

**Social Media Images**

We recommend using the square images on Instagram and the horizontal images for direct posting on Twitter and Facebook. The horizontal images meet Facebook’s requirements for promoted posts (<20% text) and have been specially designed to display well on every platform, including mobile Twitter feeds that sometimes scale and crop images.

*Please use the corresponding captions with the each image.*

Caption: Some mistakes you can’t take back. Look twice for people crossing.

Caption: You never know who you’ll run into. Yield to pedestrians when turning.

Caption: *Pedestrians don’t come with airbags. Slow down and watch for people walking.*

Caption: *Make eye contact, not body contact. Be sure drivers see you before crossing the street.*

Caption: *Don’t be caught dead wearing black. Wear something bright or reflective.*



Caption: *You can’t fix a pedestrian at a body shop. Slow down and watch for pedestrians.*

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

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Caption: Bicycles don’t come with bumpers. Give cyclists room to ride.

**WEB BANNERS**

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



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