

**Metropolitan Washington Council of Governments**

**Fall 2019 *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. You should use the images in the accompanying zipped folder. Find these images and other 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>

**Campaign Posts**

“The connection that we had—that takes a lifetime to find.” – Nicholas, Fiancé of Georgette who was killed while crossing the street. Speeding shatters lives. Slow down and watch for people walking.

<https://www.youtube.com/watch?v=2Mz3tX5BoRk> #BeStreetSmart

“My world completely changed. My life will never be like it was before the crash.” – Ren Werbin, crash survivor. Drivers, stop for people crossing.

<https://youtu.be/TaKOxuNSbLY> #BeStreetSmart

“Christina was walking to school. She was almost to the sidewalk when she was hit.” – Gwen, mother of Christina. Lives shatter on impact. Be alert.

<https://www.youtube.com/watch?v=ym3MLqBabzk> #BeStreetSmart

Did you know that 76% of pedestrian fatalities happen after dark? Be safe. Be seen! <http://BeStreetSmart.net>

Now that it’s dark earlier in the evening, drivers should pay extra attention to watch for people walking and biking. <http://bestreetsmart.net/drive/> #BeStreetSmart

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

Speeding shatters lives. Slow down and obey the speed limit. More tips at <http://bestreetsmart.net/drive/> #BeStreetSmart

#BeStreeSmart safety tip: Look twice before you turn. Someone could be crossing the street. More tips at <http://bestreetsmart.net/drive/>

#BeStreeSmart safety tip: wear something bright or reflective when walking or biking after dark.

#BeStreetSmart safety tip: Biking after dark? Use lights at night and when visibility is poor. More tips at <http://bestreetsmart.net/bike/>

#BeStreetSmart safety tip: Cross with caution. Look left, right, and then left again. More tips at <http://bestreetsmart.net/walk/>

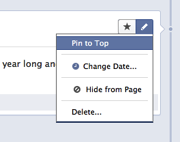
Walking? Be on the safe side. Use the crosswalk and wait for the walk signal. More tips at <http://bestreetsmart.net/walk/> #BeStreetSmart

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

Heads up! Area police are cracking down on drivers, pedestrians & bicyclists who aren’t obeying traffic safety laws. #BeStreetSmart <http://bestreetsmart.net/laws.php>

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

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



**SOCIAL MEDIA IMAGES**

We have multiple formats for social media images, both horizontal and vertical orientations. Once a post is published on Facebook or Twitter, we recommend “pinning” it to the top of the page or profile so it’s the first post that visitors see. Clicking “Pin to Top” will display the video prominently at the top of your page.

**Infographics**

Consider posting on Twitter with the hashtag #BeStreetSmart

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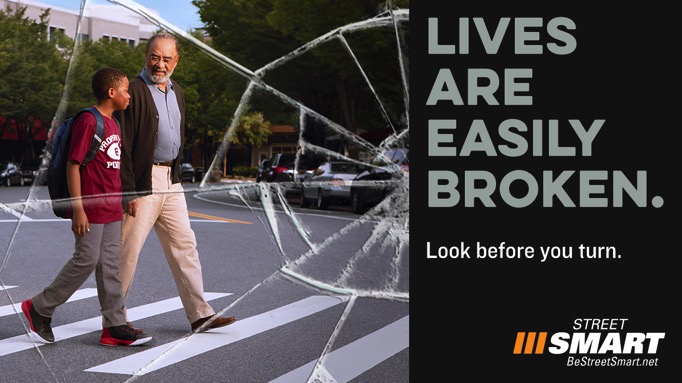
*Please use the corresponding captions with the each campaign image.*



Caption: Speed kills. Slow down. Stop for people in crosswalks. #BeStreetSmart



Caption: Drivers, give at least 3 feet when passing bikes. #BeStreetSmart



Caption: Life is fragile. Drivers, look before you turn and stop for people crossing. #BeStreetSmart



Caption: How you drive can shatter a life. Yield to pedestrians when turning. #BeStreetSmart



Caption: Life shatters on impact. Use the crosswalk. #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.

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**EYES UP GRAPHICS**

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**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 reminding people driving, walking and biking to pay attention and obey traffic safety laws.

Campaign partners unveiled new testimonial videos about the aftermath of pedestrian crashes as told by those affected firsthand. See the videos and more stories at <http://bestreetsmart.net/testimonials/>.

In conjunction with the campaign, area residents can expect increased enforcement of traffic safety laws that protect people walking and biking. Area police will be stepping up enforcement during the month of 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, use lights at night and when visibility is poor.
* When you’re walking, cross in the crosswalk and wait for the "walk" signal.

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