

**Metropolitan Washington Council of Governments**

**Fall 2015 *Street Smart* Campaign**

**DIGITAL TOOLKIT**

These digital assets have been optimized for sharing on various platforms: Facebook, Twitter, 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**

These tweets are evergreen and can be posted at any time. 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 Tweets**

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

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

Walking? Be on the safe side. 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

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

Pedestrians don’t come with airbags. Drivers – always stop for people in crosswalks. #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.
* And if 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 [*http://bit.ly/BeStreetSmart*](http://bit.ly/BeStreetSmart).

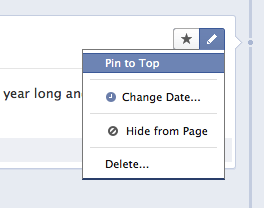
**FACEBOOK**

**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 Posts**

We have multiple Facebook timeline images. Images are optimized to show up in Timeline and News Feed (both desktop and mobile). 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.

Please use the corresponding captions with the each image.



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: *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.*

**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.



