

**Metropolitan Washington Council of Governments**

**Fall 2017 *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 Tweets**

Did you know that 74% 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. More tips at <http://bestreetsmart.net/bike/> #BeStreetSmart

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

Walking? Cross wisely. Look left, right, and then left again. More tips at <http://bestreetsmart.net/walk/> #BeStreetSmart

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

Now that it’s dark earlier in the evening, it’s important for drivers, pedestrians and cyclists to be alert #BeStreetSmart

With the time change and shorter daylight hours, drivers should pay extra attention to watch for people walking and biking. <http://bestreetsmart.net/drive/>

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

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

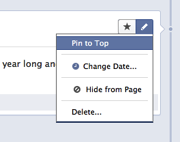
Stay focused and stay safe. Look out for others if you’re driving, walking, or biking. #BeStreetSmart

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>

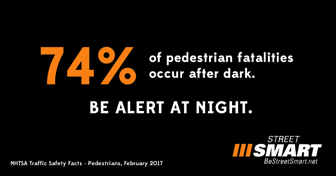


**SOCIAL MEDIA IMAGES**

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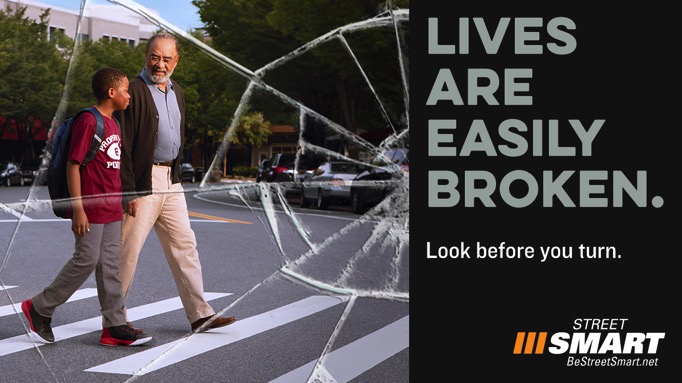
*Please use the corresponding captions with the each campaign image.*



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 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 December 3rd, 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).