

**Spring 2018 *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>.

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

As the weather warms up, more people will be out walking and biking. It’s critical for people to take care as they drive, walk, and bike. 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 through May 13th, 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, obey the speed limit and stop for people in the crosswalk.
* If you’re biking, obey signs and signals.
* 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).

**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**

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

Walking? Take the time to cross safely. Look left, right, and then left again. More tips at <http://bestreetsmart.net/walk/> #BeStreetSmart

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>

**EYES UP GRAPHICS**

Consider posting on Facebook, Instagram, or Twitter with the hashtag #BeStreetSmart.

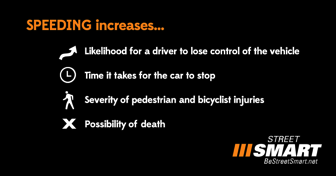
****   **

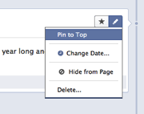
**INFOGRAPHICS**

Consider posting on Twitter with the hashtag #BeStreetSmart

** **



**SOCIAL MEDIA IMAGES**

We have multiple formats for social media images. 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.

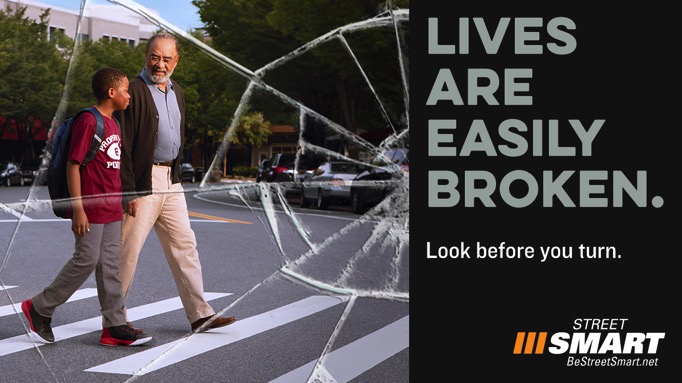
*Please use the corresponding captions with the each campaign image.*



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.

** ** 