

**Metropolitan Washington Council of Governments**

**Spring 2021 *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>

**Video 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

“My 4-month-old daughter was unharmed, but I wasn’t so lucky.” – Helen, crash survivor. Lives shatter on impact. Look before you turn. <https://youtu.be/bmGBc79S3XA> #BeStreetSmart

“When I heard about the crash, I just kept thinking this can’t be true. It can’t be. He was just walking across the street.” – Angelo, brother of Kenard <https://youtu.be/8AiZRcSsA1A> #BeStreetSmart

**Safety Tip Posts**

Ready to get out and get fresh air? Whether driving, biking or walking - be alert for others on the road! <http://BeStreetSmart.net>

Warmer weather means more people out walking and biking. Drivers should pay attention and stop for pedestrians and bicyclists. <http://bestreetsmart.net/drive/> #BeStreetSmart

We all have to share the road, so let’s do it safely. Allow at least 3 feet when passing bikes. <http://bestreetsmart.net/drive/> #BeStreetSmart

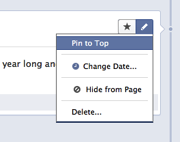
Speeding shatters lives. Slow down and be alert. More driving tips at <http://bestreetsmart.net/drive/> #BeStreetSmart

#BeStreeSmart safety tip: Stop for pedestrians in crosswalks. We all have to look out for each other. More tips at <http://bestreetsmart.net/drive/>

#BeStreetSmart safety tip: Ready for a springtime bike ride? Don’t forget your helmet! More tips at <http://bestreetsmart.net/bike/>

Walking? Be sure to crosswalks when available and wait for the walk signal. More tips at <http://bestreetsmart.net/walk/> #BeStreetSmart

Be alert and watch out for each other. Together, we can keep our roads safe for everyone. <http://BeStreetSmart.net> #BeStreetSmart



**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.

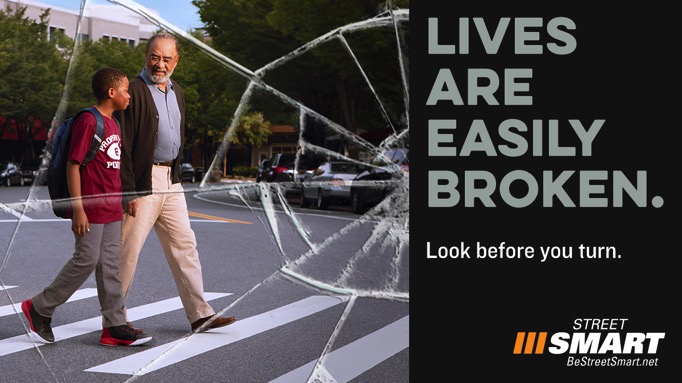
*Please use the corresponding captions with each campaign image.*



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!)*

With spring comes warmer weather and more people out on our roads. Whether you’re waking, biking or driving, we have to look out for each other. Street Smart is launching a spring safety campaign reminding everyone to pay attention and obey traffic safety laws.

Testimonial videos about the aftermath of pedestrian crashes as told by those affected firsthand are posted on the Street Smart website. See the videos and more stories at <http://bestreetsmart.net/testimonials/>.

Street Smart reminds everyone to share the road and look out for each other.

* If you’re driving, look twice for people in crosswalks, especially when turning, and stop for walkers and bicyclists.
* If you’re biking, never ride against traffic and always wear a helmet.
* 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).