

**Metropolitan Washington Council of Governments**

**Fall 2022 *Street Smart* Campaign**

**DIGITAL TOOLKIT**

Thank you so much for your participation in and support of the Street Smart pedestrian safety campaign. We’ve created digital assets to complement your existing social media and email marketing efforts. They’re optimized for sharing across platforms: Facebook, Twitter, Instagram, websites, blogs, email, etc. Even more resources are available for your use at: <http://bestreetsmart.net/resources.php>.

**RESOURCES**

**Website**: https://www.bestreetsmart.net/

**Twitter**:  [@COGStreetSmart](https://twitter.com/signal_woman)

**Hashtag**: #BeStreetSmart

**Graphics**: https://www.dropbox.com/sh/sewqipy7cqz1cqk/AAC63da\_PWkuxjCaM8MZ9EJma?dl=0

**SUGGESTED ACTIONS**

* Follow @COGStreetSmart on Twitter
* Retweet, like and reply to @COGStreetSmart content that aligns with your organization’s message
* Tag @COGStreetSmart in relevant tweets

**TWITTER CONTENT**

**Enforcement Activation Posts**

Now through Dec. 4, police departments across #DC, #MD and #VA are increasing enforcement of traffic safety laws that protect #pedestrians and #cyclists. Follow @COGStreetSmart to learn how to #BeStreetSmart. <https://www.bestreetsmart.net/laws/>

*Template for Police Departments Participating in Street Smart Enforcement Activations.   
[If possible, please add photos from the activation.]*

Today police are conducting #BeStreetSmart enforcement activities at high priority intersections [or insert specific location if applicable]. Officers will focus on traffic #safety laws that protect people #walking and #biking. Make sure you know how to #BeStreetSmart, follow @COGStreetSmart.

**Testimonial Event Promotion Posts**

Lives shatter on impact. Hear stories from local community members whose lives were changed by a traffic crash & learn how to #BeStreetSmart at these @COGStreetSmart events:

🚸 11/18-19, 8:15 am–4 pm at @DCDMV SW Service Center

🚸 11/20, noon–6 pm @ShopMallAtPG

Learn to #BeStreetSmart at these upcoming @COGStreetSmart events:

🚸 11/18-19, 8:15 am–4 pm at @DCDMV SW Service Center

🚸 11/20, noon–6 pm at @ShopMallAtPG

🚸 11/29, 9 am-6pm at @GeorgeMasonU

🚸 12/3-4 at @WestfieldWHE

*Template for Specific Events*

Lives shatter on impact. Check out this @COGStreetSmart event on [date] at [time] at [location – tag if applicable] to hear stories from local community members whose lives were changed by a traffic crash & learn how to #BeStreetSmart.

**Video Promotion Posts**

“The connection that we had—that takes a lifetime to find.” – Nicholas, fiancé of Georgette who was killed while crossing the street. @COGStreetSmart wants you to know that speeding shatters lives. Slow down & watch for people #walking. #BeStreetSmart

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

“My world completely changed. My life will never be like it was before the crash.” – Ren Werbin, crash survivor. @COGStreetSmart is telling #drivers: stop for people crossing. #BeStreetSmart

<https://youtu.be/TaKOxuNSbLY>

“Christina was walking to school. She was almost to the sidewalk when she was hit.” – Gwen, mother of Christina. Lives shatter on impact. @COGStreetSmart is imploring #drivers: be alert. #BeStreetSmart

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

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

“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. @COGStreetSmart reminds you to #BeStreetSmart. <https://youtu.be/8AiZRcSsA1A>

**Safety Tip Posts**

#DYK that 76% of pedestrian fatalities happen after dark? @COGStreetSmart implores you: Be safe. Be alert. #BeStreetSmart <http://BeStreetSmart.net>

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

If another car is stopped at a #crosswalk, you should stop, too. There may be someone crossing that you can't see. #BeStreetSmart [[download accompanying graphic](https://www.dropbox.com/s/ttrafu0ovuzf5iy/STREET_SMART_HORIZONTAL_Speeding_1200%C3%97675.jpg?dl=0)]

#Speeding shatters lives. @COGStreetSmart implores #drivers to slow down and obey the speed limit. More tips to #BeStreetSmart at <http://bestreetsmart.net/drive/>

.@COGStreetSmart safety #tip: Look twice before you turn. Someone could be crossing the street. Get more tips to #BeStreetSmart: <http://bestreetsmart.net/drive/>

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

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

Walking? #BeStreetSmart. Use the #crosswalk and wait for the #walk signal. @COGStreetSmart has more tips at <http://bestreetsmart.net/walk/>

Stay focused and stay safe. @COGStreetSmart reminds you to #BeStreetSmart and look out for others if you’re #driving, #walking, or #biking. <http://BeStreetSmart.net>

**Image Posts**

Speed kills. Slow down. Stop for people in crosswalks. @COGStreetSmart reminds you to #BeStreetSmart [[accompanying graphic for download](https://www.dropbox.com/s/ttrafu0ovuzf5iy/STREET_SMART_HORIZONTAL_Speeding_1200%C3%97675.jpg?dl=0)]

#Drivers, @COGStreetSmart reminds you to give at least 3 feet when passing #bikes. #BeStreetSmart [[accompanying graphic for download](https://www.dropbox.com/s/aoqio9iimkjwwcr/STREET_SMART_HORIZONTAL_Bike_1200%C3%97675.jpg?dl=0)]

.@COGStreetSmart reminds you that life is fragile. #Drivers, look before you turn and stop for people crossing. #BeStreetSmart [[accompanying graphic for download](https://www.dropbox.com/s/n9r592be84ct9nz/STREET_SMART_HORIZONTAL_Turning_1200%C3%97675.jpg?dl=0)]

How you #drive can shatter a life. @COGStreetSmart reminds you to yield to #pedestrians when turning. #BeStreetSmart [[accompanying graphic for download](https://www.dropbox.com/s/2eqbopd8sh5bxsm/STREET_SMART_HORIZONTAL_Yield_1200%E2%80%86%C3%97%E2%80%86675.jpg?dl=0)]

Life shatters on impact. @COGStreetSmart reminds #pedestrians to use the crosswalk. #BeStreetSmart  [[accompanying graphic for download](https://www.dropbox.com/s/4tri8zkea7w0tzw/STREET_SMART_HORIZONTAL_UseCrosswalk_1200%C3%97675.jpg?dl=0)]

**FACEBOOK CONTENT**

**Enforcement Activation Posts**

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*Template for Police Departments Participating in Street Smart Enforcement Activations.   
[If possible, please add photos from the activation.]*

Today police are conducting #BeStreetSmart enforcement activities at high priority intersections [or insert specific location if applicable]. Officers will focus on traffic safety laws that protect people walking and biking. Make sure you know the rules of the road, check out <https://www.bestreetsmart.net/laws/>

**Event Promotion Posts**

Lives shatter on impact. Hear stories from local community members whose lives were changed by a traffic crash & learn how to #BeStreetSmart at these upcoming local events:

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🚸 11/20, noon–6 pm at the Mall at Prince George’s

Learn to #BeStreetSmart at these upcoming local events:

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🚸 11/20, noon–6 pm at the Mall at Prince George’s

🚸 11/29, 9 am-6pm at George Mason University

🚸 12/3-4 at the Westfield Wheaton Mall

*Template for Specific Events*

Lives shatter on impact. Check out this event on [date] at [time] at [location – tag if applicable] to hear stories from local community members whose lives were changed by a traffic crash & learn how to #BeStreetSmart

**Video Promotion 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 & watch for people walking. #BeStreetSmart

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

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

<https://youtu.be/TaKOxuNSbLY>

“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. #BeStreetSmart.

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**Safety Tip Posts**

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

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

If another car is stopped at a crosswalk, you should stop, too. There may be someone crossing that you can't see. #BeStreetSmart [[download accompanying graphic](https://www.dropbox.com/s/ttrafu0ovuzf5iy/STREET_SMART_HORIZONTAL_Speeding_1200%C3%97675.jpg?dl=0)]

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

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

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

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

Walking? Use the crosswalk and wait for the walk signal. #BeStreetSmart with more tips at <http://bestreetsmart.net/walk/>

Stay focused and stay safe. #BeStreetSmart and look out for others if you’re driving, walking, or biking. <http://BeStreetSmart.net>

**Image Posts**

Speed kills. Slow down. Stop for people in crosswalks. #BeStreetSmart [[accompanying graphic for download](https://www.dropbox.com/s/jv9hk113ou6zges/EYES_UP_DRIVERS.png?dl=0)]

Drivers, give at least 3 feet when passing bikes. #BeStreetSmart [[accompanying graphic for download](https://www.dropbox.com/s/aoqio9iimkjwwcr/STREET_SMART_HORIZONTAL_Bike_1200%C3%97675.jpg?dl=0)]

Life is fragile. Drivers, look before you turn and stop for people crossing. #BeStreetSmart [[accompanying graphic for download]](https://www.dropbox.com/s/8uwjmb2czi4irgs/EYES_UP_Turn.png?dl=0)

How you drive can shatter a life. Yield to #pedestrians when turning. #BeStreetSmart [[accompanying graphic for download]](https://www.dropbox.com/s/8uwjmb2czi4irgs/EYES_UP_Turn.png?dl=0)

Life shatters on impact. Pedestrians, use the crosswalk. #BeStreetSmart  [[accompanying graphic for download](https://www.dropbox.com/s/yj0814a1b7gq2fg/EYES_UP_PEDS.png?dl=0)]

**INSTAGRAM CONTENT**

**Image Posts**

Speed kills. Slow down. Stop for people in crosswalks. #BeStreetSmart [[accompanying graphic for download](https://www.dropbox.com/s/jv9hk113ou6zges/EYES_UP_DRIVERS.png?dl=0)]

Life is fragile. Drivers, look before you turn and stop for people crossing. #BeStreetSmart [[accompanying graphic for download]](https://www.dropbox.com/s/8uwjmb2czi4irgs/EYES_UP_Turn.png?dl=0)

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If another car is stopped at a crosswalk, you should stop, too. There may be someone crossing that you can't see. #BeStreetSmart [[download accompanying graphic](https://www.dropbox.com/s/vzbdq2wbecgp78f/EYES_UP_StayFocused.png?dl=0)]

**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) for tracking.

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**EMAIL****COPY**

**Subject:** It’s the most dangerous time of year for pedestrians – follow these tips to be Street Smart!

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 its fall safety campaign reminding people driving, walking and biking to pay attention and obey traffic safety laws.

The campaign features 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/>.

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, 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).