

**Metropolitan Washington Council of Governments**

**Spring 2022 *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>.

We recommend posting one to three times per week on any social media channel. If you’re on Twitter, please follow us, and we will follow you back! <https://twitter.com/COGStreetSmart>

**Video Posts**

“I just couldn’t believe that when I came home and kissed her on the forehead, that was the last time.” – Nicholas, Fiancé of Georgette who was killed crossing the street. Speeding shatters lives. Slow down and watch for people walking.

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

“I don’t know why it happened. Why? Why did this happen to me.” – Ren Werbin, crash survivor. Drivers, stop for people crossing the street. <https://youtu.be/TaKOxuNSbLY> #BeStreetSmart

“To bury your child period, before yourself, is way more difficult. Every day is hard. Every year is hard.” – Gwen, mother of Christina. Lives shatter on impact. Be alert.

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

“Everyday there has been some type of pain. It took me seven months to cross the street again.” – Helen, crash survivor. Lives shatter on impact. Look before you turn. <https://youtu.be/bmGBc79S3XA> #BeStreetSmart

“I always felt like it was my responsibility to look out for him. When I heard about the crash, I just kept thinking this can’t be true.” – Angelo, brother of Kenard <https://youtu.be/8AiZRcSsA1A> #BeStreetSmart

“She was a fierce advocate for the underdog and used to dream of coming home from law school to serve the community.” – Kennis, Mother of Natasha who was killed while biking. Be alert & give bikers 3 feet when passing. <https://youtu.be/f_-NTZTtrz4> #BeStreetSmart

**Safety Tip Posts**

The weather is warming up which means it is time to get outside! Whether driving, biking or walking… use caution and be alert! <http://BeStreetSmart.net>

Drivers – as the weather warms up, more people will be out walking and biking. Make sure to pay attention and yield to pedestrians and bikers. <http://bestreetsmart.net/drive/> #BeStreetSmart

The road belongs to all of us... Let’s share it safely. Drivers, allow 3 feet when passing bikes and check blind spots when turning. <http://bestreetsmart.net/drive/> #BeStreetSmart

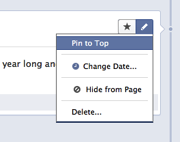
There is no need to rush -- speeding shatters lives. Slow down and be alert. More tips at <http://bestreetsmart.net/drive/> #BeStreetSmart

#BeStreeSmart safety tip: We all have to look out for each other when we’re on the road. Stop for pedestrians at crosswalks. More tips at <http://bestreetsmart.net/drive/>

#BeStreetSmart safety tip: Biking in the springtime is cool. Wearing a helmet is even cooler. More safety tips at <http://bestreetsmart.net/bike/>

#Pedestrian safety tip: Cross at the corner and use crosswalks where available. More tips at <http://bestreetsmart.net/walk/>

If we all stay alert and watch out for each other 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.*



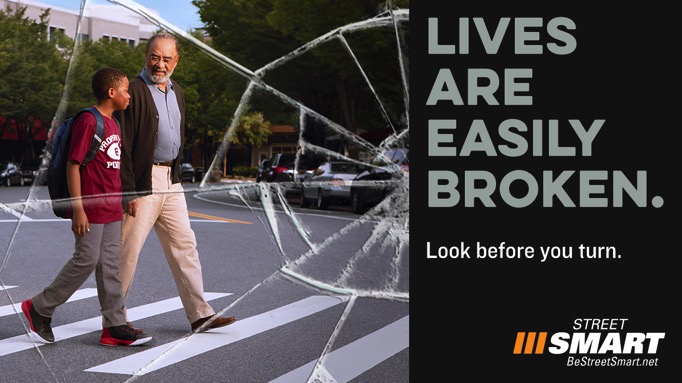
Caption: Yield to pedestrians when turning. How you drive can save a life. #BeStreetSmart



Caption: Speed kills. Slow down. Stop for people in crosswalks. #BeStreetSmart



Caption: If you see a bicyclist up ahead, give them at least 3 feet when passing. #BeStreetSmart



Caption: Life is fragile. Drivers, look before you turn and stop for people crossing. #BeStreetSmart



Caption: Life shatters on impact. Always use caution and cross at a crosswalk when available. #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!)*

Hi (insert name),

Spring is here and that means more people are out on the road. Whether you’re a driver, a biker, or a pedestrian, we need to look out for each other because lives are easily broken.

That is why Street Smart is launching our spring safety campaign reminding everyone to pay attention and obey traffic safety laws.

Check out the campaign testimonial videos about the aftermath of 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.

* Drivers – look twice for people in crosswalks and stop for walkers and bicyclists.
* Bikers – never ride against the traffic and always wear a helmet.
* Pedestrians –cross at the crosswalk and wait for the “walk” signal.

Learn more about the campaign at [www.BeStreetSmart.net](http://www.BeStreetSmart.net).