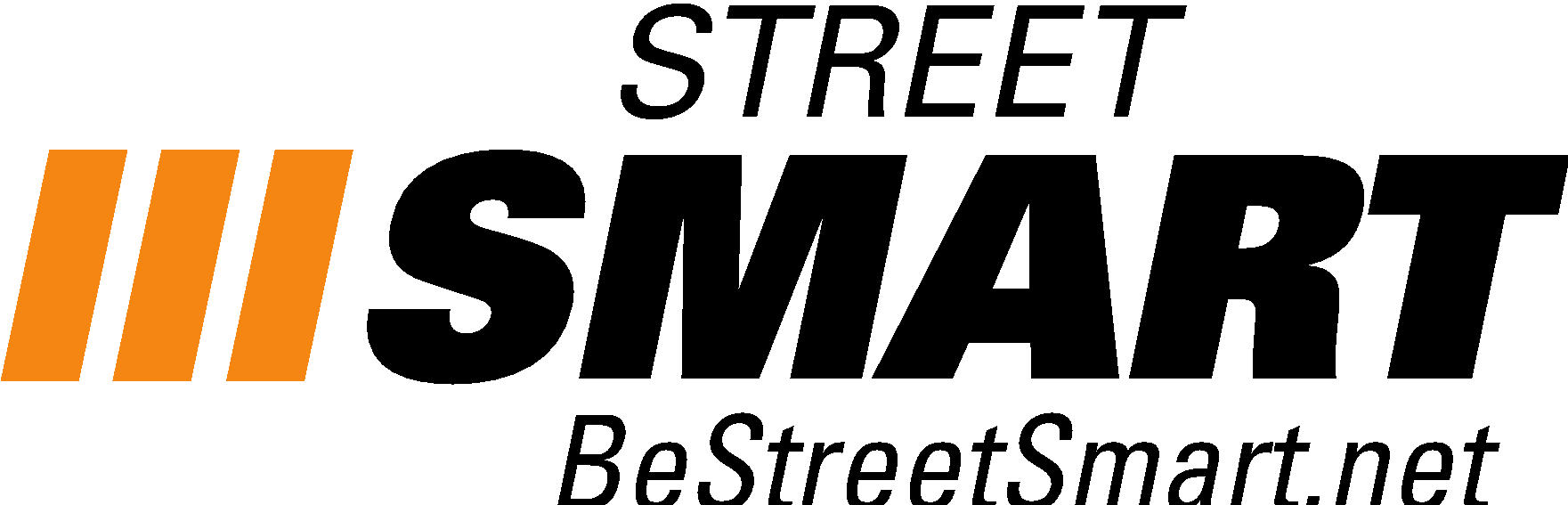
****

**Metropolitan Washington Council of Governments**

**Spring 2023 *Street Smart* Campaign**

**DIGITAL TOOLKIT**

Thank you so much for your support of the spring Street Smart pedestrian and bicycle safety campaign. 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 Dropbox folder in the Resources section below. You can also 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>

**RESOURCES**

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

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

**Hashtag**: #BeStreetSmart

**Graphics**: <https://www.dropbox.com/sh/7muz6vecon0o4ls/AABAYAMAZWHcOmwh8_2T3_Usa?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

**ENFORCEMENT ACTIVATON POSTS**

From now through 5/14, police departments across #DC, #MD & #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 conducted #BeStreetSmart enforcement activities at high-priority intersections [or insert specific location if applicable]. Officers focused 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 firsthand stories from community members whose lives were forever changed by a traffic crash at these @COGStreetSmart events:

🚸4/18-19, 9:30a-3:30p @pgccnews

🚸 4/23, 10a-7p @TangerOutlets National Harbor

🚸4/28-29, 8:15a-4p @DCDMV Benning Ridge

Learn to #BeStreetSmart at these upcoming @COGStreetSmart events:

🚸5/5-6, 8:15a-4p @DCDMV Rhode Island

🚸5/12-13, 8:30a-4:30p Fri., 8a-12p Sat. @MD\_MVA Waldorf

🚸5/14, 11a-7p @FashionCtrPC

🚸 5/27-5/28, 10a-9p Sat., 11a-7p Sun. @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 POSTS**

“I grieve for the life I used to live.” - Helen, crash survivor. @COGStreetSmart reminds #drivers: look before you turn. Lives shatter on impact. #BeStreetSmart <https://www.youtube.com/watch?v=bmGBc79S3XA>

“I noticed a slipper in the middle of the road that belonged to her… and I was trying not to think of the worst.” - Nicholas, fiancé of Georgette who was killed while crossing the street. @COGStreetSmart urges drivers to #SlowDown and #BeStreetSmart. <https://www.youtube.com/watch?v=2Mz3tX5BoRk>

“Every day is a learning experience because I have to make it through with a ginormous gap in my heart. I beg [drivers] to be more alert.” - Kennis, Mother of Natasha who was killed while #biking. #BeStreetSmart & give bikers 3 feet when passing.

<https://www.youtube.com/watch?v=f_-NTZTtrz4>

“My world completely changed. It will never be like it was before the crash.” - Ren, crash survivor. @COGStreetSmart reminds #drivers to stay alert and stop for people crossing because lives shatter on impact. #BeStreetSmart <https://www.youtube.com/watch?v=TaKOxuNSbLY>

“Every day is hard. They say that it will get better, but I haven’t found that to be true.” – Gwen, mother of Christina who was killed while #walking. Speeding shatters lives. @COGStreetSmart implores #drivers to slow down & stay alert. #BeStreetSmart<https://www.youtube.com/watch?v=ym3MLqBabzk>

“He was just #walking across the street. He was in the #crosswalk and a driver turning left crashed into him.” – Angelo, brother of Kenard. Lives shatter on impact. @COGStreetSmart urges #drivers to #BeStreetSmart and look out for people crossing. <https://www.youtube.com/watch?v=8AiZRcSsA1A>

**SAFETY TIP POSTS**

Spring is a great time to get outside! But whether you’re #driving, #biking or #walking, @COGStreetSmart reminds you to use caution and look out for one another. #BeStreetSmart [http://BeStreetSmart.net](http://bestreetsmart.net)

#DYK 1 in 3 traffic deaths in the DC metro area is a #pedestrian or #cyclist? As the weather warms and more people are out #walking and #biking this spring, @COGStreetSmart urges #drivers to stay alert because lives shatter on impact. #BeStreetSmart <https://www.bestreetsmart.net/drive/>

#Speeding shatters lives. @COGStreetSmart implores you to #SlowDown—no matter how big of a rush you’re in, it’s not worth risking your life or someone else’s. #BeStreetSmart <https://www.bestreetsmart.net/drive/>

Follow the leader. If the car in front of you is stopped at a #crosswalk, @COGStreetSmart says that you should stop, too. There may be someone crossing that you can't see. #BeStreetSmart [http://BeStreetSmart.net](http://bestreetsmart.net)

#BeStreetSmart safety tip: cross with caution. Use a #crosswalk when available and wait for the walk signal. For more tips from @COGStreetSmart, visit: <http://bestreetsmart.net/walk/>

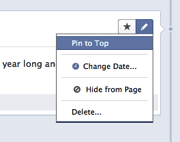
Whether you’re #walking, #biking or #driving, the road belongs to all of us. Check out [http://BeStreetSmart.net](http://bestreetsmart.net) to learn how to #BeStreetSmart and share the road safely.

#BeStreetSmart safety tip: Look out for #cyclists and give them at least 3 feet of space when passing. #BeStreetSmart <http://bestreetsmart.net/drive/>

.@COGStreetSmart says to #BeStreetSmart by ALWAYS stopping for #pedestrians in crosswalks. Find more tips at <http://bestreetsmart.net/drive/>

Go with the flow. @COGStreetSmart reminds #cyclists to #BeStreetSmart and never #bike against traffic. More safety tips at <http://bestreetsmart.net/bike/>

If we all stay alert and watch out for each other, we can keep our roads safe for everyone. [http://BeStreetSmart.net](http://bestreetsmart.net) #BeStreetSmart



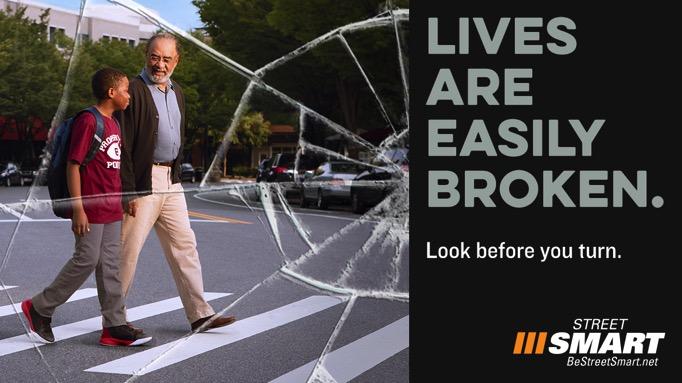
**IMAGE POSTS**

*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.*



How you drive can shatter—or save—a life. @COGStreetSmart reminds you to look before you turn and yield to crossing #pedestrians. #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 is fragile and #DistractedDriving shatters lives. @COGStreetSmart reminds drivers to stay alert 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)]



Speed kills. @COGStreetSmart urges drivers to slow down and always stop for people in crosswalks. #BeStreetSmart. [[accompanying graphic for download](https://www.dropbox.com/s/ttrafu0ovuzf5iy/STREET_SMART_HORIZONTAL_Speeding_1200%C3%97675.jpg?dl=0)]



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



To safely share the road with #cyclists, @COGStreetSmart reminds #drivers to give at least 3 feet of space when passing. #BeStreetSmart [[accompanying graphic for download](https://www.dropbox.com/s/aoqio9iimkjwwcr/STREET_SMART_HORIZONTAL_Bike_1200%C3%97675.jpg?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) so we can track the clicks.

** ** 

**EYES UP GRAPHICS**

****   **

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

Hi (insert name),

Did you know one in three traffic deaths in the DC metro region is a pedestrian or a cyclist?

As the weather gets warmer this spring, more people will be out walking, biking and driving. Life is fragile and we all need to look out for each other to share the road safely.

Street Smart is launching its spring safety campaign to remind everyone to “Be Street Smart” by staying alert and obeying 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 personal stories at <http://bestreetsmart.net/testimonials/>.

Street Smart urges everyone to share the road and look out for one another because lives shatter on impact. Here are some tips to help keep yourself and others safe:

* Drivers - look twice for people in crosswalks, especially before turning, and always yield to walkers and bicyclists.
* Cyclists - never ride against traffic and always wear a helmet. Use lights when riding at night.
* Pedestrians – cross at the crosswalk whenever one is available and wait for the “walk” signal.

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