

# AFRICAN-AMERICAN SEAT BELT SAFETY

**SOCIAL MEDIA PLAYBOOK**



## How to Use This Playbook

---

This document is a social media playbook to promote awareness of African-American seat belt safety. It includes specific content and assets, along with instructions, to address African-Americans and educate them on why they should always wear their seat belt.

The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your efforts throughout the year may help save lives.

# Table of Contents

<b>Campaign Overview</b>	<b><u>4</u></b>
<hr/>	
■ Campaign Summary	<u>4</u>
■ Objectives	<u>4</u>
■ Posting Strategy	<u>5</u>
<b>Social Media Content</b>	<b><u>6</u></b>
<hr/>	
■ Content Organization	<u>7</u>
■ Post Examples	<u>8</u>
■ Sizes Available	<u>9</u>
■ Content	<u>11</u>
<b>NHTSA Contact</b>	<b><u>13</u></b>
<hr/>	

# Campaign Overview

---

## Campaign Summary

Motor vehicle crashes remain the primary cause of death for African-Americans 24 years old and younger. While many African-Americans understand the risks of not wearing a seat belt, 56% of those killed in motor vehicle crashes were unbuckled.

We need to raise awareness of the dangers associated with not wearing a seat belt and convince these unbelted occupants to buckle up—every trip, every time.

## Objectives

- Increase awareness among African-American adults of the dangers of not wearing a seat belt
- Reinforce positive benefits of wearing a seat belt
- Encourage African-American drivers to ask their fellow passengers to always buckle up

## Posting Strategy

African-American seat belt safety is a year-round campaign that can be promoted at any time. More than half of all African-Americans killed in motor vehicle crashes were not wearing a seat belt. This content can be worked into your existing social media strategy at any time throughout the year.

Several national seat belt safety-related initiatives and campaigns also occur yearly, including:

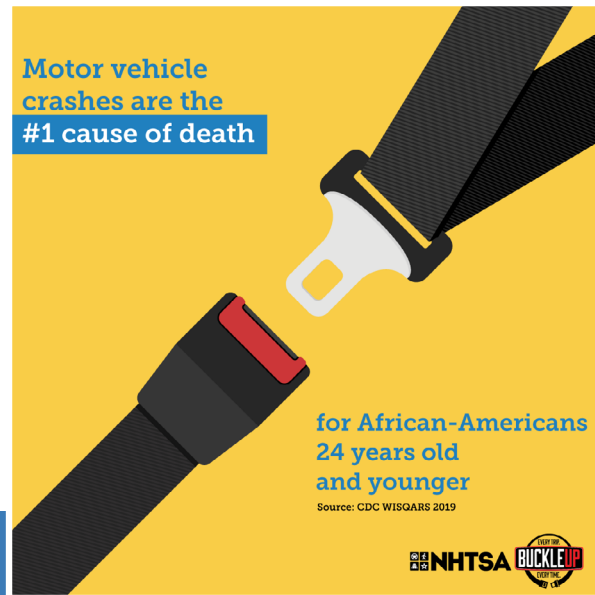
- National *Buckle Up. Every Trip. Every Time.* campaign
- National *Click It or Ticket* campaign
- *Child Passenger Safety Week*
- *National Teen Driver Safety Week*

While African-American seat belt safety messaging can be used throughout the year, we encourage everyone to amplify the campaign especially during the annual initiatives listed above.

Below are relevant hashtags to use when posting about the campaign:

- **#BuckleUp**
- **#AfricanAmericanSeatbeltSafety**
- **#SeatbeltSafety**

f Facebook/Instagram



## Social Media Content

This section contains shareable social media content for African-American seat belt safety. Provided on pages 11-12 are downloadable graphics with accompanying posts that you can use or use as inspiration when sharing on your social media channels.

Twitter



Two sample social media posts are on the left, one for Instagram and Facebook using a square-shaped graphic, and one for Twitter using a rectangular graphic.

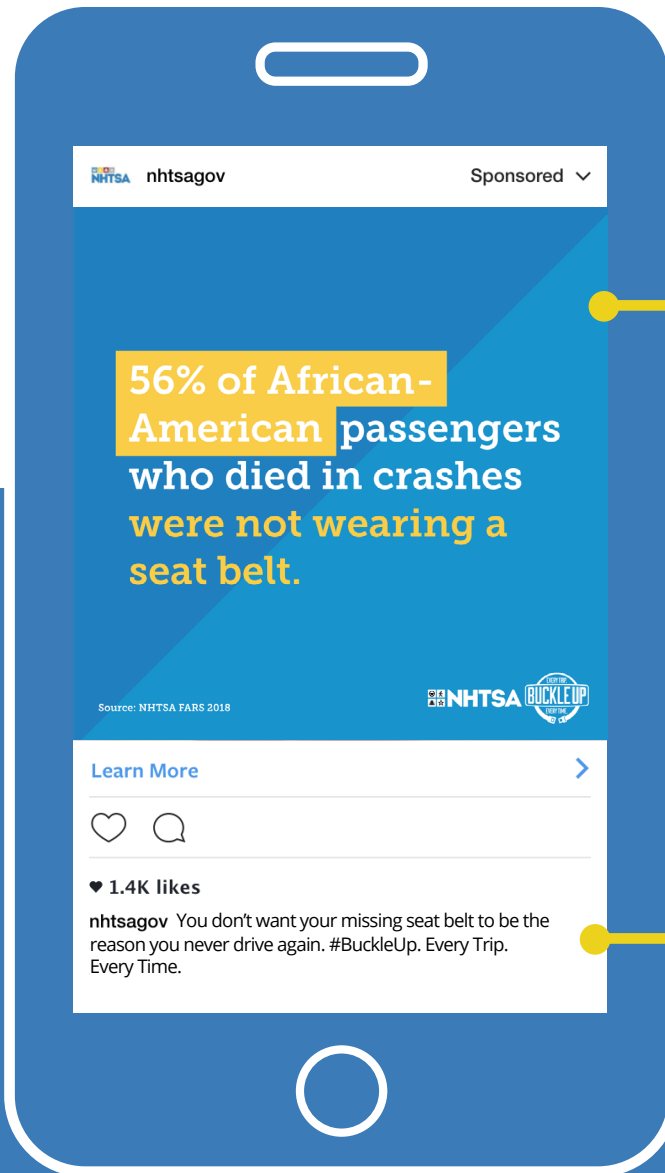
## Content Organization

On the following pages, you will see additional graphics and post examples in a variety of sizes for the campaign. Be sure to consider which social media platform your target audience typically uses when you choose the graphics and post content. Also, please take into consideration that most people use mobile phones when checking their social media accounts.

The graphics in this playbook are optimized for mobile platforms.

## Post Examples

Here is an example of how posts should look when published.



1

Downloaded graphic from [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).

2

Suggested copy from this playbook.





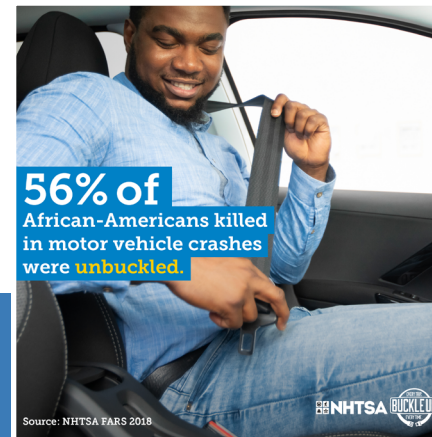
### Sizes Available

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook we included different sizes based on suggested industry standards and best practices.

Most graphics are available as animated versions on the [trafficsafetymarketing.gov](http://trafficsafetymarketing.gov) website.



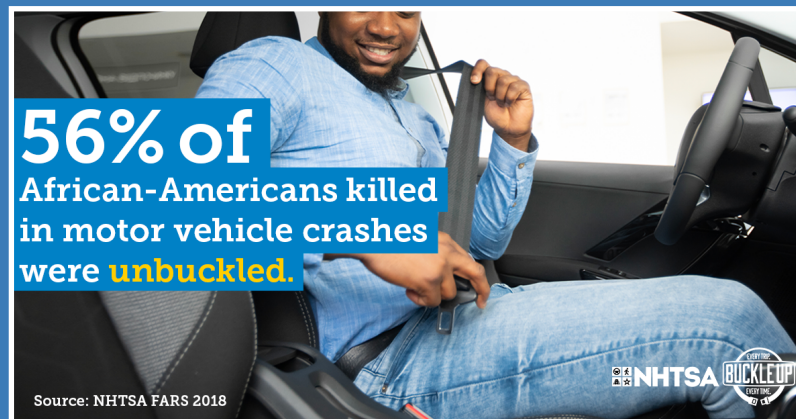
Facebook/Instagram Posts  
1200x1200 (square)



Facebook/Instagram Stories  
1080x1920 (vertical)



Facebook/Instagram Posts  
1000x1200 (vertical)



Twitter Posts  
1200x675

### Animation vs. Static

Alongside the static graphics you see in this playbook, NHTSA also offers animated versions of most campaigns in the same sizes. According to social media experts, posts with an animated graphic will see 55% more engagement than those without and often generate 1,200% more shares than text and static images combined.

(Source: [Social Media Today](#))



Animated graphics are uploaded to social platforms in the same way as static versions. Follow the step-by-step instructions provided by the platform during the upload process to incorporate animated graphics after downloading them from [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).

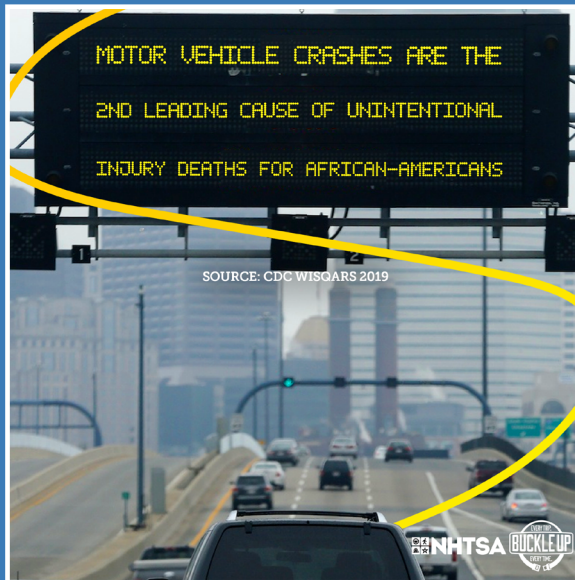
# Facebook/Instagram





## STEP

### 1 Download graphics.

Download graphics below at:  
[TrafficSafetyMarketing.gov](https://www.traffic-safety-marketing.gov)



Sizes Available:

  Facebook/Instagram Posts  
1000x1200  
1200x1200  
Facebook/Instagram Stories  
1080x1920

## STEP

### 2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- *Don't become another statistic. Always wear your seat belt no matter the length of your trip to stay safe and out of harm's way. #BuckleUp. Every Trip. Every Time.*
- *Wearing your seat belt is the easiest and most effective way to decrease your chance of injury, and even death, in a motor vehicle crash. #BuckleUp. Every Trip. Every Time.*
- *You don't want your missing seat belt to be the reason you never drive again. #BuckleUp. Every Trip. Every Time.*
- *The easiest way to keep yourself safe behind the wheel is to wear your seat belt. #BuckleUp. Every Trip. Every Time.*
- *Everyone in the car needs to wear a seat belt. #BuckleUp. Every Trip. Every Time.*
- *By wearing seat belts, you're giving yourself the best defense in the event of a crash. #BuckleUp. Every Trip Every Time.*

# Twitter



## STEP

**1** Download graphics.

Download graphics below at:  
[TrafficSafetyMarketing.gov](https://www.traffic.gov/TrafficSafetyMarketing.gov)

**56% of African-Americans**  
killed in motor vehicle  
crashes were  
unbuckled.

Source: NHTSA FARS 2018



**56% of**  
African-Americans killed  
in motor vehicle crashes  
were unbuckled.

Source: NHTSA FARS 2018



Sizes Available:

 Twitter Posts  
1200x675

## STEP

**2** Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- *More than half of African-Americans who died in a motor vehicle crash were not wearing a seat belt. Make sure everyone in the car is wearing theirs. #BuckleUp. Every Trip. Every Time.*
- *Avoid having the worst day of your life by keeping yourself buckled in the car. A seat belt is your best defense against injury, and even death, in the event of a motor vehicle crash. #BuckleUp. Every Trip. Every Time.*
- *Motor vehicle crashes are the #1 cause of death for African-Americans 24 years old and younger. Make sure you and your loved ones #BuckleUp to avoid a crash that could change your lives forever. #BuckleUp. Every Trip. Every Time.*
- *Whether you're a passenger or driver, always make sure others in the car #BuckleUp. Every Trip. Every Time.*
- *Step 1: Get in the car.*

*Step 2: Buckle up your seat belt.*

*Step 3: Drive safely.*

*Step 4: Arrive at your destination. Make buckling your seat belt a part of your driving routine. #BuckleUp. Every Trip. Every Time.*

## NHTSA Contact

---

If you have questions about the African-American Seat Belt Safety Tool Kit, please contact Mike Joyce at [mike.joyce@dot.gov](mailto:mike.joyce@dot.gov).

