

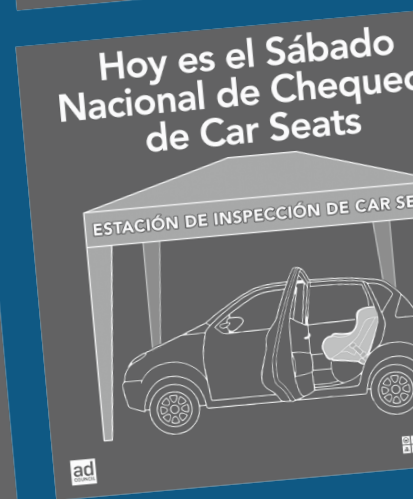
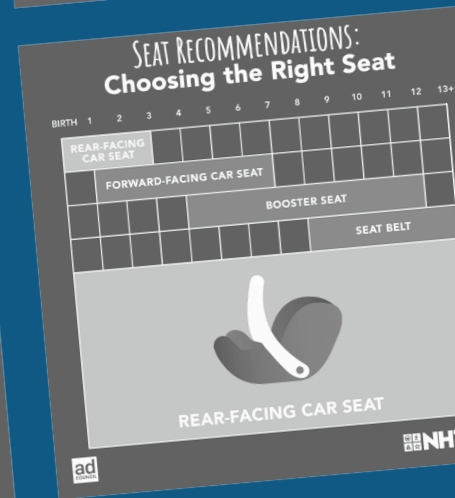
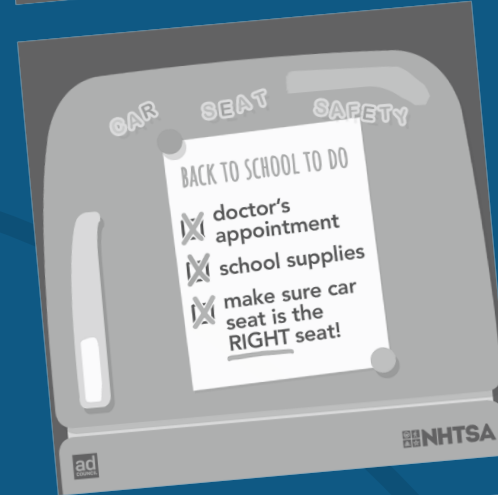
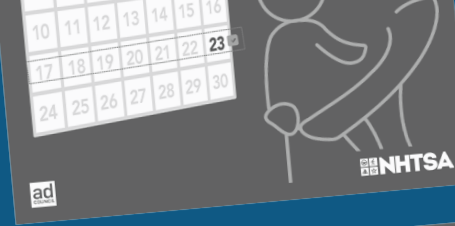


SOCIAL MEDIA PLAYBOOK

CHILD PASSENGER SAFETY WEEK

NATIONAL SEAT CHECK SATURDAY

2023



How to Use This Playbook

This document is a social media playbook for the 2023 Child Passenger Safety Week campaign period, which runs from September 17-23, concluding with National Seat Check Saturday on September 23rd. It includes specific content and assets, along with instructions to address drivers and encourage make sure their children are in the right seat for their age and size. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts during this time of the year can help save lives.

Table of Contents

| | |
|----------------------------------|------------------|
| Campaign Overview | <u>4</u> |
| <hr/> | |
| ■ Campaign Summary | <u>4</u> |
| ■ Objectives | <u>4</u> |
| ■ Posting Strategy | <u>5</u> |
| Creating Your Own Content | <u>6</u> |
| <hr/> | |
| Issue Facts | <u>7</u> |
| <hr/> | |
| Social Media Content | <u>8</u> |
| <hr/> | |
| ■ Content Organization | <u>9</u> |
| NHTSA Contact | <u>28</u> |
| <hr/> | |

Campaign Overview

Child Car Safety Campaign Summary

Motor vehicle crashes are a leading cause of death of children age 14 and younger. The goal of this campaign is to ensure parents and caregivers are properly securing their children in the best car seat restraint (rear-facing car seat, forward-facing car seat, booster seat, or seat belt) for their age and size as well as reminding parents to buckle up their child in the back seat.

Objectives

- Ensure parents properly secure their children in the best car seat for their age and size
- Educate parents on the importance of child passenger safety
- Remind parents to keep their children in the back seat for as long as they can
- Encourage parents to visit [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) for more information

Child Passenger Safety Week Posting Strategy

Child Passenger Safety Week runs from Sunday, September 17 through Saturday, September 23. During this time, posting on social media will help remind parents how important it is to prioritize their child's car safety, and educate them about the importance of ensuring children are properly restrained in the right seat for their age and size. When posting about the campaign, please use **#TheRightSeat** to tap into conversations related to the 2023 Child Passenger Week campaign.



Creating Your Own Content

While standard social messages are offered within this playbook, we encourage you to create your own messages to accompany the graphics provided. Over the course of several campaigns, we've seen that messages that localize the campaign and speak to each organization's audience receive significantly more engagement. There are countless ways to create your own messages or tailor our pre-written messages to your audience, but here are some suggestions to get you started:

- Include the state or city name within the message
- Utilize local crash or child car fatality data

Here are some examples of a "create your own" style message:

- It's Child Passenger Safety Week, San Francisco: make sure your kids are in the right car seat for their age and size. **#ChildPassengerSafetyWeek #TheRightSeat**
- Portland, keep your kids where it is safest: in the back, and in the right seat for their age and size. **#TheRightSeat**
- Getting your family to the Bills game on time is great – getting your kids there safely is even better. Make sure your kids are in the right seat for their age and size before leaving home. **#TheRightSeat**

Issue Facts

Including impactful statistics can be helpful in communicating the importance of child passenger safety. Consider incorporating the facts below into your messaging.

- Motor vehicle crashes are a leading cause of death for children 14 and younger.
- In 2021, there were 863 child passengers killed in the United States in traffic crashes.
- Of those killed, 4 in 10 (40%) were not using a car seat, booster seat or seat belt.
- Overall misuse rate for car seats is 46% - nearly half of all car seats are installed incorrectly.
- When used effectively, car seat restraints can reduce the risk of fatal injury by 71% for infants and 54% for toddlers.

  Facebook/Instagram



Social Media Content

This section contains shareable social media content for the 2023 Child Passenger Safety Week campaign period. Provided on pages [12-27](#) are downloadable animated graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.

Content Organization

The social media content is organized into sections based on creative concept and social platform. Both English and Spanish versions are provided for this campaign.

English

- Celebrate—p. [12](#)
- Did You Know—p. [13](#)
- Back to School To Do—p. [14](#)
- Road Trip Map—p. [15](#)
- Car Seat Timeline—p. [16](#)
- Nail the Big Stuff—p. [17](#)
- Save the Date - National Seat Check Saturday—p. [18](#)
- Today is Seat Check Saturday—p. [19](#)

Spanish

- Celebrate—p. [20](#)
- Did You Know—p. [21](#)
- Back to School To Do—p. [22](#)
- Road Trip Map—p. [23](#)
- Car Seat Timeline—p. [24](#)
- Nail the Big Stuff—p. [25](#)
- Save the Date - National Seat Check Saturday—p. [26](#)
- Today is Seat Check Saturday—p. [27](#)



Facebook Post Example

Here is an example of how a Facebook post should look when published.

1

Suggested copy from this playbook.

2

Downloaded graphic from [TrafficSafetyMarketing.gov](https://www.traffic.gov/TrafficSafetyMarketing.gov).

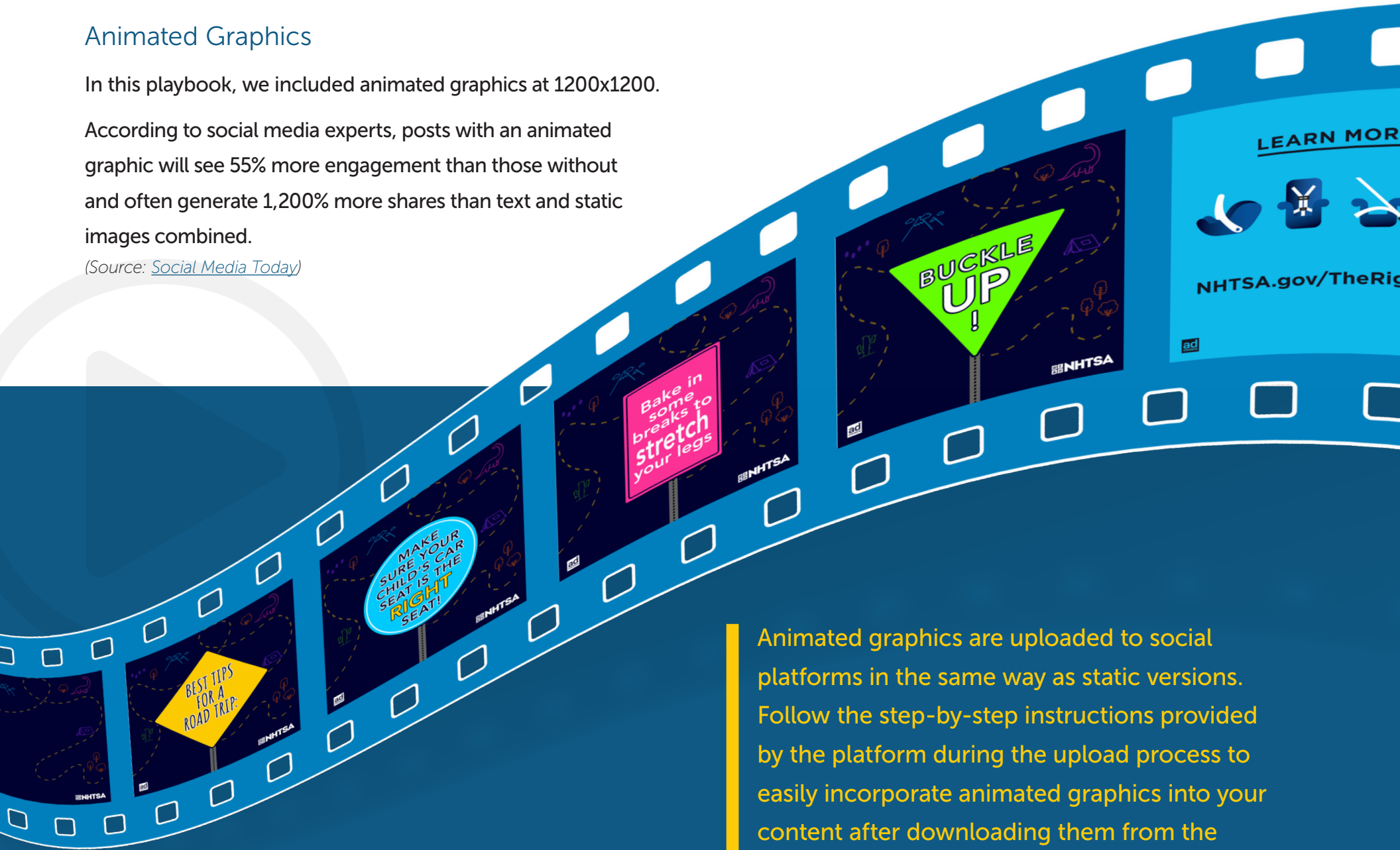


Animated Graphics

In this playbook, we included animated graphics at 1200x1200.

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 easily incorporate animated graphics into your content after downloading them from the [TrafficSafetyMarketing.gov](https://www.traffic-safety-marketing.gov) website.

Celebrate – English

STEP

1 Download graphics.

Download the “Celebrate” graphic below at:
[Traffic Safety Marketing](#)



Size Available:

Facebook/Instagram Posts
1200x1200

STEP

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

Copy/paste the suggested post below.

Sample Message

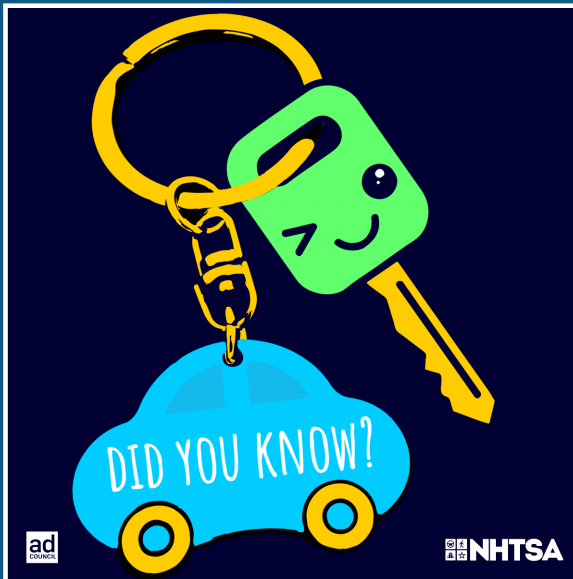
- Child Passenger Safety Week is the perfect time to make sure your child is in the right seat and that it's installed correctly. Visit [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) for tips to keep your child as safe as possible in the car. #ChildPassengerSafetyWeek #TheRightSeat

Did You Know–English

STEP

1 Download graphics.

Download the “Did You Know” graphic below at: [Traffic Safety Marketing](#)



Size Available:

Facebook/Instagram Posts
1200x1200

STEP

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

Copy/paste the suggested post below.

Sample Message

- Car seat safety begins at home. Before leaving your house, make sure your child is in the right car seat for their age, weight, and height! Learn more: [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) #ChildPassengerSafetyWeek #TheRightSeat

Back to School To Do–English

STEP

1 Download graphics.

Download the “Back to School To Do” graphic below at: [Traffic Safety Marketing](#)



Size Available:

Facebook/Instagram Posts
1200x1200

STEP

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

Copy/paste the suggested post below.

Sample Message

- There’s so much to get done every day, but car seat safety should always be a priority! Make sure your kids are in the right car seat for their age and size by visiting [NHTSA.gov/TheRightSeat](#) #ChildPassengerSafetyWeek #TheRightSeat

Road Trip Map–English

STEP

1 Download graphics.

Download the “Road Trip Map” graphic below at: [Traffic Safety Marketing](#)



Size Available:

Facebook/Instagram Posts
1200x1200

STEP

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

Copy/paste the suggested post below.

Sample Message

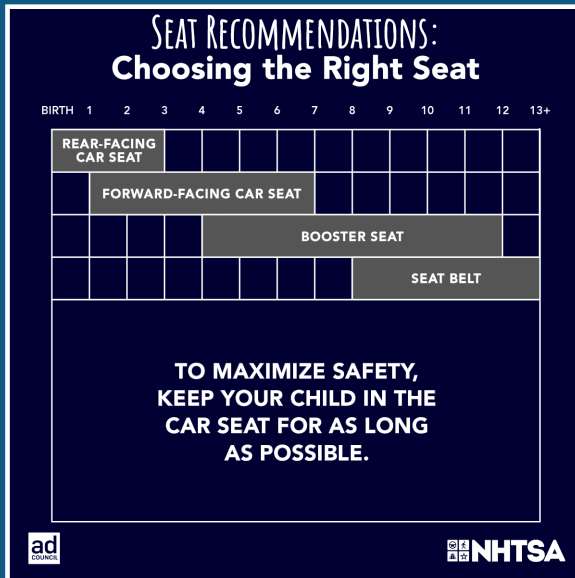
- Time for a family adventure? Before you head out, check out these tips to help keep you and your kids safe, comfortable, and happy throughout the trip. Learn more: [NHTSA.gov/TheRightSeat](#) #ChildPassengerSafetyWeek #TheRightSeat

Car Seat Timeline–English

STEP

1 Download graphics.

Download the “Car Seat Timeline” graphic below at: [Traffic Safety Marketing](#)



Size Available:

Facebook/Instagram Posts
1200x1200

STEP

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

Copy/paste the suggested post below.

Sample Message

- When it comes to changing car seats, take it slow. Many kids move to the next car seat or booster seat too soon. To maximize safety, keep your child in the car seat for as long as possible, as long as the child fits within the manufacturer’s height and weight requirements. Learn more: [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) #ChildPassengerSafetyWeek #TheRightSeat

Nail the Big Stuff–English

STEP

1 Download graphics.

Download the “Nail the Big Stuff” graphic below at: [Traffic Safety Marketing](#)



Size Available:

 Facebook/Instagram Posts
1200x1200

STEP

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

Copy/paste the suggested post below.

Sample Message

- Mistakes happen (like ruining your child’s school project). Just make sure you nail the big stuff like making sure your kids are in the right car seat for their age and size. Learn more: [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat)

Save the Date - National Seat Check Saturday–English



STEP

1 Download graphics.

Download the “Save the Date - National Seat Check Saturday” graphic below at:
[Traffic Safety Marketing](#)



Size Available:

  Facebook/Instagram Posts
1200x1200

STEP

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

Copy/paste the suggested post below.

Sample Message

- National Seat Check Saturday is September 23. Certified child passenger safety technicians across the country can help you learn about and install your child’s car seat correctly. Visit [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) to find locations near you. #ChildPassengerSafetyWeek #TheRightSeat

Today is Seat Check Saturday–English

STEP

1 Download graphics.

Download the “Today is Seat Check Saturday” graphic below at: [Traffic Safety Marketing](#)



Size Available:

Facebook/Instagram Posts
1200x1200

STEP

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

Copy/paste the suggested post below.

Sample Message

- Today is National Seat Check Saturday! Find your nearest free car seat check to ensure your car seat is properly installed and the right fit for your child. Learn more: [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) #ChildPassengerSafetyWeek #TheRightSeat

Celebrate – Spanish

STEP

1 Download graphics.

Download the “Celebrate” graphic below at:
[Traffic Safety Marketing](#)



Size Available:

Facebook/Instagram Posts
1200x1200

STEP

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

Copy/paste the suggested post below.

Sample Message

- La Semana de la Seguridad del Niño Pasajero es el momento perfecto para asegurarte de que tu hijo esté en el car seat correcto y de que esté instalado correctamente. Visita [NHTSA.gov/Protegidos](#) para obtener consejos para mantener a tu hijo lo más seguro posible en el vehículo.

Did You Know–Spanish

STEP

1 Download graphics.

Download the “Did You Know” graphic below at: [Traffic Safety Marketing](#)



Size Available:

Facebook/Instagram Posts
1200x1200

STEP

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

Copy/paste the suggested post below.

Sample Message

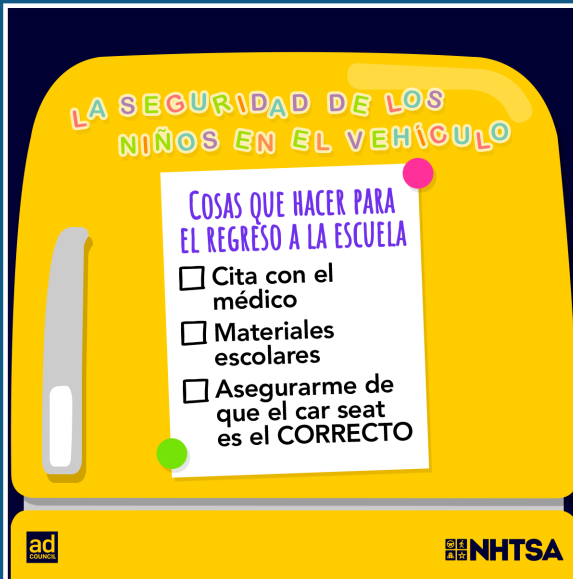
- La seguridad de los niños en el vehículo comienza en casa. ¡Antes de salir de tu casa, asegúrate de que tu hijo esté en el car seat correcto para su edad, peso y tamaño!
Aprende más: [NHTSA.gov/Protegidos](https://www.nhtsa.gov/Protegidos)

Back to School To Do–Spanish

STEP

1 Download graphics.

Download the “Back to School To Do” graphic below at: [Traffic Safety Marketing](#)



Size Available:

Facebook/Instagram Posts
1200x1200

STEP

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

Copy/paste the suggested post below.

Sample Message

- Hay tanto que hacer todos los días, ¡pero la seguridad de los niños en el vehículo siempre debe ser una prioridad! Asegúrate de que tu hijo esté en el car seat correcto para su edad y tamaño. Aprende más en [NHTSA.gov/Protegidos](https://www.nhtsa.gov/Protegidos)

Road Trip Map–Spanish

STEP

1 Download graphics.

Download the “Road Trip Map” graphic below at: [Traffic Safety Marketing](#)



Size Available:

  Facebook/Instagram Posts
1200x1200

STEP

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

Copy/paste the suggested post below.

Sample Message

- ¿Es hora de partir a una aventura familiar? Antes de subir al carro mira estos consejos para que tú y tus hijos viajen seguros, cómodos y felices. Aprende más: [NHTSA.gov/Protegidos](https://www.nhtsa.gov/Protegidos)

Car Seat Timeline–Spanish

STEP

1 Download graphics.

Download the “Car Seat Timeline” graphic below at: [Traffic Safety Marketing](#)



Size Available:

Facebook/Instagram Posts
1200x1200

STEP

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

Copy/paste the suggested post below.

Sample Message

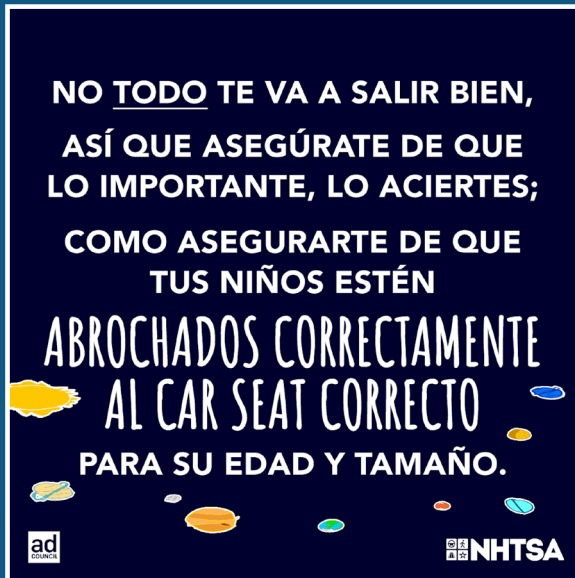
- Cuando se trata de cambiar los car seats, tómelo con calma. Muchos de los niños dejan de usar los car seats y asientos elevados (boosters) demasiado pronto. Para maximizar la seguridad, continúe usando el car seat para su niño por el mayor tiempo posible, siempre y cuando el niño cumpla con los requisitos de altura y peso del fabricante. Aprende más: [NHTSA.gov/Protegidos](https://www.nhtsa.gov/Protegidos)

Nail the Big Stuff–Spanish

STEP

1 Download graphics.

Download the “Nail the Big Stuff” graphic below at: [Traffic Safety Marketing](#)



Size Available:

Facebook/Instagram Posts
1200x1200

STEP

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

Copy/paste the suggested post below.

Sample Message

- Ocurren errores (como arruinar el proyecto de tu niño). No todo te va a salir bien, así que asegúrate de que lo importante, lo aciertes - como asegurarte de que tus niños estén abrochados correctamente al car seat correcto para su edad y tamaño. Aprende más: [NHTSA.gov/Protegidos](https://www.nhtsa.gov/Protegidos)

Save the Date - National Seat Check Saturday–Spanish



STEP

1 Download graphics.

Download the “Save the Date - National Seat Check Saturday” graphic below at: [Traffic Safety Marketing](#)



Size Available:

Facebook/Instagram Posts
1200x1200

STEP

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

Copy/paste the suggested post below.

Sample Message

- Sábado Nacional de Chequeos de Car Seats es el 23 de septiembre. Por todo el país, los técnicos certificados en seguridad de niños pasajeros pueden ayudarte a conocer e instalar el car seat de tu hijo correctamente. Visita [NHTSA.gov/Protegidos](https://www.nhtsa.gov/Protegidos) para encontrar sitios cerca de ti.

Today is Seat Check Saturday–Spanish

STEP

1 Download graphics.

Download the “Today is Seat Check Saturday” graphic below at: [Traffic Safety Marketing](#)



Size Available:

Facebook/Instagram Posts
1200x1200

STEP

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

Copy/paste the suggested post below.

Sample Message

- ¡Hoy es el Sábado Nacional de Chequeos de Car Seats! Encuentra un chequeo de car seats gratuito cerca de ti para asegurarte que el car seat de tu hijo está correctamente instalado y ajustado al tamaño y a la edad actual de tu niño. Aprende más: [NHTSA.gov/Protegidos](https://www.nhtsa.gov/Protegidos)

NHTSA Contact

If you have questions about the 2023 Child Passenger Safety Week campaign, please contact Elizabeth Nilsson at Elizabeth.Nilsson@dot.gov.

