



SOCIAL MEDIA PLAYBOOK

SPEEDING WRECKS LIVES CAMPAIGN

2024

July 8–July 31



How to Use This Playbook

This document is a social media playbook for the 2024 Speeding Wrecks Lives campaign period. It includes specific content and assets, along with instructions, to address drivers and encourage them not to use their phones while driving. 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 may help save lives.

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Campaign Overview

Campaign Summary

Speeding is a major problem among drivers. One of the biggest challenges in addressing the dangers of speeding is that this behavior is widely accepted nationwide. The 2024 Speeding Wrecks Lives campaign seeks to educate drivers on the dangers and consequences of speeding, such as receiving a speeding ticket, getting into a crash and injuring yourself or others.

The 2024 Speeding Wrecks Lives campaign consists of two parts:

- Social Norming—Speeding Catches Up With You
- Enforcement—Speeding Slows You Down

Objectives

- Educate drivers on how speed increases the risk of a crash
- Remind drivers of the consequences of speeding
- Motivate drivers to curb speeding behavior

Speed Posting Strategy

The 2024 Speeding Wrecks Lives campaign's high-visibility enforcement period runs from Monday, July 8 through Wednesday, July 31, with paid media efforts running at the same time. Posting organically on social media both during the paid media and enforcement periods will help support the campaign and amplify the important messages being shared.

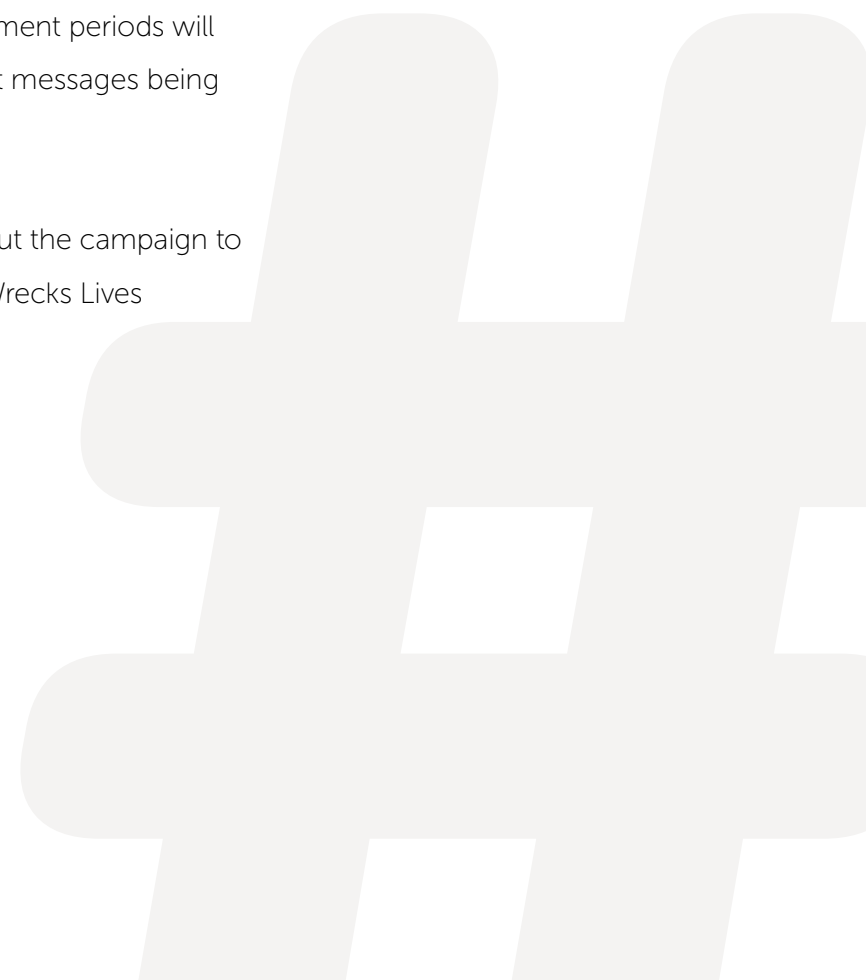
Below are relevant hashtags to use when posting about the campaign to tap into conversations related to the 2024 Speeding Wrecks Lives campaign:

Enforcement

- **#SpeedingSlowsYouDown**
- **#SpeedingWrecksLives**
- **#SpeedingTicket**
- **#StopSpeeding**
- **#ArriveAlive**

Social Norming

- **#SpeedingCatchesYou**
- **#SpeedingWrecksLives**
- **#BetterLateThanNever**
- **#MakeItAlive**
- **#StopSpeeding**



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 engagements.

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 traffic stop data
- Mention local celebrations or events to draw a connection to the campaign

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

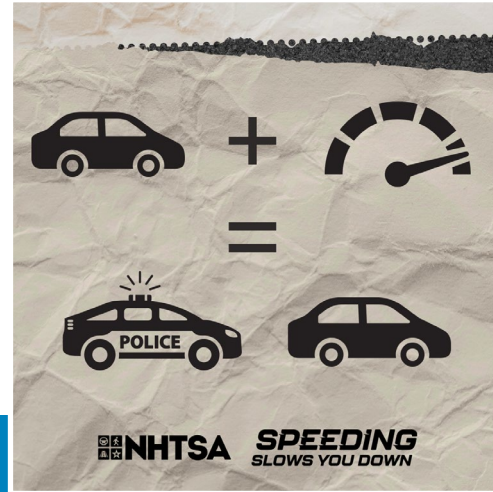
- Joshua Tree, you can't outrun the consequences of speeding.
#SpeedingWrecksLives
- Stop speeding before you face consequences like a ticket or an injury, Los Angeles. **#ArriveAlive**

Social Media Content

This section contains shareable social media content for the 2024 Speeding Wrecks Lives campaign period. Provided on pages (13-22) are downloadable graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.



Social Story 1080x1920



Social Post 1200x1200

On the left are two sample social media graphics: one for social stories on Instagram and Facebook and one for social feed posts that can be used on any platform.

On the following pages, you will see additional graphics and post examples 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, 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.

Content Organization

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

Enforcement

English

- Equation—p. [13](#)
- Slow Down—p. [14](#)

Spanish

- Speed of Light—p. [15](#)
- How Fast—p. [17](#)

Social Norming

English

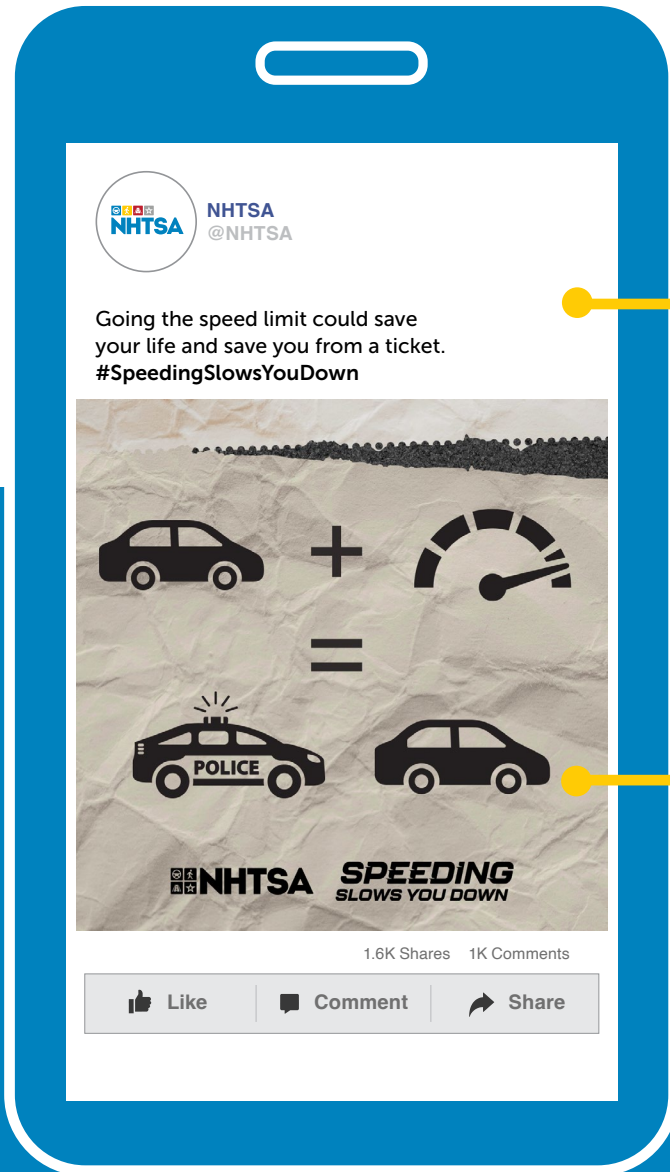
- Game Over—p. [19](#)
- Driving Fast—p. [20](#)

Spanish

- Out of Control—p. [21](#)
- Excess—p. [22](#)

Social Post Example

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



1

Suggested copy from this playbook.

2

Downloaded graphic from trafficsafetymarketing.gov.



Social Story Example

Here is an example of how a social story should look when published.

1 Downloaded graphic from trafficsafetymarketing.gov.

Animation vs. Static

Alongside the static graphics you see in this playbook, NHTSA also offers animated versions of most campaign graphics in the same sizes. According to social media experts, posts with an animated graphic will see 95% viewer retention of the message compared to 10% retention without.

(Source: [LottieFiles](#))



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 website.

Social Media & Accessibility

Creating inclusive content is of increasing priority on social media.

To make platforms more accessible, most have implemented the option to include alternative text (or alt text) along with images. This alt text allows for users who utilize screen readers to still understand what the graphics are presenting. In this playbook, you will find alt text provided for each graphic concept that can be used across the various sizes. For how to include alt text on each social media platform, visit these resources:



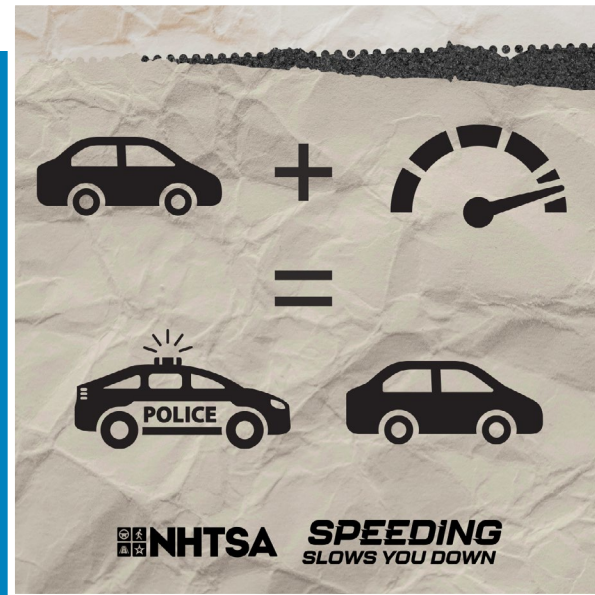
[Facebook](#)



[Instagram](#)



[X \(Formerly Twitter\)](#)



Alt Text Example

A torn paper ticket shows an illustration of a car, plus speed, equals a pullover and a ticket.

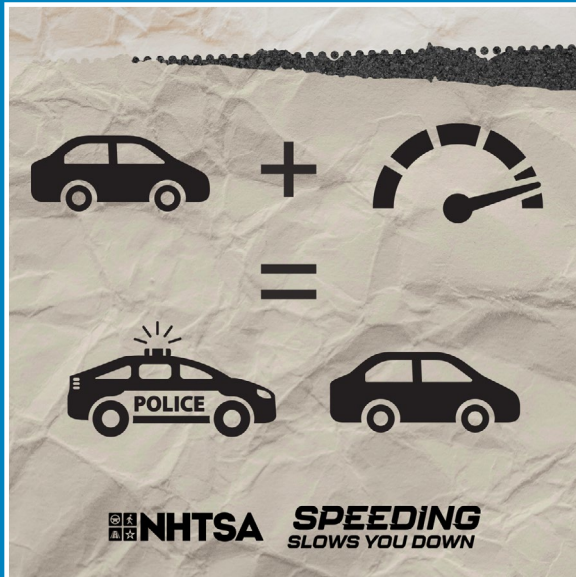
Equation—Enforcement

STEP

1 Download graphics.

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

Alt Text: A torn paper ticket shows an illustration of a car, plus speed, equals a pullover and a ticket.



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Going the speed limit could save your life and save you from a ticket. **#SpeedingSlowsYouDown**
- Save yourself from a speeding ticket, or you'll be dipping into your savings. **#SpeedingWrecksLives**
- Think about the math before you speed. The cost of a ticket adds up. **#StopSpeeding**

Sample X (Formerly Twitter) Messages

- The cost of a ticket adds up—speeding is never worth it. **#SpeedingTicket**
- Subtract speeding from your driving. **#SpeedingSlowsYouDown**
- Following the speed limit may not just save your life. It could also save you from a ticket. **#ArriveAlive**

Slow Down—Enforcement

STEP

1 Download graphics.

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

Alt Text: “Slow Down or Pay Up”—indicating slowing down equals saving money.



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- You can't outrun the consequences of speeding. **#SpeedingWrecksLives**
- Stop speeding before you face consequences like a ticket or an injury. **#ArriveAlive**
- Looking for a fast way to avoid a ticket? Follow the speed limit. **#StopSpeeding**

Sample X (Formerly Twitter) Messages

- Speeding is a quick way to get a ticket. Slow down or pay the price. **#SpeedingSlowsYouDown**
- Avoiding a speeding ticket is as easy as following the speed limit. **#SpeedingWrecksLives**
- Speeding can have consequences for your wallet and your safety. **#ArriveAlive**

Speed of Light—Spanish —Enforcement

STEP

1 Download graphics.

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

Alt Text: Imagen de un auto que va a exceso de velocidad y es detenido por un vehículo de la ley.



Sizes Available:



Social Posts
1200x1200

STEP

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

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Es mejor nunca averiguar qué tan rápido pueden encenderse las luces de un vehículo de la policía. No manejes sobre el límite de velocidad. **#ELímiteDeVelocidadEsLaLey**
*Translation: It's better not to know how fast the lights of a law enforcement vehicle can turn on. Do not drive above the speed limit. **#TheSpeedLimitIsTheLaw***
- Manejar a la velocidad de la luz es imposible; manejar a exceso de velocidad y que te multen es muy posible. **#ELímiteDeVelocidadEsLaLey**
*Translation: Driving at the speed of light is impossible; driving above the speed limit and getting fined is very possible. **#TheSpeedLimitIsTheLaw***
- Los límites de velocidad no son sugerencias; existen para que los respetes. Si infringes la ley, recibirás una multa. **#ELímiteDeVelocidadEsLaLey**
*Translation: Speed limits are not suggestions; they exist to be respected. If you break the law, you will receive a fine. **#TheSpeedLimitIsTheLaw***
- Evita averiguar qué tan rápido pueden acercarse las luces de un vehículo de la policía. Respeta los límites de velocidad establecidos para garantizar tu seguridad y la de los demás en la carretera. **#ELímiteDeVelocidadEsLaLey**
*Translation: Avoid finding out how quickly police vehicle lights can approach. Respect the established speed limits to guarantee your safety and that of others on the road. **#TheSpeedLimitIsTheLaw***
- Si conduces como si los límites de velocidad no existieran, las luces que verás detrás de tu auto te recordarán lo contrario. **#ELímiteDeVelocidadEsLaLey**
*Translation: If you drive as if there were no limits, the lights you'll see behind you will remind you they exist. **#TheSpeedLimitIsTheLaw***

Speed of Light—Spanish —Enforcement

STEP

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Alt Text: Imagen de un auto que va a exceso de velocidad y es detenido por un vehículo de la ley.



Sizes Available:



Social Posts
1200x1200

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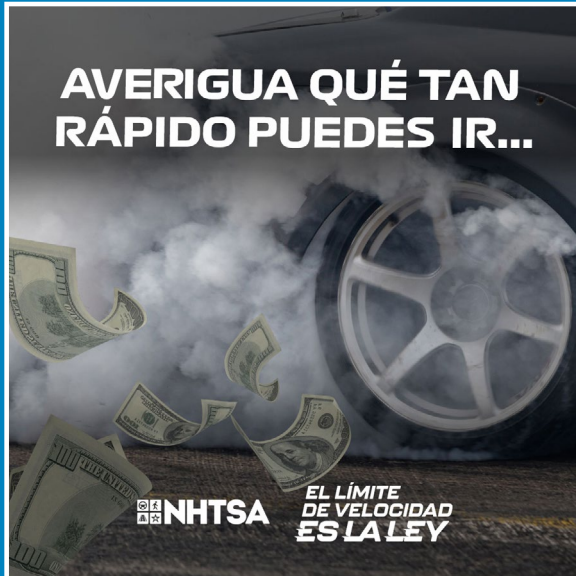
How Fast—Spanish—Enforcement

STEP

1 Download graphics.

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

Alt Text: Una llanta girando y expulsando humo y billetes, y un auto detenido por un vehículo de la ley.



Sizes Available:



Social Posts
 1200x1200

STEP

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

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- En la vida hay muchas cosas por descubrir, pero una cosa que es mejor no descubrir nunca es la cantidad de dinero que puedes perder por pagar multas. **#ELímiteDeVelocidadEsLaLey**

*Translation: In life, there are many things to discover, but one thing you don't want to discover is the amount of money you can lose paying fines. **#TheSpeedLimitIsTheLaw***
- ¿Listo para poner a prueba los límites de velocidad de tu auto? Recuerda, cuanto más rápido vayas, más rápido se vacía tu cuenta bancaria. Evita multas y cuida tu dinero. **#ELímiteDeVelocidadEsLaLey**

*Translation: Ready to see how fast you can go in your vehicle? Remember, that the faster you go, the faster you'll empty your bank account. Avoid fines and save your money **#TheSpeedLimitIsTheLaw***
- ¿Cuál es la prisa? ¿A dónde vas tan rápido? ¿Estás muy ansioso por pagar multas? Porque si excedes el límite de velocidad, puede que llegues rápido, pero a pagar multas. **#ELímiteDeVelocidadEsLaLey**

*Translation: What's the hurry? Where are you going so fast? Are you eager to pay fines? Because if you exceed the speed limit, you may arrive quickly, but to pay fines. **#TheSpeedLimitIsTheLaw***
- ¿Te has preguntado por qué algunos conductores sobrepasan el límite de velocidad? La verdad es que no hay ninguna razón válida. Las consecuencias son muchas ...y caras. **#ELímiteDeVelocidadEsLaLey**

*Translation: Ever asked yourself why drivers go faster than the speed limit? Truth is, there's no good reason. The consequences are plenty, and expensive. **#TheSpeedLimitIsTheLaw***
- La velocidad cuesta mucho...no averigües cuánto. No excedas los límites de velocidad y evita las multas. **#ELímiteDeVelocidadEsLaLey**

*Translation: Speeding costs a lot. Don't find out how much. Don't exceed the speed limit and avoid fines. **#TheSpeedLimitIsTheLaw***

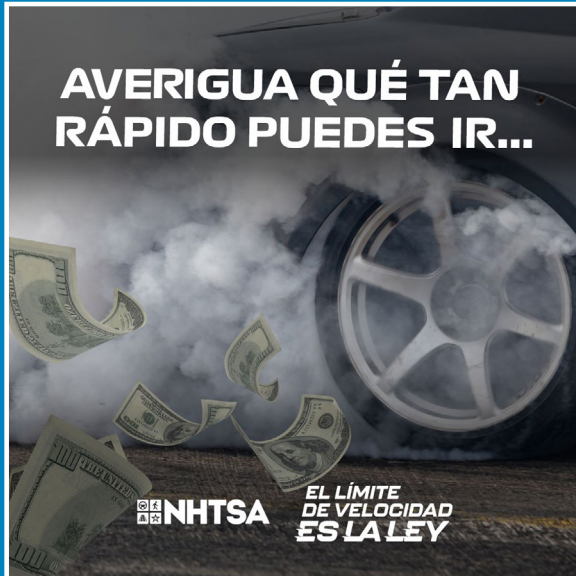
How Fast—Spanish—Enforcement

STEP

1 Download graphics.

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[Traffic Safety Marketing](#)

Alt Text: Una llanta girando y expulsando humo y billetes, y un auto detenido por un vehículo de la ley.



Sizes Available:



Social Posts
 1200x1200

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Sample X (Formerly Twitter) Messages

- En la vida hay muchas cosas por descubrir, pero una cosa que es mejor no descubrir nunca es la cantidad de dinero que puedes perder por pagar multas. **#ELímiteDeVelocidadEsLaLey**

*Translation: In life, there are many things to discover, but one thing you don't want to discover is the amount of money you can lose paying fines. **#TheSpeedLimitIsTheLaw***
- ¿Listo para poner a prueba los límites de velocidad de tu auto? Recuerda, cuanto más rápido vayas, más rápido se vacía tu cuenta bancaria. Evita multas y cuida tu dinero. **#ELímiteDeVelocidadEsLaLey**

*Translation: Ready to see how fast you can go in your vehicle? Remember, that the faster you go, the faster you'll empty your bank account. Avoid fines and save your money **#TheSpeedLimitIsTheLaw***
- ¿Cuál es la prisa? ¿A dónde vas tan rápido? ¿Estás muy ansioso por pagar multas? Porque si excedes el límite de velocidad, puede que llegues rápido, pero a pagar multas. **#ELímiteDeVelocidadEsLaLey**

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- ¿Te has preguntado por qué algunos conductores sobrepasan el límite de velocidad? La verdad es que no hay ninguna razón válida. Las consecuencias son muchas...y caras.

Translation: Ever asked yourself why drivers go faster than the speed limit? Truth is, there's no good reason. The consequences are plenty...and expensive.
- La velocidad cuesta mucho...no averigües cuánto. No excedas la velocidad y evita las multas. **#ELímiteDeVelocidadEsLaLey**

*Translation: Speeding costs a lot...don't find out how much. Don't exceed the speed limit and avoid fines. **#TheSpeedLimitIsTheLaw***

Game Over—Social Norming

STEP

1 Download graphics.

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

Alt Text: The image is a video game with two crashed cars. The language implies speeding equals game over.



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- A high speed doesn't get you a high score in the game of life. Play it safe and follow the speed limit. **#SpeedingCatchesYou**
- Playing it safe could save your life. Don't risk it all by speeding. **#MakeltAlive**
- Speeding is a quick way to lose it all. Winners abide by the speed limit. **#BetterLateThanNever**

Sample X (Formerly Twitter) Messages

- You only get one life in this game. Speeding isn't worth it. **#MakeltAlive**
- Speeding is never the way to win. Play by the rules to stay safe. **#StopSpeeding**
- Follow the speed limit. A high speed doesn't get you a high score in the game of life. **#BetterLateThanNever**

Driving Fast—Social Norming

STEP

1 Download graphics.

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

Alt Text: A car is on a tow truck as a police car sits nearby with lights on. Speeding has caused this accident.



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Only drive fast if you want to finish last. **#SpeedingCatchesYou**
- Start following the speed limit before you or your passengers get hurt. **#SpeedingWrecksLives**
- Speeding is not worth the wrecks and injuries! **#StopSpeeding**

Sample X (Formerly Twitter) Messages

- Speeding past other drivers isn't worth your life. **#SpeedingCatchesYou**
- Slow down before someone gets hurt. The speed limit is the safest bet. **#SpeedingWrecksLives**
- If you drive fast, you'll finish last. Stop speeding before you injure yourself or someone else. **#MakeltAlive**

Out of Control—Spanish — Social Norming

STEP

1 Download graphics.

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

Alt Text: Imagen de dos vehículos involucrados en un choque. Texto refuerza no manejar a exceso de velocidad.



Sizes Available:



Social Posts
1200x1200

STEP

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

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Si no controlas tu velocidad, puedes perder el control de tu vida. El exceso de velocidad **#NoValeLaPena.**
*Translation: If you don't control your speed, you lose control of your life. Speeding is **#NotWorthIt.***
- No seas tan acelerado. Baja la velocidad y toma las riendas de tu vida. El exceso de velocidad **#NoValeLaPena.**
*Translation: Don't be a speed demon. Slow down and take control of your life. Speeding is **#NotWorthIt.***
- O estás atento a tu velocidad o te atienes a las consecuencias. El exceso de velocidad **#NoValeLaPena.**
*Translation: Pay attention to your speed or face the consequences. Speeding is **#NotWorthIt.***

Sample X (Formerly Twitter) Messages

- Si no controlas tu velocidad, puedes perder el control de tu vida. El exceso de velocidad **#NoValeLaPena.**
*Translation: If you don't control your speed, you lose control of your life. Speeding is **#NotWorthIt.***
- No seas tan acelerado. Baja la velocidad y toma las riendas de tu vida. El exceso de velocidad **#NoValeLaPena.**
*Translation: Don't be a speed demon. Slow down and take control of your life. **#NotWorthIt.***
- O estás atento a tu velocidad o te atienes a las consecuencias. El exceso de velocidad **#NoValeLaPena.**
*Translation: Pay attention to your speed or face the consequences. Speeding is **#NotWorthIt.***

Excess—Spanish— Social Norming

STEP

1 Download graphics.

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

Alt Text: Diferentes formas de exceso: detergente, sol, ropa y dos autos que chocaron por exceso de velocidad.



Sizes Available:



Social Posts
1200x1200

STEP

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

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Como dice tu mamá: todo en exceso es malo. El exceso de velocidad **#NoValeLaPena**.
*Translation: Like your mom says: everything in excess is bad. Speeding is **#NotWorthIt**.*
- El exceso de cualquier cosa puede ser malo, incluida la velocidad. **#ElExcesoDeVelocidadTeAtrapa**
*Translation: Too much of anything can be bad, including speeding. **#SpeedingCatchesYou***
- A veces menos es más. Respeta el límite de velocidad. **#ElExcesoDeVelocidadTeAtrapa**
*Translation: Sometimes less is more. Follow the speed limit. **#SpeedingCatchesYou***

Sample X (Formerly Twitter) Messages

- Como dice tu mamá: todo en exceso es malo. El exceso de velocidad **#NoValeLaPena**.
*Translation: Like your mom says: everything in excess is bad. Speeding is **#NotWorthIt**.*
- El exceso de cualquier cosa puede ser malo, incluida la velocidad. **#ElExcesoDeVelocidadTeAtrapa**
*Translation: Too much of anything can be bad, including speeding. **#SpeedingCatchesYou***
- A veces menos es más. Respeta el límite de velocidad. **#ElExcesoDeVelocidadTeAtrapa**
*Translation: Sometimes less is more. Follow the speed limit. **#SpeedingCatchesYou***

NHTSA Contact

If you have questions about the 2024 Speeding Wrecks Lives campaign, please contact Thomas Bayhi at thomas.bayhi@dot.gov.

