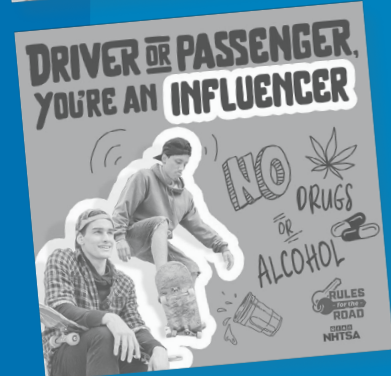




SOCIAL MEDIA PLAYBOOK
TEEN DRIVER SAFETY
FOR MESSAGING TO TEENS
2023



How to Use This Playbook

This document is a social media playbook for the 2023 Teen Driver Safety campaign. It includes specific content and assets, along with instructions, for teens and teen organizations to use. The content in this playbook is designed for easy posting and use on your social media accounts. Posting these messages may save lives.

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Campaign Overview

Campaign Summary

Motor vehicle crashes remain the primary cause of death for teens between the ages of 15- and 18-years-old in the United States. While many teens understand the risks that come with driving, it is important for parents to reinforce the **#RulesForTheRoad**.

This campaign emphasizes seven key target behaviors that teens should practice:

1. Wear a seat belt and make sure all passengers do as well
2. No speeding
3. No distractions
4. No extra passengers
5. No alcohol
6. No drugs
7. No impairment-causing medications

In addition to these target behaviors, the campaign also seeks to have teens serve as role models for friends and other teens in their communities. We know teens listen to their friends, so we hope to spread these safe-driving messages among teens on social media. These messages can also be used by organizations on their social media channels to help make a difference, widening the reach of safe-driving messages to more teens.

Objectives

- Educate teens on the risk factors of driving
- Motivate teens to practice safe-driving behaviors on the road
- Encourage teens to share safe-driving behaviors with their peers

While we include tips in this playbook, our number-one recommendation is that you make sharing these safety messages authentic for yourself or your organization. Authenticity is the best way to educate and persuade people on social media.

Posting Strategy

Teen Driver Safety is a year-round campaign that can be promoted at any time. There are always new teen drivers on the roads who need to be aware of the risks they may face. This content can be worked into your existing content stream at any time throughout the year.

One week to especially emphasize teen driver safety is Teen Driver Safety Week from October 15–October 21, 2023. While Teen Driver Safety messaging can be used throughout the year, this week is a particularly relevant time for everyone to amplify the campaign.

There are some conventional periods, like prom, graduation or homecoming, when teens are often driving themselves and this safety message is more pertinent than ever. A concentrated effort to share safe-driving messages around these events may reach more teens.

Post Talking Points

When posting about being a safe driver and responsible passenger, please use the messages in this playbook as a guide. Here are some talking points for teens to incorporate into original content on social media:

- I wear my seat belt and make sure all my friends do too.
- I always follow the speed limit—you should too.
- I leave my phone out of sight, so I'm not distracted. Follow my lead!
- I don't pack my car full of friends because it can be a distraction.
- Drinking and driving don't mix—stay sober behind the wheel.
- I don't do any kind of drugs before I get behind the wheel—neither should you.

 Facebook/Instagram



Social Media Content

This section contains shareable social media content for the 2023 Teen Driver Safety campaign. Provided on pages [\(14-51\)](#) are downloadable graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.

 Twitter



On the left are two sample social media posts: one for Instagram and Facebook using a square-shaped graphic and one for Twitter using a rectangular graphic.

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, 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

This playbook includes messages for both individuals and organizations to use. Feel free to adjust these messages to best fit your or your organization's voice so you can engage your audience in a meaningful way. The messages and graphics are organized according to the risk factors and language.

Messages for Individuals:

English

- General—p. [14](#)
- Seat Belts—p. [16](#)
- Speeding—p. [17](#)
- Distraction—p. [18](#)
- Extra Passengers—p. [19](#)
- Alcohol—p. [20](#)
- Drug-Impaired—p. [21](#)
- Medication Use—p. [22](#)

Spanish

- General—p. [32](#)
- Seat Belts—p. [35](#)
- Speeding—p. [36](#)
- Distraction—p. [37](#)
- Extra Passengers—p. [38](#)
- Alcohol—p. [39](#)
- Drug-Impaired—p. [40](#)
- Medication Use—p. [41](#)

Messages for Teen Organizations

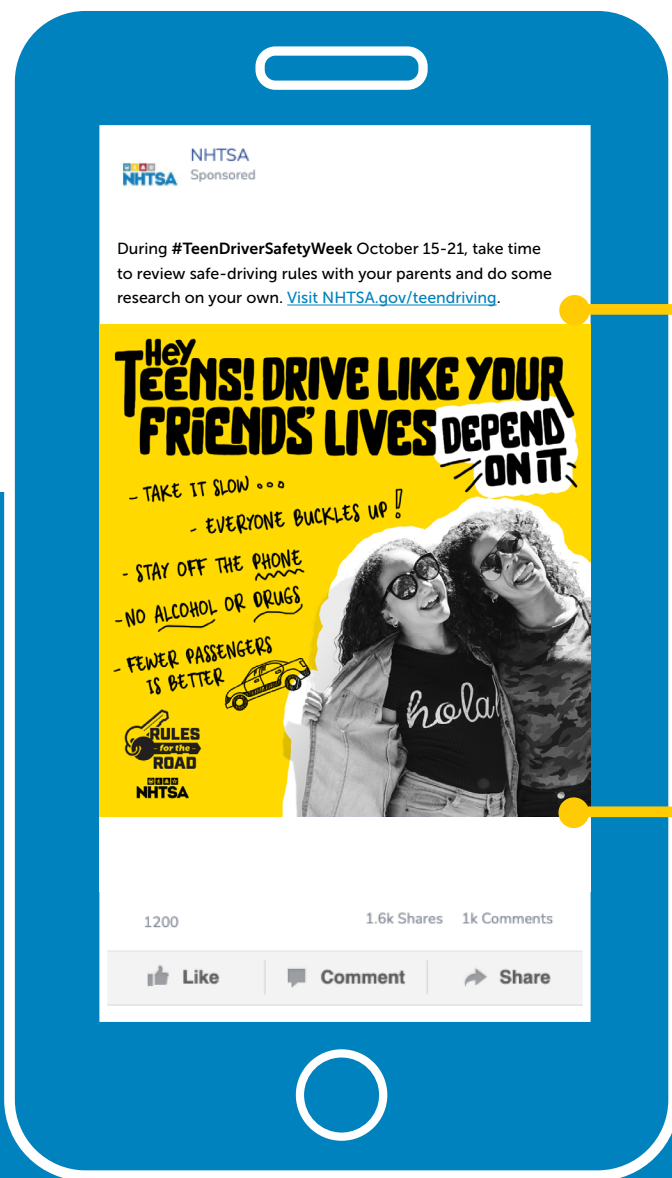
(Student Council, local MADD chapters, Teens in the Driver Seat, etc.)

English

- General—p. [23](#)
- Seat Belts—p. [25](#)
- Speeding—p. [26](#)
- Distraction—p. [27](#)
- Extra Passengers—p. [28](#)
- Alcohol—p. [29](#)
- Drug-Impaired—p. [30](#)
- Medication Use—p. [31](#)

Spanish

- General—p. [42](#)
- Seat Belts—p. [45](#)
- Speeding—p. [46](#)
- Distraction—p. [47](#)
- Extra Passengers—p. [48](#)
- Alcohol—p. [49](#)
- Drug-Impaired—p. [50](#)
- Medication Use—p. [51](#)



Facebook Post Examples

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

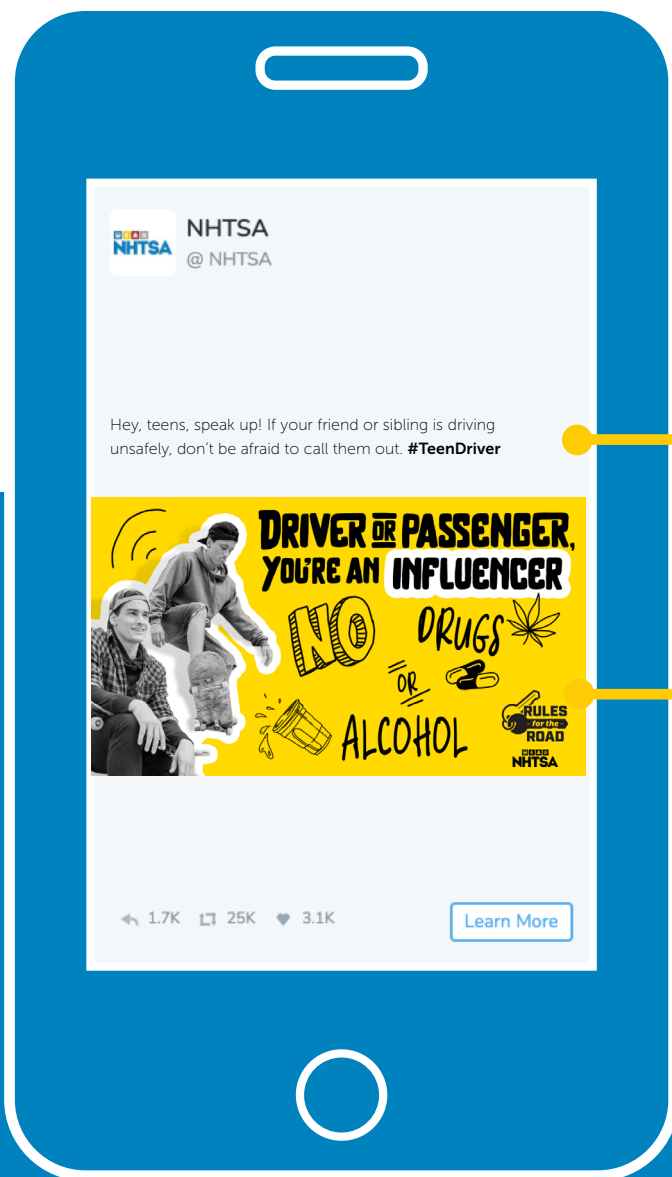
1 Suggested copy from this playbook.

2 Downloaded graphic from trafficsafetymarketing.gov.



Twitter Post Example

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



1 Suggested copy from this playbook.

2 Downloaded graphic from trafficsafetymarketing.gov.



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 [website](#).



Facebook/Instagram Posts
1200x1200 (square)



Facebook/Instagram Stories
1080x1920 (vertical)



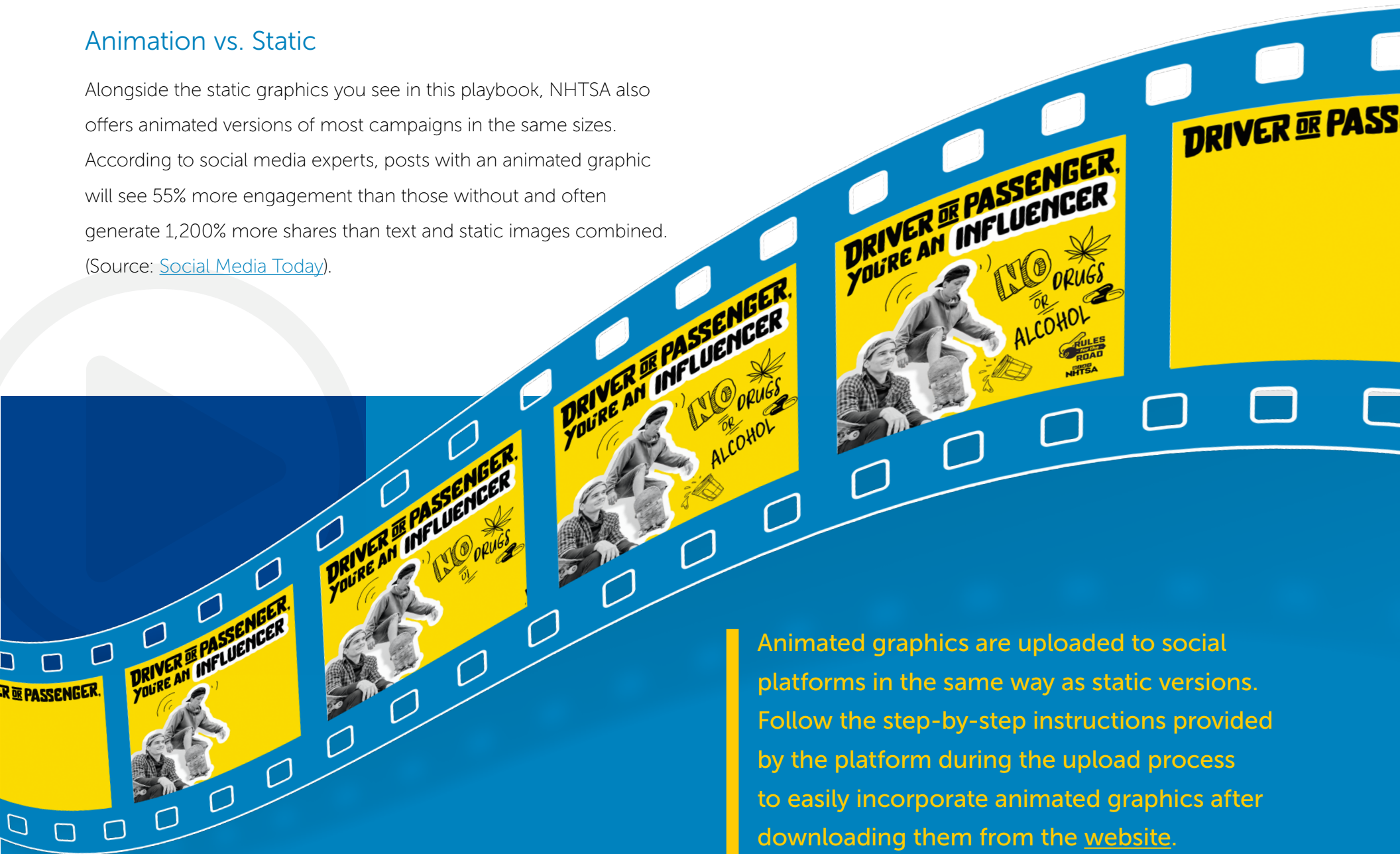
Facebook/Instagram Posts
1000x1200 (vertical)



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 easily incorporate animated graphics after downloading them from the [website](#).

General Individuals

STEP

1 Download graphics.

Download the "Peer to Peer" graphic below at: [Traffic Safety Marketing](https://www.nhtsa.gov/traffic-safety-marketing)



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.

- During **#TeenDriverSafetyWeek** October 15-21, take time to review safe-driving rules with your parents and do some research on your own. Visit [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving).
- Talk to your parents about safe-driving habits and visit [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving) for resources about Rules of the Road. **#TeenDriver**
- There are good times to use your phone...and times when you should not:
 Watching 📺? ✓
 Listening to music 🎧? ✓
 Eating pizza 🍕? ✓
 Driving your car 🚗? ✗
- Drinking and driving don't mix, especially if you're under 21. Learn more about the dangers of impaired driving at [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving). **#TeenDriver**
- In 2020, over 30% of all teen drivers involved in fatal crashes were speeding. It's simple: Slow down. [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving) **#TeenDriver**

General

STEP

1 Download graphics.

Download the "Peer to Peer" graphic below at: [Traffic Safety Marketing](#)



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.

Sample Twitter Messages

- Hey, teens, speak up! If your friend or sibling is driving unsafely, don't be afraid to call them out. **#TeenDriver**
- Did you know NEARLY HALF of teen drivers who died in crashes in 2020 were unbuckled? **#ClickIt** and always **#BuckleUp. #TeenDriver**
- DYK: Marijuana, prescription medications and even some over-the-counter meds can affect your ability to drive safely, just like alcohol. [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving) **#TeenDriver**
- There are good times to use your phone...and times when you definitely should not:
 - Watching 📺? ✓
 - Listening to music 🎧? ✓
 - Eating pizza 🍕? ✓
 - Driving your car 🚗? ✗
- **#TeenDriver**, a few seconds can make a difference. Save the texts for your destination.

Seat Belts Individuals



STEP

1 Download graphics.

Download the "Peer to Peer" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

  Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

 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.

- Before setting up my favorite playlist, I always buckle my seat belt when I get in the car. My safety comes before my music—and yours should too. **#MyRulesForTheRoad**
- Seat belts aren't sexy, but neither is death. Let's start a new trend and always get buckled. **#MyRulesForTheRoad**

Speeding Individuals

STEP

1 Download graphics.

Download the "Peer to Peer" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

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

- There is a reason for speed limits—they keep everyone safe! Choose to take it slow—everyone's life depends on it. **#MyRulesForTheRoad**
- A need for speed isn't helpful when behind the wheel. Always follow the speed limit to stay safe on the road. **#MyRulesForTheRoad**

Distraction Individuals

STEP

1 Download graphics.

Download the "Peer to Peer" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

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.

- I always leave my phone in my backpack in the backseat when driving. Don't drive distracted. **#MyRulesForTheRoad**
- Looking at my phone doesn't make me an expert multi-tasker. I stay off my phone to keep others safe. **#MyRulesForTheRoad.**

Extra Passengers Individuals

STEP

1 Download graphics.

Download the "Peer to Peer" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

f Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

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.

- I love hanging out with all my friends, but too many in my car is a crowd. The fewer passengers, the more focused I am on the road. **#MyRulesForTheRoad**
- While I'm getting the hang of driving, I won't fill my car full of friends. Extra passengers can be a huge distraction. **#MyRulesForTheRoad**

Alcohol Use Individuals

STEP

1 Download graphics.

Download the "Peer to Peer" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

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.

- I know alcohol and driving don't mix. Always remember **#MyRulesForTheRoad** and always drive sober.
- Drinking alcohol under 21 is illegal and dangerous, and it's definitely not worth someone's life. Always drive above the influence. **#MyRulesForTheRoad**

Drug Use Individuals

STEP

1 Download graphics.

Download the "Peer to Peer" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

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.

- Being high on drugs will lead to trouble behind the wheel and on the road. Don't do drugs and drive. Always remember **#MyRulesForTheRoad**.
- Drugs have no place behind my steering wheel. I don't drive high or ride with anyone who is. Remember **#MyRulesForTheRoad**.
- If my friend is high, I don't get in their car—and I don't let them drive. Those are **#MyRulesForTheRoad**

Medication Use Individuals

STEP

1 Download graphics.

Download the "Peer to Peer" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

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.

- I didn't even know medications could affect my driving. I always check medication labels to make sure they won't impact my driving. **#MyRulesForTheRoad**
- It's not okay to drive under the influence of ANY kind of drugs. I always check medication labels to make sure I'm not putting others in danger on the road. **#MyRulesForTheRoad**

General Teen Organizations

STEP

1 Download graphics.

Download the "Peer to Peer" graphic below at: [Traffic Safety Marketing](https://www.nhtsa.gov/traffic-safety-marketing)



Sizes Available:

f Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

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.

- During **#TeenDriverSafetyWeek**, October 15-21, take time to review safe-driving rules with your parents and do some research on your own. Visit [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving).
- Talk to your parents about safe-driving habits and visit [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving) for resources about Rules of the Road. **#TeenDriver**
- There are good times to use your phone...and times when you should not:
Watching ? ✓
Listening to music ? ✓
Eating pizza ? ✓
Driving your car ? ✗
- Drinking and driving don't mix, especially if you're under 21. Learn more about the dangers of impaired driving at [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving). **#TeenDriver**
- In 2020, over 30% of all teen drivers involved in fatal crashes were speeding. It's simple: Slow down. [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving) **#TeenDriver**

General Teen Organizations

STEP

1 Download graphics.

Download the "Peer to Peer" graphic below at: [Traffic Safety Marketing](#)



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.

Sample Twitter Messages

- Hey, teens, speak up! If your friend or sibling is driving unsafely, don't be afraid to call them out. **#TeenDriver**
- Did you know NEARLY HALF of teen drivers who died in crashes in 2020 were unbuckled? **#ClickIt** and always **#BuckleUp. #TeenDriver**
- DYK: Marijuana, prescription medications and even some over-the-counter meds can affect your ability to drive safely, just like alcohol. **#TeenDriver**
- There are good times to use your phone...and times when you definitely should not:
 - Watching 📺? ✓
 - Listening to music 🎧? ✓
 - Eating pizza 🍕? ✓
 - Driving your car 🚗? ✗
- **#TeenDriver**, a few seconds can make a difference. Save the texts for your destination.

Seat Belts

Teen Organizations



STEP

1 Download graphics.

Download the "Peer to Peer" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

  Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

 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.

- Before getting your playlist going, always put on your seat belt. Your seat belt is one of the easiest ways to keep yourself safe behind the wheel. **#RulesForTheRoad**
- You're in the driver's seat now, which means you're the responsible one. Make sure everyone has their seat belt on whenever they're in the car. **#RulesForTheRoad**

Speeding Teen Organizations

STEP

1 Download graphics.

Download the "Peer to Peer" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

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

- Speed limits are there for a reason—to keep you and others safe. Take it slow on the roads because your life depends on it. **#RulesForTheRoad**
- That joyride isn't worth your life. Keep your speed down when driving—it'll keep you and your friends in the car safe. **#RulesForTheRoad**

Distraction

Teen Organizations

STEP

1 Download graphics.

Download the "Peer to Peer" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

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.

- Leave your phone in your backpack or purse and check it at your destination, not behind the wheel. Don't drive distracted. **#RulesForTheRoad**
- Not texting and driving = arriving at your destination safely. Leave your phone alone while in the car to keep everyone safe. **#RulesForTheRoad**

Extra Passengers Teen Organizations


STEP

1 Download graphics.

Download the "Peer to Peer" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

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

- All your non-driving friends may want a ride as soon as you get your license, but that's not always safe! You need to be focused behind the wheel and too many people in the car can distract you. **#RulesForTheRoad**
- You may be the cool one who got your license first, but don't try to take all your friends at once. The fewer passengers in the car, the more focused you can be on driving. **#RulesForTheRoad**

Alcohol Use

Teen Organizations

STEP

1 Download graphics.

Download the "Peer to Peer" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

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.

- Getting behind the wheel after drinking is dangerous and illegal. Remember the **#RulesForTheRoad** and always drive sober.
- Alcohol and driving should never mix. Stay sober and always remember the **#RulesForTheRoad**.

Drug Use Teen Organizations

STEP

1 Download graphics.

Download the "Peer to Peer" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

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.

- Getting behind the wheel while under the influence of drugs is never a good idea. You're the best driver you can be when you aren't driving impaired. **#RulesForTheRoad**
- The safety of everyone around you on the road is in your hands when you're holding the wheel. Always remember the **#RulesForTheRoad** and never drive impaired by drugs.

Medication Use Teen Organizations



STEP

1 Download graphics.

Download the "Peer to Peer" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

  Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

 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.

- It's illegal to drive impaired by drugs, even ones that you can get off the shelf. When you take a new medication, know what the side effects might be when you're behind the wheel.
#RulesForTheRoad
- Check to see if your medication has side effects before driving. Don't put yourself or others at risk.
#RulesForTheRoad

General—Spanish

Individuals



STEP

1 Download graphics.

Download the “Peer to Peer” graphic below at: [Traffic Safety Marketing](https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente)



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

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.

- Durante **#LaSemanaDelConductorAdolescente**, del 15 al 21 de octubre, tómate un momento para repasar las reglas sobre manejo seguro con tus padres e investiga por tu cuenta. Visita <https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente>.

*Translation: During **#TeenDriverSafetyWeek**, October 15-21, take time to review safe driving rules with your parents and do some research on your own. Visit [NHTSA.gov/teendriving](https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente).*

- Habla con tus padres sobre las prácticas seguras de manejar y visita <https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente> para obtener recursos acerca de las Reglas de Tránsito. **#ConductorAdolescente**

*Translation: Talk to your parents about safe driving habits and visit [NHTSA.gov/teendriving](https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente) for resources about Rules of the Road. **#TeenDriver***

- Hay buenos momentos para usar tu teléfono... y momentos en los que no debes hacerlo:

¿Viendo ? ✓
¿Escuchando música ? ✓
¿Comiendo pizza ? ✓
¿Manejando tu auto ? ✗

Translation: There are good times to use your phone...and times when you should not:

Watching ? ✓
Listening to music ? ✓
Eating pizza ? ✓
Driving your car ? ✗

General—Spanish Individuals



STEP

1 Download graphics.

Download the “Peer to Peer” graphic below at: [Traffic Safety Marketing](https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente)



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.

- Beber y manejar no son una buena combinación, especialmente si eres menor de 21 años. Aprende más sobre los peligros de manejar bajo la influencia en <https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente>. **#ConductorAdolescente**
*Translation: Drinking and driving don't mix, especially if you're under 21. Learn more about the dangers of impaired driving at [NHTSA.gov/teendriving](https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente). **#TeenDriver***
- En el 2020, más del 30% de todos los conductores adolescentes involucrados en choques mortales iban a exceso de velocidad. Es muy simple: Reduce la velocidad. Visita <https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente> **#ConductorAdolescente**
*Translation: In 2020, over 30% of all teen drivers involved in fatal crashes were speeding. It's simple: Slow down. [NHTSA.gov/teendriving](https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente) **#TeenDriver***

General—Spanish Individuals



STEP

1 Download graphics.

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



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.

Sample Twitter Messages

- ¡Oigan, adolescentes, digan algo! Si tu amigo o tu hermano o hermana está manejando peligrosamente, no tengas miedo de llamarles la atención. **#ConductorAdolescente**

*Translation: Hey, teens, speak up! If your friend or sibling is driving unsafely, don't be afraid to call them out. **#TeenDriver***
- ¿Sabías que CASI LA MITAD de los conductores adolescentes que murieron en el 2020 no llevaban su cinturón de seguridad abrochado? Siempre **#Abróchate #ConductorAdolescente**

*Translation: Did you know NEARLY HALF of teen drivers who died in 2020 crashes were unbuckled? **#ClickIt** and always **#BuckleUp. #TeenDriver***
- ¿Sabías que la marihuana, los medicamentos con prescripción, e incluso los medicamentos de venta libre pueden afectar tu capacidad para manejar de forma segura, de la misma manera que el alcohol? Visita <https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente> **#ConductorAdolescente**

*Translation: DYK: Marijuana, prescription medications, and even some over-the-counter meds can affect your ability to drive safely, just like alcohol. [NHTSA.gov/teendriving](https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente). **#TeenDriver***
- Hay buenos momentos para usar tu teléfono... y momentos en los que no debes hacerlo:

¿Viendo ? ✓
 ¿Escuchando música ? ✓
 ¿Comiendo pizza ? ✓
 ¿Manejando tu auto ? ✗

Translation: There are good times to use your phone...and times when you should not:
 Watching ? ✓
 Listening to music ? ✓
 Eating pizza ? ✓
 Driving your car ? ✗
- #ConductorAdolescente**, unos segundos pueden hacer la diferencia. Guarda los textos para cuando llegues a tu destino.

*Translation: **#TeenDriver**, a few seconds can make a difference. Save the texts for your destination.*

Seat Belts—Spanish Individuals



STEP

1 Download graphics.

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



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

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.

- Antes de poner en marcha mi playlist, me pongo el cinturón de seguridad. Mi seguridad viene antes que mi música, y tu seguridad también debería. **#ReglasParaElCamino**
Translation: Before setting up my favorite playlist, I always buckle my seat belt when I get in the car. My safety comes before my music—and yours should too. #MyRulesForTheRoad
- Los cinturones de seguridad no son sexy, pero tampoco es la muerte. Hay que empezar la nueva moda y siempre abrocharnos el cinturón de seguridad.
Translation: Seat belts aren't sexy, but neither is death. Let's start a new trend and always get buckled. #MyRulesForTheRoad

Speeding—Spanish Individuals



STEP

1 Download graphics.

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



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

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.

- Hay una razón para los límites de velocidad: ¡mantienen a todos a salvo! Elige tomártelo con calma, la vida de todos depende de ello. **#MisReglasParaElCamino**
Translation: There is a reason for speed limits—they keep everyone safe! Choose to take it slow—everyone’s life depends on it. #MyRulesForTheRoad
- La necesidad por la velocidad no sirve de nada cuando vas detrás del volante. Siempre respeta el límite de velocidad para mantenerte seguro en el camino. **#ReglasParaElCamino**
Translation: A need for speed isn’t helpful when behind the wheel. Always follow the speed limit to stay safe on the road. #RulesForTheRoad

Distraction—Spanish Individuals

STEP

1 Download graphics.

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



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

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.

- Siempre deajo mi teléfono en mi mochila en el asiento trasero cuando manejo. No manejes distraído. **#MisReglasParaElCamino**

*Translation: I always leave my phone in my backpack in the backseat when driving. Don't drive distracted. **#MyRulesForTheRoad***

- Ver mi teléfono no me hace un multi-tasker experto. No uso mi teléfono para mantener seguros a los demás. **#MisReglasParaElCamino**

*Translation: Looking at my phone doesn't make me an expert multi-tasker. I stay off my phone to keep others safe. **#MyRulesForTheRoad***

Extra Passengers—Spanish Individuals






STEP

1 Download graphics.

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



Sizes Available:

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

- Me encanta estar con todos mis amigos, pero demasiados en mi auto son una multitud. Cuantos menos pasajeros, más concentrado estoy en la carretera. **#MisReglasParaElCamino**
*Translation: I love hanging out with all my friends, but too many in my car is a crowd. The fewer passengers, the more focused I am on the road. **#MyRulesForTheRoad***
- Mientras estoy aprendiendo a manejar, no llenaré mi auto con amigos. Los pasajeros adicionales pueden ser una gran distracción. **#MisReglasParaElCamino**
*Translation: While I'm getting the hang of driving, I won't fill my car full of your friends. Extra passengers can be a huge distraction. **#MyRulesForTheRoad***

Alcohol Use—Spanish Individuals

STEP

1 Download graphics.

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



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

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.

- Sé que el alcohol y manejar no se mezclan. Recuerda siempre **#MisReglasParaElCamino** y maneja sobrio.
*Translation: I know alcohol and driving don't mix. Always remember **#MyRulesForTheRoad** and drive sober.*
- Tomar alcohol si eres menor de 21 años es ilegal, peligroso, y definitivamente no vale la vida de nadie. Maneja siempre sobrio. **#MisReglasParaElCamino**
*Translation: Drinking alcohol under 21 is illegal and dangerous, and it's definitely not worth someone's life. Always drive above the influence. **#MyRulesForTheRoad***

Drug Use—Spanish

Individuals

STEP

1 Download graphics.

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



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920



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.

- Estar bajo la influencia de las drogas te traerá problemas detrás del volante y en la carretera. No manejes después de tomar drogas. Recuerda siempre **#MisReglasParaElCamino**
*Translation: Being high on drugs will lead to trouble behind the wheel and on the road. Don't do drugs and drive. Always remember **#MyRulesForTheRoad**.*
- Las drogas no tienen lugar detrás de mi volante. No manejo high y tampoco viajo con los que están high. Recuerda **#MisReglasParaElCamino**
*Translation: Drugs have no place behind my steering wheel. I don't drive high or ride with anyone who is. Remember **#MyRulesForTheRoad**.*
- Si mi amigo está high, no me subo a su coche y no los dejo manejar. Esas son **#MisReglasParaElCamino**
*Translation: If my friend is high, I don't get in their car—and I don't let them drive. Those are **#MyRulesForTheRoad***

Medication Use—Spanish Individuals



STEP

1 Download graphics.

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



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

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.

- No sabía que los medicamentos podrían afectarme al manejar. Siempre reviso las etiquetas de los medicamentos para asegurarme de que no afecten mi forma de manejar. **#MisReglasParaElCamino**
Translation: I didn't even know medications could affect my driving. I always check medication labels to make sure they won't impact my driving. #MyRulesForTheRoad
- No está bien manejar bajo la influencia de CUALQUIER tipo de droga. Siempre reviso las etiquetas de los medicamentos para asegurarme de que no estoy poniendo en riesgo a otras personas en la carretera. **#MisReglasParaElCamino**
Translation: It's not okay to drive under the influence of ANY kind of drugs. I always check medication labels to make sure I'm not putting others in danger on the road. #MyRulesForTheRoad

General—Spanish

Teen Organizations



STEP

1 Download graphics.

Download the “Peer to Peer” graphic below at: [Traffic Safety Marketing](https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente)



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.

- Durante **#LaSemanaDelConductorAdolescente** del 15 al 21 de octubre, tómate un momento para repasar las reglas sobre manejo seguro con tus padres e investiga por tu cuenta. Visita <https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente>.

*Translation: During **#TeenDriverSafetyWeek** October 15-21, take time to review safe driving rules with your parents and do some research on your own. Visit [NHTSA.gov/teendriving](https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente).*

- Habla con tus padres sobre las prácticas seguras de manejar y visita <https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente> para obtener recursos acerca de las Reglas de Tránsito. **#ConductorAdolescente**

*Translation: Talk to your parents about safe driving habits and visit [NHTSA.gov/teendriving](https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente) for resources about Rules of the Road. **#TeenDriver***

- Hay buenos momentos para usar tu teléfono... y momentos en los que no debes hacerlo:

- ¿Viendo ? ✓
- ¿Escuchando música ? ✓
- ¿Comiendo pizza ? ✓
- ¿Manejando tu auto ? ✗

Translation: There are good times to use your phone...and times when you should not:

- Watching ? ✓
- Listening to music ? ✓
- Eating pizza ? ✓
- Driving your car ? ✗

General—Spanish

Teen Organizations



STEP

1 Download graphics.

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



Sizes Available:

f **i** 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.

- Beber y manejar no son una buena combinación, especialmente si eres menor de 21 años. Aprende más sobre los peligros de manejar bajo la influencia en <https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente>. **#ConductorAdolescente**
*Translation: Drinking and driving don't mix, especially if you're under 21. Learn more about the dangers of impaired driving at [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving). **#TeenDriver***
- En el 2020, más del 30% de todos los conductores adolescentes involucrados en choques mortales iban a exceso de velocidad. Es muy simple: Reduce la velocidad. [Visita https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente](https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente) **#ConductorAdolescente**
*Translation: In 2020, over 30% of all teen drivers involved in fatal crashes were speeding. It's simple: Slow down. [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving) **#TeenDriver***

General—Spanish

Teen Organizations



STEP

1 Download graphics.

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



Sizes Available:



Facebook/Instagram Posts
1000x1200

STEP

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

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- ¡Oigan, adolescentes, díles algo! Si tu amigo o tu hermano o hermana está manejando peligrosamente, no tengas miedo de llamarles la atención. **#ConductorAdolescente**

*Translation: Hey, teens, speak up! If your friend or sibling is driving unsafely, don't be afraid to call them out. **#TeenDriver***
- ¿Sabías que CASI LA MITAD de los conductores adolescentes que murieron en el 2020 no llevaban su cinturón de seguridad abrochado? Siempre **#Abróchate #ConductorAdolescente**

*Translation: Did you know NEARLY HALF of teen drivers who died in 2020 crashes were unbuckled? **#ClickIt** and always **#BuckleUp. #TeenDriver***
- ¿Sabías que la marihuana, los medicamentos con prescripción e incluso los medicamentos de venta libre pueden afectar tu capacidad para manejar de forma segura, de la misma manera que el alcohol? [Visita https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente](https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente) **#ConductorAdolescente**

*Translation: DYK: Marijuana, prescription medications and even some over-the-counter meds can affect your ability to drive safely, just like alcohol. [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving). **#TeenDriver***
- Hay buenos momentos para usar tu teléfono... y momentos en los que no debes hacerlo:

¿Viendo 📺? ✓
 ¿Escuchando música 🎧? ✓
 ¿Comiendo pizza 🍕? ✓
 ¿Manejando tu auto 🚗? ✗

Translation: There are good times to use your phone...and times when you should not:
 Watching 📺? ✓
 Listening to music 🎧? ✓
 Eating pizza 🍕? ✓
 Driving your car 🚗? ✗
- #ConductorAdolescente**, unos segundos pueden hacer la diferencia. Guarda los textos para cuando llegues a tu destino.

*Translation: **#TeenDriver**, a few seconds can make a difference. Save the texts for your destination.*

Seat Belts—Spanish

Teen Organizations



STEP

1 Download graphics.

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



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920



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.

- Antes de poner en marcha tu playlist, ponte el cinturón de seguridad. Tu cinturón de seguridad es la manera más sencilla de mantenerte seguro detrás del volante. **#ReglasParaElCamino**
Translation: Before getting your playlist going, always put on your seat belt. Your seat belt is one of the easiest ways to keep yourself safe behind the wheel. #RulesForTheRoad
- Estás detrás del volante, lo cual significa que tú eres el responsable. Asegúrate que todos se abrochen el cinturón de seguridad cuando están en el automóvil. **#ReglasParaElCamino**
Translation: You're in the driver's seat now, which means you're the responsible one. Make sure everyone has their seat belt on whenever they're in the car. #RulesForTheRoad

Speeding—Spanish

Teen Organizations



STEP

1 Download graphics.

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



Sizes Available:

f **i** Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

t 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.

- Los límites de velocidad están allí por una razón—para que tú y los demás estén seguros. Maneja despacio en el camino porque tu vida depende de ello. **#ReglasParaElCamino**
Translation: Speed limits are there for a reason—to keep you and others safe. Take it slow on the roads because your life depends on it. #RulesForTheRoad
- Esas carreritas no valen más que tu vida. Baja la velocidad cuando conduzcas, te mantendrá a ti y a tus amigos seguros en el vehículo. **#ReglasParaElCamino**
Translation: That joyride isn't worth your life. Keep your speed down when driving—it'll keep you and your friends in the car safe. #RulesForTheRoad

Distraction—Spanish

Teen Organizations

STEP

1 Download graphics.

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



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

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.

- Deja tu celular en tu mochila o bolsa y no lo saques cuando vayas detrás del volante. Hazlo hasta que llegues a tu destino. No manejes distraído. **#ReglasParaElCamino**
Translation: Leave your phone in your backpack or purse and check it at your destination, not behind the wheel. Don't drive distracted. #RulesForTheRoad
- Si dejas de textear y manejar llegarás a tu destino a salvo. No uses tu celular mientras estás en el automóvil para mantener a todos a salvo. **#ReglasParaElCamino**
Translation: Not texting and driving = arriving at your destination safely. Leave your phone alone while in the car to keep everyone safe. #RulesForTheRoad

Extra Passengers—Spanish Teen Organizations




STEP

1 Download graphics.

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



Sizes Available:

  Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

 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.

- Es posible que todos tus amigos que no manejan quieran viajar contigo tan pronto tengas tu licencia, ¡pero eso no siempre es seguro! Debes concentrarte detrás del volante y demasiadas personas en el automóvil pueden distraerte. **#ReglasParaElCamino**
Translation: All your non-driving friends may want a ride as soon as you get your license, but that's not always safe! You need to be focused behind the wheel and too many people in the car can distract you. #RulesForTheRoad
- Tal vez seas el más popular con tu licencia al principio, pero no trates de llevarte a todos tus amigos a la vez. Entre menos pasajeros en el vehículo, puedes estar más enfocado manejando. **#ReglasParaElCamino**
Translation: You may be the cool one who got your license first, but don't try to take all your friends at once. The fewer passengers in the car, the more focused you can be on driving. #RulesForTheRoad

Alcohol Use—Spanish

Teen Organizations

STEP

1 Download graphics.

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



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

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.

- Ponerte al volante después de tomar es peligroso e ilegal. Acuérdate de las **#ReglasParaElCamino** y no tomes y manejes.
*Translation: Getting behind the wheel after drinking is dangerous and illegal. Remember the **#RulesForTheRoad** and always drive sober.*
- Tomar alcohol y manejar nunca deben mezclarse. Mantente sobrio y recuerda siempre las **#ReglasParaElCamino**.
*Translation: Alcohol and driving should never mix. Stay sober and always remember the **#RulesForTheRoad**.*

Drug Use—Spanish

Teen Organizations

STEP

1 Download graphics.

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



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

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.

- Ponerte al volante mientras estás bajo la influencia de las drogas nunca es una buena idea. Eres el mejor conductor cuando no manejas high. **#ReglasParaElCamino**
*Translation: Getting behind the wheel while under the influence of drugs is never a good idea. You're the best driver you can be when you aren't driving impaired. **#RulesForTheRoad***
- La seguridad de todos los que te rodean en la carretera está en tus manos cuando vas detrás del volante. Recuerda siempre las **#ReglasParaElCamino** y nunca manejes bajo los efectos de las drogas.
*Translation: The safety of everyone around you on the road is in your hands when you're holding the wheel. Always remember the **#RulesForTheRoad** and never drive impaired by drugs.*

Medication Use—Spanish

Teen Organizations



STEP

1 Download graphics.

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



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920



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.

- Es ilegal manejar bajo los efectos de las drogas, incluso los medicamentos que se pueden conseguir sin receta médica. Cuando tomas un medicamento nuevo, es importante que conozcas cuáles de los efectos secundarios que te pueden afectar cuando vas detrás del volante. **#ReglasParaElCamino**
Translation: It's illegal to drive impaired by drugs, even ones that you can get off the shelf. When you take a new medication, know what the side effects might be when you're behind the wheel. #RulesForTheRoad
- Verifica si tu medicamento tiene efectos secundarios antes de manejar. No te pongas en riesgo ni a ti mismo ni a los demás. **#ReglasParaElCamino**
Translation: Check to see if your medication has side effects before driving. Don't put yourself or others at risk. #RulesForTheRoad

NHTSA Contact

If you have questions about the 2023 Teen Driver Safety campaign, please contact Thomas Bayhi at thomas.bayhi@dot.gov.

