

#MyWhy One Pager for Traffic Safety Marketing

OVERVIEW

In an effort to engage parents and caregivers during Child Passenger Safety Week, the U.S. Department of Transportation's National Highway Traffic Safety Administration and the Ad Council will activate a new social hashtag, #MyWhy, across all social platforms beginning in September 2014. We ask people, groups, organizations, and brands to use the hashtag #MyWhy to "pledge" their commitment to ensure child passengers always ride in the appropriate car seats for their age and size. This includes registering their car seats and booster seats. Specifically, we want them to "show-and-tell" -- show (photos or videos) and tell (tweets or posts) us the reason why they choose to drive and ride safely.

Through this program, we hope to:

- Use #MyWhy across all social media platforms to increase awareness on the importance of proper car seat usage, and to drive to our campaign Web site at www.safercar.gov/therightseat.
- Create an emotional connection to the issue of child passenger safety through online community-building and social sharing.
- Promote digital platforms where consumers, partners, and brands can take action to support child passenger safety.

How to Use

- People, groups, organizations, and brands can use any social media platforms to promote and seed #MyWhy, including:
 - Twitter
 - Instagram
 - Vine
 - Facebook
- #MyWhy is a social "pledge." By using the hashtag in a social post, users pledge their commitment to proper car seat usage and explain why that's important to them personally.
- It can be a tweet about their newborn, a Vine of their 3-year-old doing something silly, or an Instagram photo of their whole family. Any reason to keep kids safe while riding in cars is a good reason and should be celebrated.
- Sample tweets and posts below and on the following page.

Twitter: *My future ballerina is #MyWhy for making sure her car seat fits properly.*



Instagram: *My beautiful niece is why I check safercar.gov #MyWhy*



Facebook: *I registered my car seat because my daughter is the most important thing in my life.*
#MyWhy



Vine: *This Batman says “thumbs up” to proper car seat usage! #MyWhy*



- NHTSA’s social media platforms, including the brand new Instagram account, will share and re-tweet select tagged posts. NHTSA will also curate the best content to use (with permission) on its channels and in various content compilations such as a highlight video.

WHAT PARTNERS CAN DO

- Help spread the word by including a description of the #MyWhy program in your newsletters, e-mails, or other communications around CPS Week.
- Promote #MyWhy at seat check events:
 - Encourage parents and caregivers to post pictures from the event on their own social media pages.
 - Post your own pictures from the event using #MyWhy on your channels (making sure to get permission from parents before using any pictures of kids).
 - Some sample tweets and posts are below:
 - ◆ There are multiple reasons to register your child’s car seat. Use #MyWhy and tell us why YOU think it’s important.
 - ◆ Take the #MyWhy pledge and show-and-tell us WHY you think it’s important to register your child’s car seat. Use #MyWhy and we’ll share some of our favorites.
 - ◆ Parents, we want to hear why YOU think it’s important to register your child’s car safety seat. Use #MyWhy and share your thoughts with us.
- Publish #MyWhy posts on your personal and organizational channels.
- Share and re-tweet NHTSA’s posts and tweets leading up to and during Child Passenger Safety Week.