



SOCIAL MEDIA PLAYBOOK

RAIL GRADE CROSSING

2022

September 12—December 14, 2022



How to Use This Playbook

This document is a social media playbook for the 2022 Rail Grade Crossing campaign. It includes specific content and assets, along with instructions, to address drivers and inform them to always exercise caution at rail grade crossings. 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

Rail Grade Crossing Campaign Summary

Every year, people die on or near railroad tracks, but injuries and deaths at rail grade crossings are 100% preventable. By practicing caution around rail grade crossings, drivers help keep themselves, passengers and other motorists safe. Men ages 18- to 49-years-old are most likely to die in rail grade crossing crashes.

Many motorists don't know that because of their weight and size, trains look like they're traveling more slowly than they actually are and, even after they brake, can take over a mile to stop. The goal of the Stop. Trains Can't. Rail Grade Crossing campaign is to remind drivers of the precautions they must take and encourage safety around rail grade crossings. Drivers should always obey signs, slow down, look both ways down the track and listen before crossing.

Objectives

- Motivate drivers to exercise caution around rail grade crossings
- Promote awareness of the risks of not being alert near rail grade crossings
- Encourage drivers to be conscientious and informed about the proper way to cross at rail grade crossings

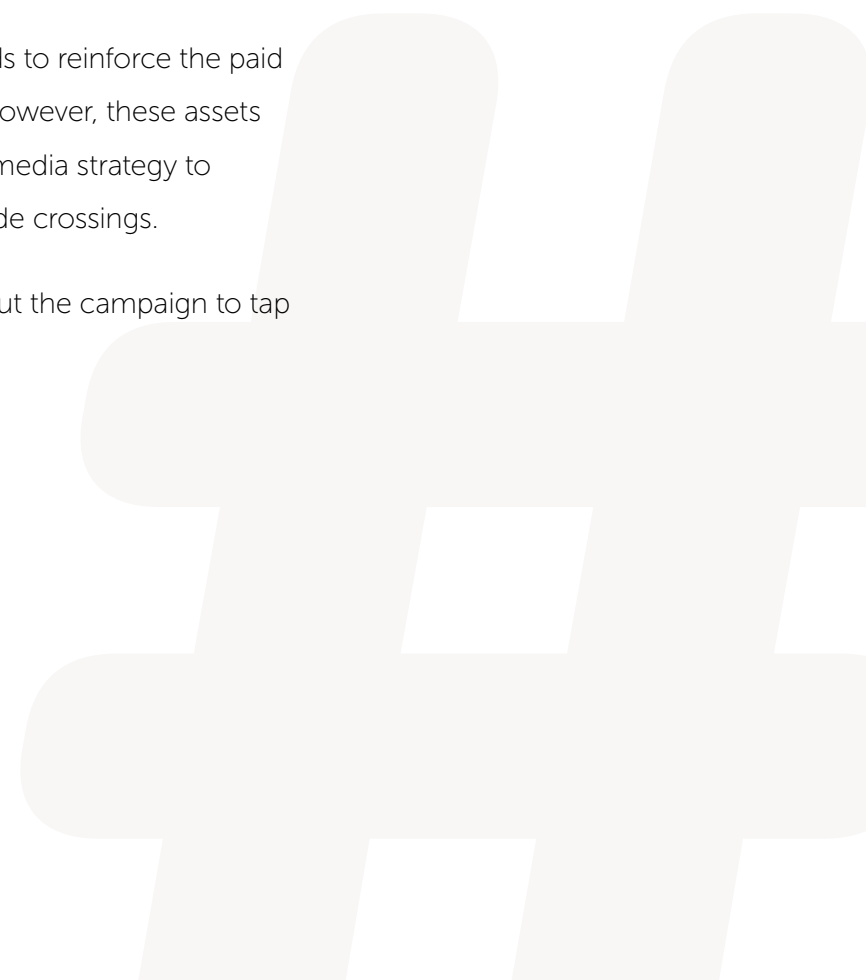
Rail Grade Crossing Posting Strategy

The 2022 Rail Grade Crossing campaign will be a single, continuous 14-week flight launching Monday, September 12, 2022, leading up to Rail Safety Week and ending Wednesday, December 14, 2022.

It is encouraged to post throughout these time periods to reinforce the paid media placements that will occur at the same time. However, these assets can be utilized year-round within your existing social media strategy to maintain a constant safety message regarding rail grade crossings.

Below are relevant hashtags to use when posting about the campaign to tap into conversations related to Rail Grade Crossing:

- **#StopTrainsCant**
- **#StopForRail**
- **#RailSafety**
- **#SeeTracksThinkTrain**
- **#AlwaysExpectATrain**



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.

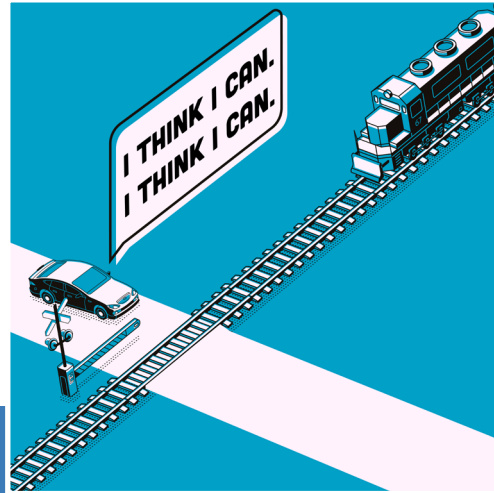
There are countless ways to create your own messages or tailor our pre-written messages to your audience, but here are some suggestions to get you started:

- Include the state or city name within the message
- Utilize local crash or traffic stop data
- Mention local rail grade crossings to be careful around

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

- Chicago, did you know it can take a freight train up to a mile to stop? Don't get caught in its path. **#StopTrainsCant**
- In a race between you and an approaching train, the train will win every time. Stay safe, Albuquerque. **#StopTrainsCant**

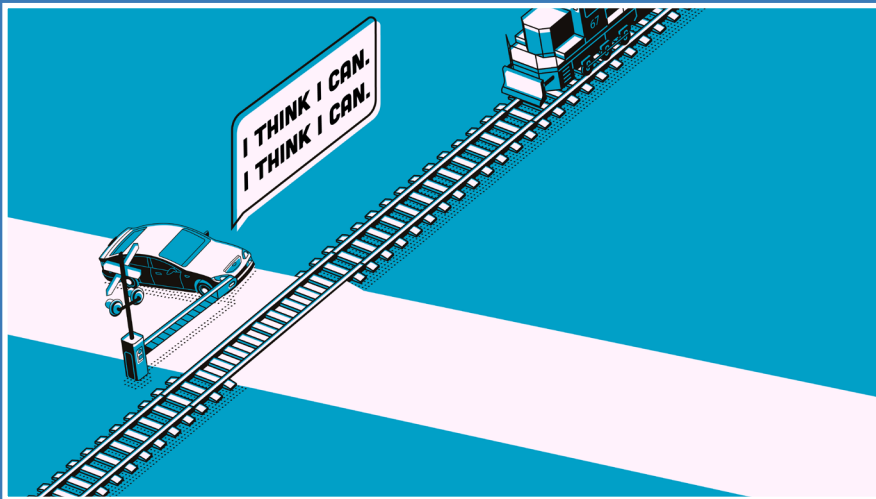
 Facebook/Instagram



Social Media Content

This section contains shareable social media content for the 2022 Rail Grade Crossing campaign period. Provided on pages [\(13-28\)](#) 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

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

- I Think I Can—Freight (Facebook)—Pg. [13](#)
- I Think I Can—Freight (Twitter)—Pg. [14](#)
- I Think I Can—Light (Facebook)—Pg. [15](#)
- I Think I Can—Light (Twitter)—Pg. [16](#)
- Stay Out of the Way—Freight (Facebook)—Pg. [17](#)
- Stay Out of the Way—Freight (Twitter)—Pg. [18](#)
- Stay Out of the Way—Light (Facebook)—Pg. [19](#)
- Stay Out of the Way—Light (Twitter)—Pg. [20](#)

Spanish

- I Think I Can—Freight (Facebook)—Pg. [21](#)
- I Think I Can—Freight (Twitter)—Pg. [22](#)
- I Think I Can—Light (Facebook)—Pg. [23](#)
- I Think I Can—Light (Twitter)—Pg. [24](#)
- Quitate o te Quita—Freight (Facebook)—Pg. [25](#)
- Quitate o te Quita—Freight (Twitter)—Pg. [26](#)
- Quitate o te Quita—Light (Facebook)—Pg. [27](#)
- Quitate o te Quita—Light (Twitter)—Pg. [28](#)

Facebook Post Example

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



1

Suggested copy from this playbook.

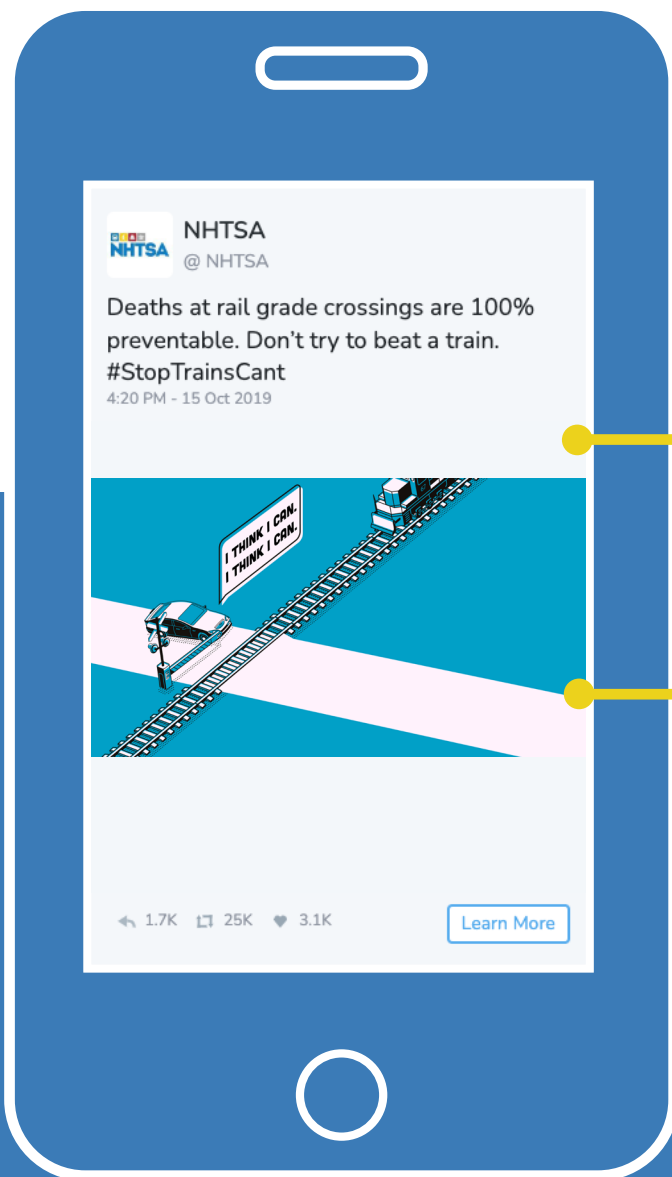
2

Downloaded graphic from trafficsafetymarketing.gov.



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.

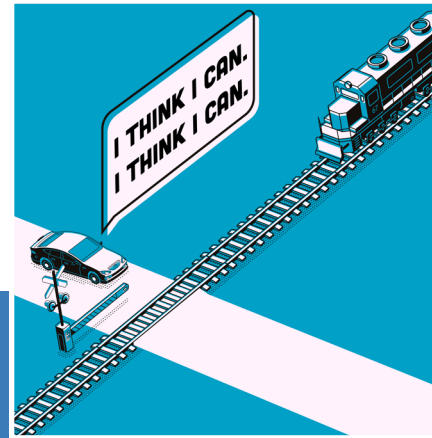


Sizes Available

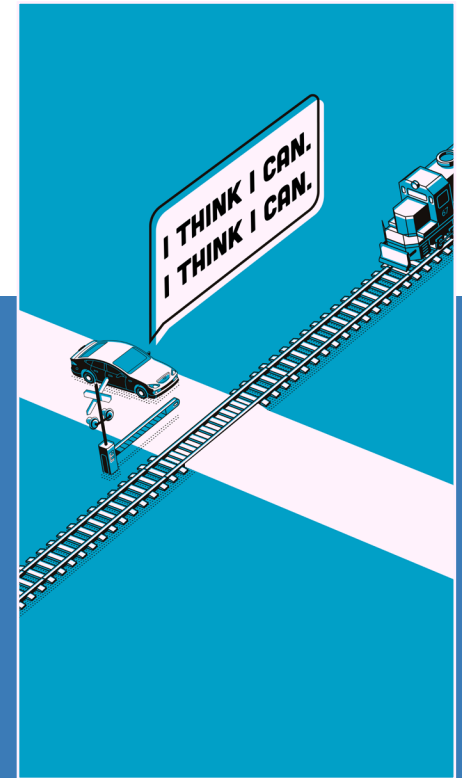
Social media graphic sizes vary across the ever-changing social media platforms. In this playbook, we included different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the trafficsafetymarketing.gov website.



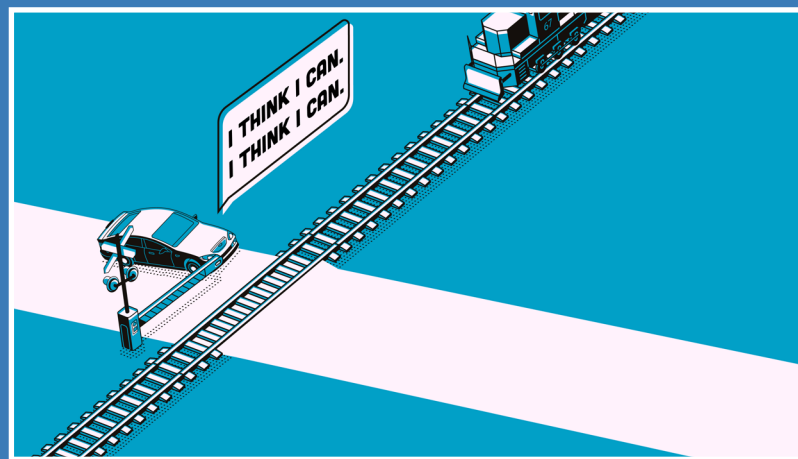
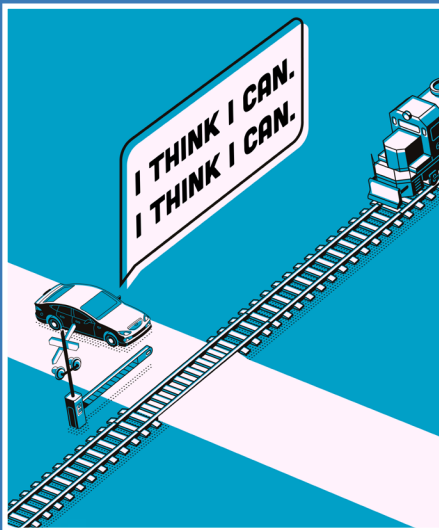
Facebook/Instagram Posts
1200x1200 (square)



Facebook/Instagram Stories
1080x1920 (vertical)



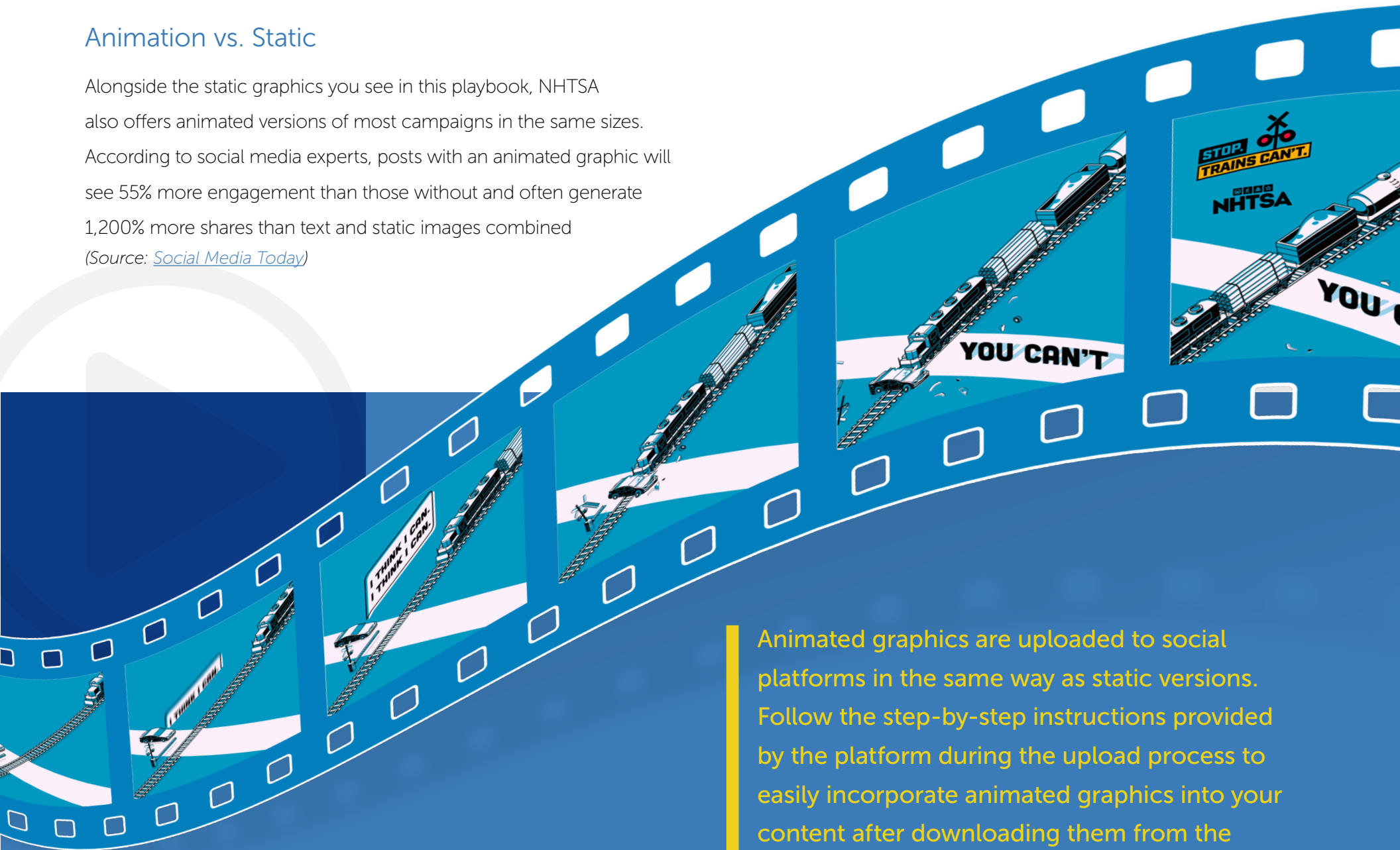
Facebook/Instagram Posts
1000x1200 (vertical)



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](#))



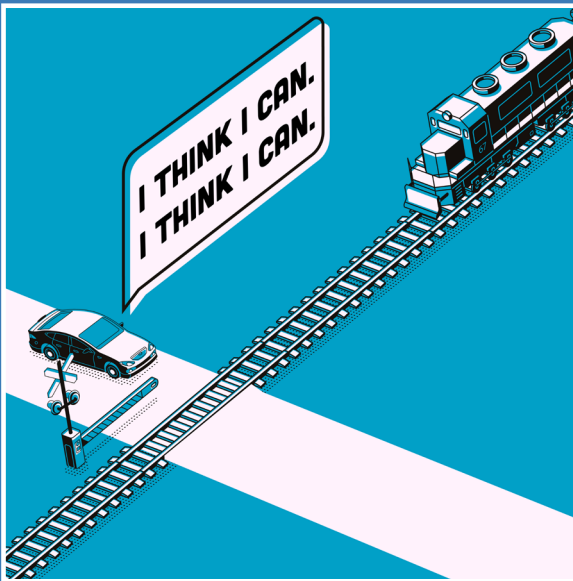
Animated graphics are uploaded to social platforms in the same way as static versions. Follow the step-by-step instructions provided by the platform during the upload process to easily incorporate animated graphics into your content after downloading them from the trafficsafetymarketing.gov website.

I Think I Can—Freight

STEP

1 Download graphics.

Download the "I Think I Can" graphic below at: [Traffic Safety Marketing](https://www.traffic-safety-marketing.com/)



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.

Sample Facebook Messages

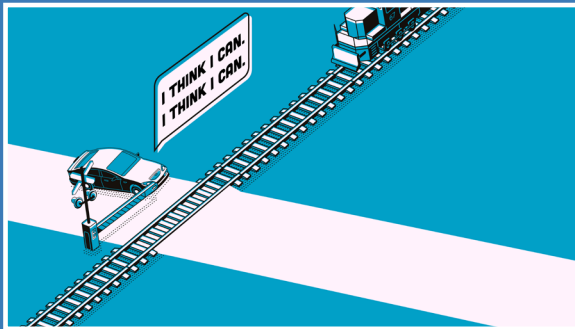
- Even if you think the track is abandoned, a train can appear at any time. **#StopTrainsCant**
- The average passenger car traveling at 55 mph can make an emergency stop in about 200 feet, whereas a light rail train requires about 600 feet—the length of two football fields—to stop. Always exercise caution around train tracks. **#StopTrainsCant**
- Avoid tragedy and don't try to beat the train. **#StopTrainsCant**
- Always stop when there's a red signal at the tracks. Proceed with caution after the train has passed and the signal has stopped. **#StopTrainsCant**
- If the crossing bar is down, do not cross the tracks. Remember that you can stop; the train cannot. **#StopTrainsCant**
- In a race between you and an approaching train, the train will win every time. **#StopTrainsCant**

I Think I Can—Freight

STEP

1 Download graphics.

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Sizes Available:

 **Twitter Posts**
1200x675

STEP

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

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Sample Twitter Messages

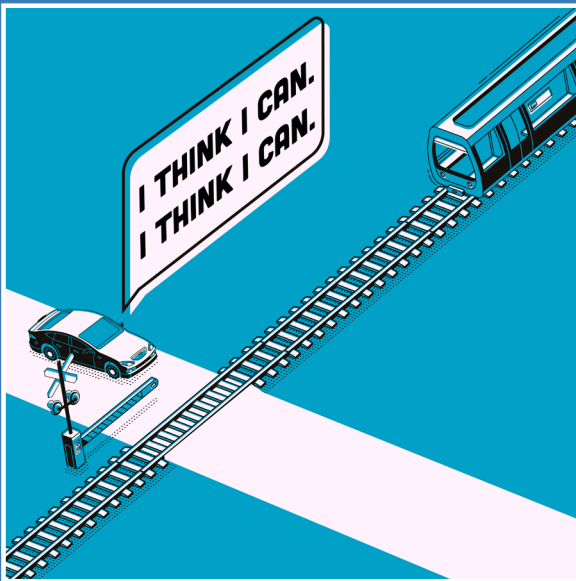
- Deaths at rail grade crossings are 100% preventable. Don't try to beat a train. **#StopTrainsCant**
- It can take a light rail train up to a mile to stop. Don't get caught in its path. **#StopTrainsCant**
- Ignoring lights and caution signs at train tracks can cost you your life. **#StopTrainsCant**
- Trying to beat the train isn't worth losing your life. **#StopTrainsCant**
- It's better to be late than to lose your life. Use caution at rail grade crossings and always follow the signals and signs. **#StopTrainsCant**

I Think I Can—Light

STEP

1 Download graphics.

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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:

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Sample Facebook Messages

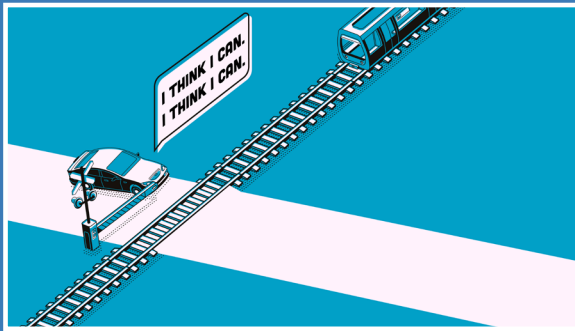
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- If the crossing bar is down, do not cross the tracks. Remember that you can stop; the train cannot. **#StopTrainsCant**
- In a race between you and an approaching train, the train will win every time. **#StopTrainsCant**

I Think I Can—Light

STEP

1 Download graphics.

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Sizes Available:

 **Twitter Posts**
1200x675

STEP

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Sample Twitter Messages

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Stay Out of the Way—Freight

STEP

1 Download graphics.

Download the “Quitate o te Quita” graphic below at: [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.

Sample Facebook Messages

- Even if you think the track is abandoned, a train can appear at any time. **#StopTrainsCant**
- The average passenger car traveling at 55 mph can make an emergency stop in about 200 feet, whereas a light rail train requires about 600 feet—the length of two football fields—to stop. Always exercise caution around train tracks. **#StopTrainsCant**
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Stay Out of the Way—Freight

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Sizes Available:



Twitter Posts
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Sizes Available:



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Facebook/Instagram Stories

1080x1920

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Sizes Available:



Twitter Posts
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I Think I Can—Freight—Spanish

STEP

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Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920

STEP

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Sample Facebook Messages

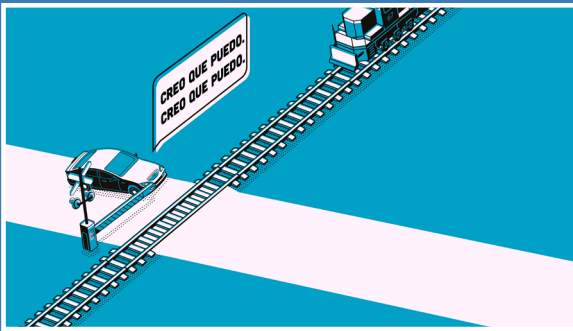
- Aunque creas que la vía está abandonada, debes permanecer atento a los trenes. **#ElTrenNoPara**
Translation: Even if you think the track is abandoned, a train can appear at any time. #StopTrainsCant
- Un vehículo promedio de pasajeros que viaja a 55 mph puede hacer una parada de emergencia en unos 200 pies. Un tren ligero requiere unos 600 pies, lo que equivale a la longitud de dos campos de fútbol, para detenerse. Ten siempre cuidado alrededor o en las vías del tren. **#ElTrenNoPara**
Translation: The average passenger car traveling at 55 mph can make an emergency stop in about 200 feet, whereas a light rail train requires about 600 feet—the length of two football fields—to stop. Always exercise caution around train tracks. #StopTrainsCant
- Evita tragedias y no trates de vencer al tren. **#ElTrenNoPara**
Translation: Avoid tragedy and don't try to beat the train. #StopTrainsCant
- Detente siempre que haya una señal roja en las vías del tren y procede con precaución. **#ElTrenNoPara**
Translation: Always stop when there's a red signal at the tracks. Proceed with caution after the train has passed and the signal has stopped. #StopTrainsCant
- Si la barrera de cruce está baja, no cruces las vías. Recuerda que tú puedes parar; el tren no. **#ElTrenNoPara**
Translation: If the crossing bar is down, do not cross the tracks. Remember that you can stop; the train cannot. #StopTrainsCant
- Piedra, papel, tijera, chu chu. El tren ganará siempre. Ten cuidado en las vías del tren. **#ElTrenNoPara**
Translation: In a race between you and an approaching train, the train will win every time. #StopTrainsCant

I Think I Can—Freight—Spanish

STEP

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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

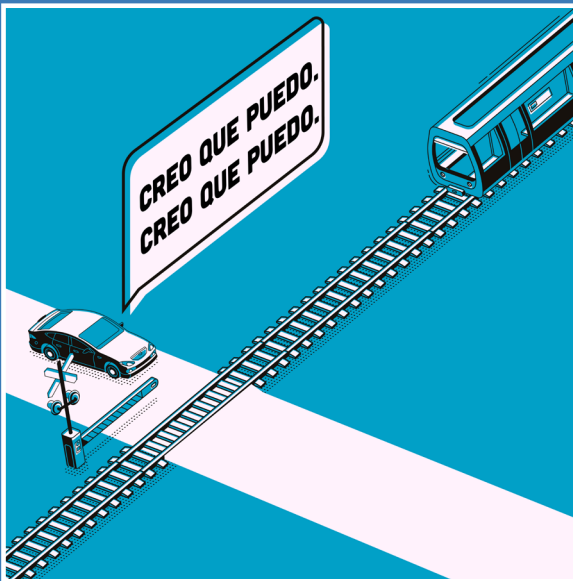
- Las muertes en los cruces de tren son 100% evitables. Asegúrate de no ser uno más.
#ElTrenNoPara
Translation: Deaths at rail grade crossings are 100% preventable. Don't try to beat a train.
#StopTrainsCant
- Los trenes necesitan hasta una milla para parar. Espera a que el tren pase para cruzar las vías.
#ElTrenNoPara
Translation: It can take a train up to a mile to stop. Don't get caught in its path.
#StopTrainsCant
- Ignorar las luces y señales de precaución en las vías del tren puede costarte la vida.
#ElTrenNoPara
Translation: Ignoring lights and caution signs at train tracks can cost you your life.
#StopTrainsCant
- Tratar de vencer al tren no merece perder la vida. **#ElTrenNoPara**
Translation: Trying to beat the train isn't worth losing your life. **#StopTrainsCant**
- Es mejor llegar tarde que perder la vida. No te apures en los cruces de trenes y respeta siempre las señales y los letreros. **#ElTrenNoPara**
Translation: It's better to be late than to lose your life. Use caution at rail grade crossings and always follow the signals and signs. **#StopTrainsCant**

I Think I Can—Light—Spanish

STEP

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Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920

STEP

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Sample Facebook Messages

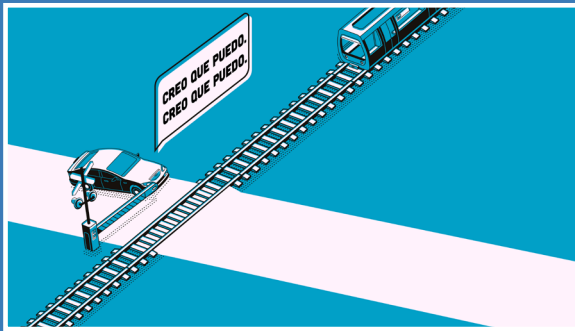
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Translation: The average passenger car traveling at 55 mph can make an emergency stop in about 200 feet, whereas a light rail train requires about 600 feet—the length of two football fields—to stop. Always exercise caution around train tracks. #StopTrainsCant
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I Think I Can—Light—Spanish

STEP

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Sizes Available:

 **Twitter Posts**
1200x675

STEP

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Sample Twitter Messages

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Quitate o te Quita—Freight—Spanish

STEP

1 Download graphics.

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Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920

STEP

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Sample Facebook Messages

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Translation: Even if you think the track is abandoned, a train can appear at any time. #StopTrainsCant
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Quitate o te Quita—Freight—Spanish

STEP

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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

- Las muertes en los cruces de tren son 100% evitables. Asegúrate de no ser uno más.
#ElTrenNoPara
Translation: Deaths at rail grade crossings are 100% preventable. Don't try to beat a train.
#StopTrainsCant
- Los trenes necesitan hasta una milla para parar. Espera a que el tren pase para cruzar las vías.
#ElTrenNoPara
Translation: It can take a train up to a mile to stop. Don't get caught in its path.
#StopTrainsCant
- Ignorar las luces y señales de precaución en las vías del tren puede costarte la vida.
#ElTrenNoPara
Translation: Ignoring lights and caution signs at train tracks can cost you your life.
#StopTrainsCant
- Tratar de vencer al tren no merece perder la vida. **#ElTrenNoPara**
Translation: Trying to beat the train isn't worth losing your life. **#StopTrainsCant**
- Es mejor llegar tarde que perder la vida. No te apures en los cruces de trenes y respeta siempre las señales y los letreros. **#ElTrenNoPara**
Translation: It's better to be late than to lose your life. Use caution at rail grade crossings and always follow the signals and signs. **#StopTrainsCant**

Quitate o te Quita—Light—Spanish

STEP

1 Download graphics.

Download the “Quitate o te Quita” graphic below at: [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.

Sample Facebook Messages

- Aunque creas que la vía está abandonada, debes permanecer atento a los trenes. **#ElTrenNoPara**
Translation: Even if you think the track is abandoned, a train can appear at any time. #StopTrainsCant
- Un vehículo promedio de pasajeros que viaja a 55 mph puede hacer una parada de emergencia en unos 200 pies. Un tren ligero requiere unos 600 pies, lo que equivale a la longitud de dos campos de fútbol, para detenerse. Ten siempre cuidado alrededor o en las vías del tren. **#ElTrenNoPara**
Translation: The average passenger car traveling at 55 mph can make an emergency stop in about 200 feet, whereas a light rail train requires about 600 feet—the length of two football fields—to stop. Always exercise caution around train tracks. #StopTrainsCant
- Evita tragedias y no trates de vencer al tren. **#ElTrenNoPara**
Translation: Avoid tragedy and don't try to beat the train. #StopTrainsCant
- Detente siempre que haya una señal roja en las vías del tren y procede con precaución. **#ElTrenNoPara**
Translation: Always stop when there's a red signal at the tracks. Proceed with caution after the train has passed and the signal has stopped. #StopTrainsCant
- Si la barrera de cruce está baja, no cruces las vías. Recuerda que tú puedes parar; el tren no. **#ElTrenNoPara**
Translation: If the crossing bar is down, do not cross the tracks. Remember that you can stop; the train cannot. #StopTrainsCant
- Piedra, papel, tijera, chu chu. El tren ganará siempre. Ten cuidado en las vías del tren. **#ElTrenNoPara**
Translation: In a race between you and an approaching train, the train will win every time. #StopTrainsCant

Quitate o te Quita—Light—Spanish

STEP

1 Download graphics.

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Sizes Available:

 **Twitter Posts**
1200x675

STEP

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Translation: It's better to be late than to lose your life. Use caution at rail grade crossings and always follow the signals and signs. **#StopTrainsCant**

NHTSA Contact

If you have questions about the 2022 Rail Grade Crossing campaign, please contact Lori Millen at lori.millen@dot.gov.

