

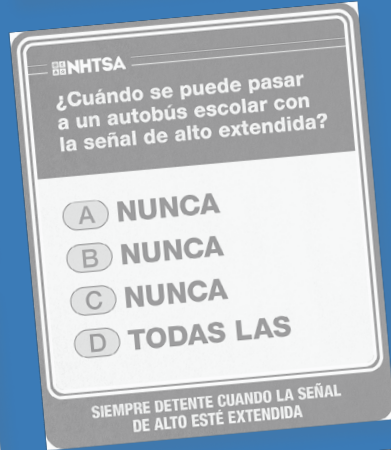
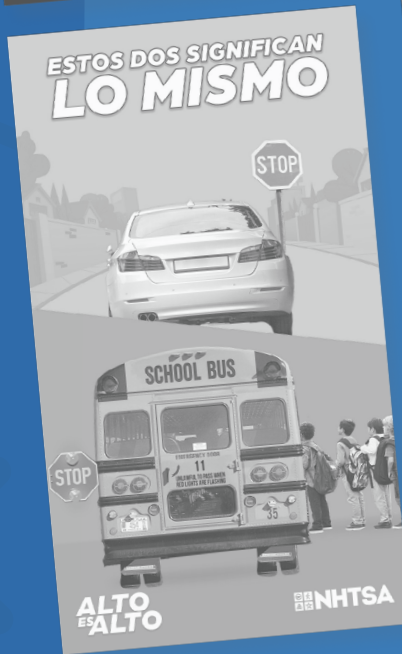
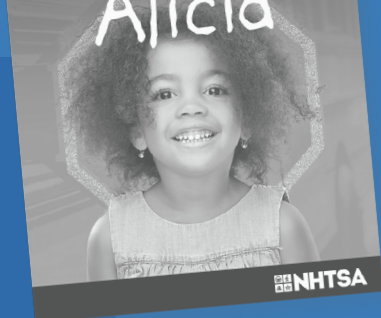


## SOCIAL MEDIA PLAYBOOK

# ILLEGAL SCHOOL BUS PASSING PREVENTION

2022

October 10–31, 2022



# How to Use This Playbook

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This document is a social media playbook for the 2022 Illegal School Bus Passing Prevention campaign. It includes specific content, assets and instructions to address drivers and encourage them to always stop for a stopped school bus when the stop-arm is out and the red lights are flashing. 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

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## Illegal School Bus Passing Prevention Campaign Summary

Drivers not coming to a complete stop for buses that are stopped with the stop-arm out and the red lights flashing is a major problem on the road. One of the biggest challenges in addressing the dangers of passing a stopped school bus is that this behavior is widely accepted nationwide. The 2022 Illegal School Bus Passing Prevention campaign seeks to educate drivers by letting them know about the severity of the consequences and the importance of obeying stop-arm laws.

## Objectives

- Educate drivers on the dangers of passing a stopped school bus
- Remind drivers that not stopping could result in a child being injured or killed



## Illegal School Bus Passing Prevention Posting Strategy

The 2022 Illegal School Bus Passing Prevention campaign period runs from Monday, October 10 through Monday, October 31. During this time, posting on social media will help remind drivers to always stop for a stopped school bus. Posting during school hours is especially important as there are more school buses on the roads during that time of day.

Below are relevant hashtags to use when posting about the campaign to tap into conversations related to school bus safety:

- **#StopMeansStop**
- **#StopForSchoolBuses**
- **#SchoolBusSafety**



# Creating Your Own Content


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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 localized campaign messages speaking 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. Here are some suggestions to get you started:

- Include the state or city name within the message
- Utilize local crash or traffic stop data

Below is an example of a "create your own" style message:

- Hey Chicago School Bus Drivers : The greatest risk to a child isn't riding a school bus, but approaching or leaving one. Stay alert. Stay engaged. Keep them safe.

 Facebook/Instagram



## Social Media Content

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This section contains shareable social media content for the 2022 Illegal School Bus Passing Prevention campaign. Provided on pages [\(13-28\)](#) are downloadable graphics with accompanying suggested posts that can be used for content or 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 are 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

- Stop Means Stop (Facebook)—p. [13](#)
- Stop Means Stop (Twitter)—p. [14](#)
- For Them (Facebook)—p. [15](#)
- For Them (Twitter)—p. [16](#)
- Pop Quiz (Facebook)—p. [17](#)
- Pop Quiz (Twitter)—p. [18](#)
- Same (Facebook)—p. [19](#)
- Same (Twitter)—p. [20](#)

### Spanish

- Stop Means Stop (Facebook)—p. [21](#)
- Stop Means Stop (Twitter)—p. [22](#)
- For Them (Facebook)—p. [23](#)
- For Them (Twitter)—p. [24](#)
- Pop Quiz (Facebook)—p. [25](#)
- Pop Quiz (Twitter)—p. [26](#)
- Same (Facebook)—p. [27](#)
- Same (Twitter)—p. [28](#)



## Facebook Post Example

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

1

*Suggested copy from this playbook.*

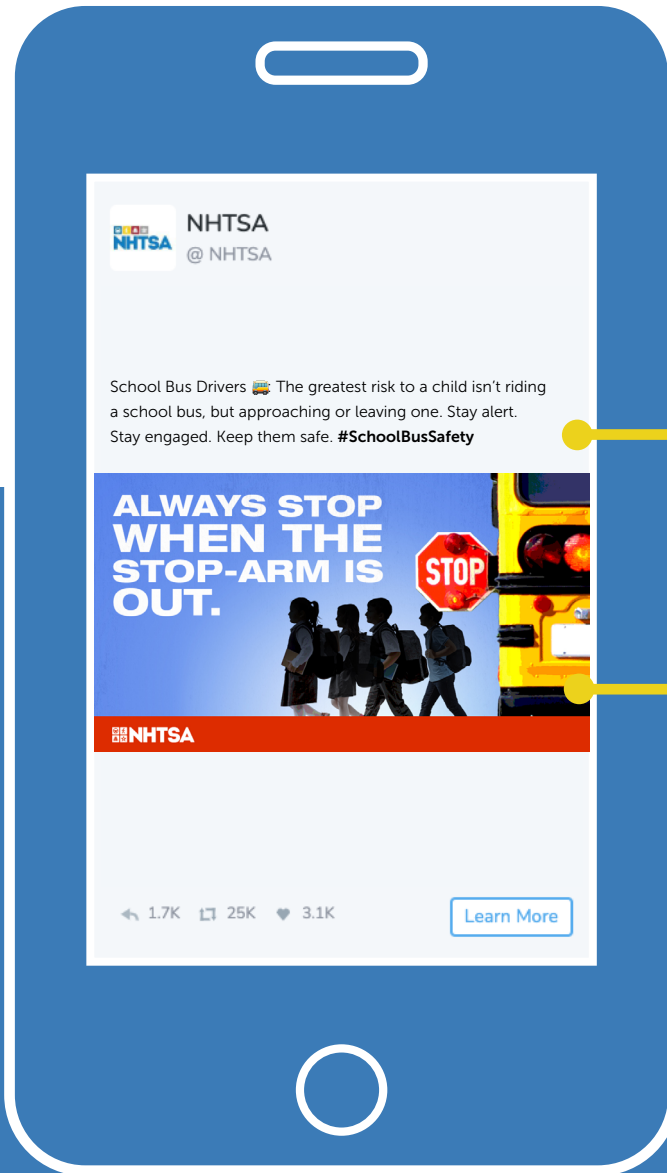
2

*Downloaded graphic from [trafficsafetymarketing.gov](https://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](https://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 [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).



Facebook/Instagram Posts  
1200x1200 (square)



Facebook/Instagram Stories  
1080x1920 (vertical)



Facebook/Instagram Posts  
1000x1200 (vertical)



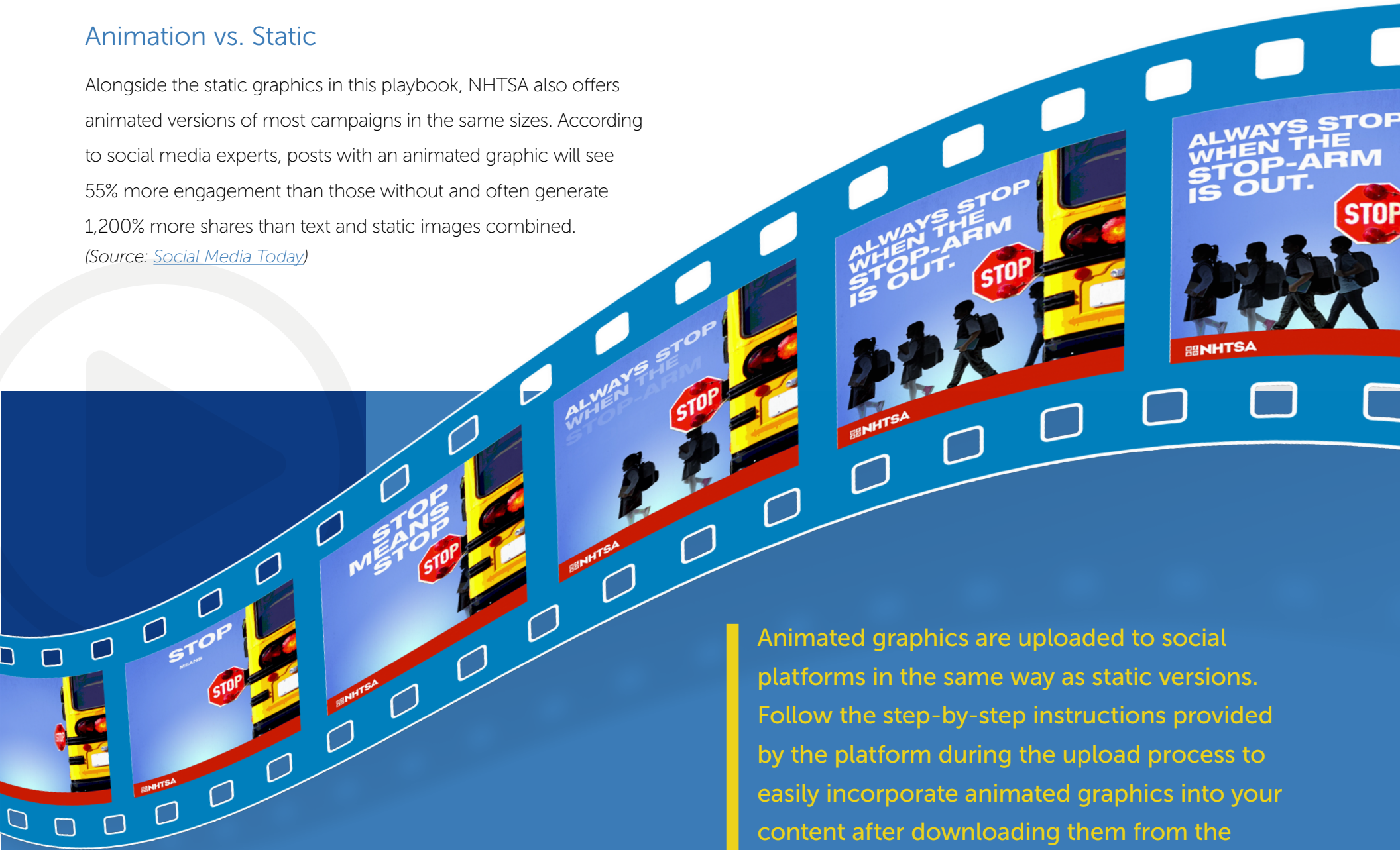
Twitter Posts  
1200x675



## Animation vs. Static

Alongside the static graphics 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](https://trafficsafetymarketing.gov) website.



# English Stop Means Stop

## STEP

**1** Download graphics.

Download the "Stop Means Stop" 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 the suggested post below.

### Sample Facebook Message

- School Bus Drivers 🚌 The greatest risk to a child isn't riding a school bus, but approaching or leaving one. Stay alert. Stay engaged. Keep them safe.

# English Stop Means Stop

## STEP

**1** Download graphics.

Download the "Stop Means Stop" 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 the suggested post below.

### Sample Twitter Message

- School Bus Drivers 🚌 The greatest risk to a child isn't riding a school bus, but approaching or leaving one. Stay alert. Stay engaged. Keep them safe. **#SchoolBusSafety**

# English For Them

STEP

**1** Download graphics.

Download the "For Them" 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

- School safety starts at the bus stop. 🚌🛑 Share these tips with your children.
  - 🕒 Arrive at the bus stop 5 minutes early.
  - 📏 Stand 5 giant steps away from the curb.
  - 🚌 Wait until the bus stops, the door opens and the driver says it's okay before stepping onto the bus.
- School is in session! 🏠 That means more children outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 🚌

# English For Them

STEP

**1** Download graphics.

Download the "For Them" 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 the suggested post below.

### Sample Twitter Message

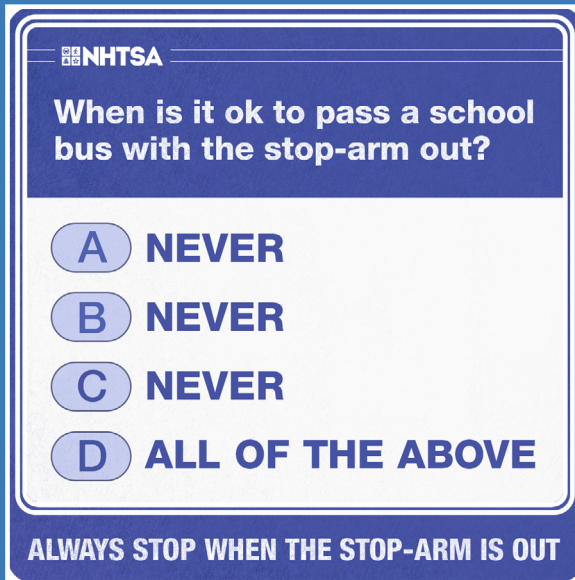
- School is in session! 🏫 That means more children outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 🚌

# English Pop Quiz

## STEP

**1** Download graphics.

Download the "Pop Quiz" 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 the suggested post below.

### Sample Facebook Message

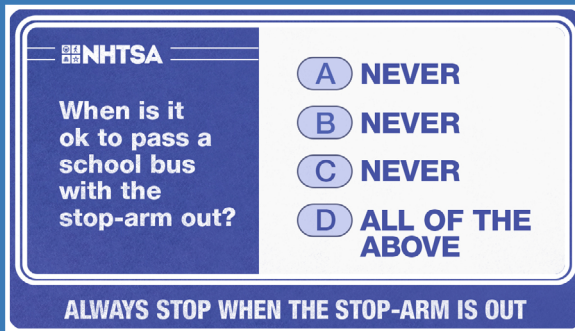
- 🚗 Yellow lights 🚗 on a school bus indicate the bus is preparing to stop. 🛑 If you're driving, slow down, stay alert and watch out for children 🧒 🧒.

# English Pop Quiz

## STEP

**1** Download graphics.

Download the "Pop Quiz" 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 the suggested post below.

### Sample Twitter Message

-  Yellow lights  on a school bus indicate the bus is preparing to stop.  If you're driving, slow down, stay alert and watch out for children  . **#SchoolBusSafety**

# English Same

STEP

1 Download graphics.

Download the "Same" 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

- See the school bus stop-arm? Time to STOP. 🚗 Racing past the arm puts young lives in jeopardy.
- School is in session! 🏠 That means more children outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 🚌

# English Same

STEP

**1** Download graphics.

Download the "Same" 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

- See the school bus stop-arm? Time to STOP. 🚗 Racing past the arm puts young lives in jeopardy. #DriveSafely #SchoolBusSafety
- School is in session! 🏠 And that means more children outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 🚌 #SchoolBusSafety



# Spanish Stop Means Stop

STEP

**1** Download graphics.

Download the "Stop Means Stop" 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 Message

- La seguridad en la escuela empieza en la parada del autobús escolar. 🚌👤 Comparte estos consejos con tus hijos.
  - 🕒 Llega a la parada del autobús por lo menos 5 minutos antes.
  - 📏 Párate a cinco pasos gigantes del borde de la acera.
  - 🚌 Espera a que el autobús se detenga, a que la puerta se abra, y a que el conductor diga que está bien subirse al autobús.
  - 👁️ Asegúrate de que el conductor del autobús siempre te pueda ver, y que tú también lo puedas ver.

*Translation: School safety starts at the bus stop. 🚌👤 Share these tips with your children.*

  - 🕒 *Arrive at the bus stop 5 minutes early.*
  - 📏 *Stand 5 giant steps away from the curb.*
  - 🚌 *Wait until the bus stops, the door opens and the driver says it's okay before stepping onto the bus.*
  - 👁️ *Be sure the bus driver can always see you, and you can see the bus driver.*
  
- ¡Ya empezó la escuela! 🏠 Eso quiere decir que hay más niños afuera esperando el autobús a ciertas horas del día. Reduce la velocidad de tu automóvil y presta atención a los niños que estén jugando o que estén cerca de la parada del autobús escolar. 🚌
 

*Translation: School is in session! 🏠 That means more children outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 🚌*

# Spanish Stop Means Stop

## STEP

**1** Download graphics.

Download the "Stop Means Stop" 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 the suggested post below.

### Sample Twitter Message

- ¡Ya empezó la escuela! 🏫 Eso quiere decir que hay más niños afuera esperando el autobús a ciertas horas del día. Reduce la velocidad de tu automóvil y presta atención a los niños que estén jugando o que estén cerca de la parada del autobús escolar. 🚌

*Translation: School is in session! 🏫 That means more children outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 🚌*

# Spanish For Them

STEP

**1** Download graphics.

Download the "For Them" 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 the suggested post below.

### Sample Facebook Message

- Conductores de autobuses escolares 🚌: El riesgo más grande para un niño no es estar dentro del autobús, si no, subirse y bajarse del mismo. Mantente alerta y asegúrate de que los niños estén a salvo en todo momento.

*Translation: School Bus Drivers 🚌: The greatest risk to a child isn't riding a school bus, but approaching or leaving one. Stay alert. Stay engaged. Keep them safe.*

# Spanish For Them

## STEP

**1** Download graphics.

Download the "For Them" 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 the suggested post below.

### Sample Twitter Message

- Conductores de autobuses escolares 🚌: El riesgo más grande para un niño no es estar dentro del autobús, si no, subirse y bajarse del mismo. Mantente alerta y asegúrate de que los niños estén a salvo en todo momento. **#SeguridadDelAutobúsEscolar**

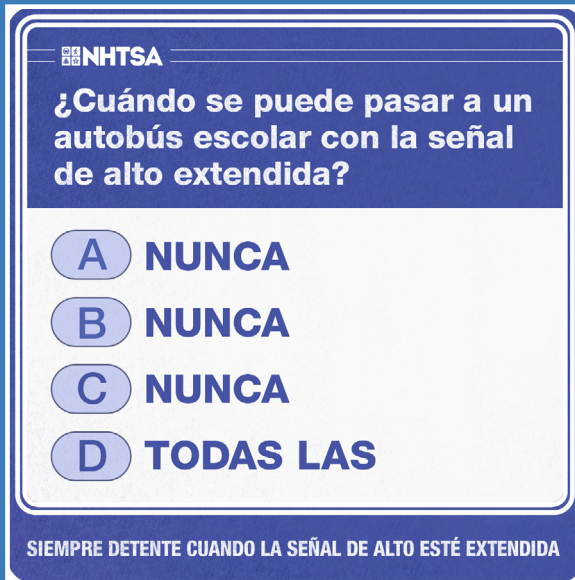
*Translation: School Bus Drivers 🚌: The greatest risk to a child isn't riding a school bus, but approaching or leaving one. Stay alert. Stay engaged. Keep them safe. **#SchoolBusSafety***

# Spanish Pop Quiz

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:

Copy/paste the suggested post below.

Sample Facebook Message

- Las luces amarillas de un autobús escolar indican que se está preparando para detenerse. Si estás conduciendo, baja la velocidad, mantente alerta y ten cuidado con los niños.

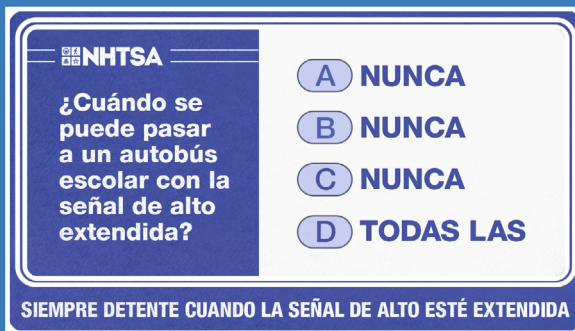
*Translation: Yellow lights on a school bus indicate the bus is preparing to stop. If you're driving, slow down, stay alert and watch out for children.*

# Spanish Pop Quiz

STEP

**1** Download graphics.

Download the "Pop Quiz" 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 the suggested post below.

Sample Twitter Message

- 🚌 Las luces amarillas 🚌 de un autobús escolar indican que se está preparando para detenerse. 🚦 Si estás conduciendo, baja la velocidad, mantente alerta y ten cuidado con los niños ♿.  
**#SeguridadDelAutobúsEscolar**

*Translation: 🚌 Yellow lights 🚌 on a school bus indicate the bus is preparing to stop. 🚦 If you're driving, slow down, stay alert and watch out for children ♿. **#SchoolBusSafety***

# Spanish Same

## STEP

- 1 Download graphics.

Download the "Same" 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

- Ves el alto del autobús escolar extendido? Es hora de DETENERTE. 🚫 Si manejas alrededor del alto pones las vidas de los niños en peligro.  
*Translation: See the school bus stop arm? Time to STOP. 🚫 Racing past the arm puts young lives in jeopardy.*
- ¡Ya empezó la escuela! 🏫 Eso quiere decir que hay más niños afuera esperando el autobús a ciertas horas del día. Reduce la velocidad de tu automóvil y presta atención a los niños que estén jugando o que estén cerca de la parada del autobús escolar. 🚌  
*Translation: School is in session! 🏫 That means more children outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 🚌*



# Spanish Same

## STEP

- 1 Download graphics.

Download the "Same" 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

- ¿Ves el alto del autobús escolar extendido? Es hora de DETENERTE. 🛑 Si manejas alrededor del alto pones las vidas de los niños en peligro. **#ConduceConPrecaución #SeguridadDelAutobúsEscolar**  
*Translation: See the school bus stop arm? Time to STOP. 🛑 Racing past the arm puts young lives in jeopardy. #DriveSafely #SchoolBusSafety*
- ¡Ya empezó la escuela! 🏫 Eso quiere decir que hay más niños afuera esperando el autobús a ciertas horas del día. Reduce la velocidad de tu automóvil y presta atención a los niños que estén jugando o que estén cerca de la parada del autobús escolar 🚌 **#SeguridadDelAutobúsEscolar**  
*Translation: School is in session! 🏫 And that means more children outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 🚌 #SchoolBusSafety*



## NHTSA Contact

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If you have questions about the 2022 Illegal School Bus Passing Prevention campaign, please contact Lori Millen at [Lori.Millen@dot.gov](mailto:Lori.Millen@dot.gov).

