



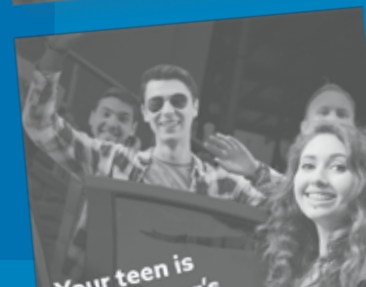
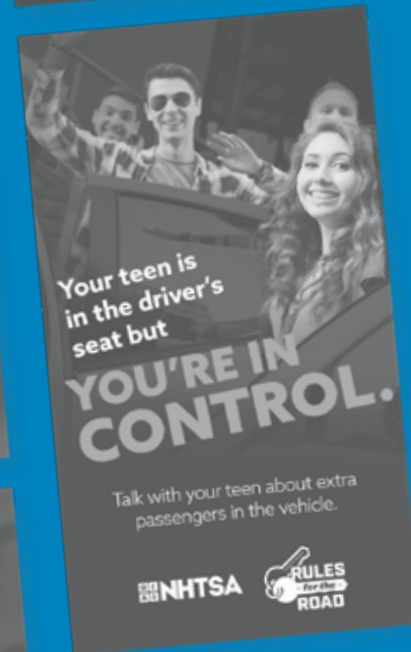
# **SOCIAL MEDIA PLAYBOOK**

# **TEEN DRIVER**

# **SAFETY**

## **FOR MESSAGING TO PARENTS**

## **2024**



## How to Use This Playbook

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This document is a social media playbook for the Teen Driver Safety campaign. It includes specific content and assets, along with instructions, to address parents of teen drivers to encourage safe driving practices. The content in this playbook is designed for easy posting and seamless integration into your organization's current social media strategy. Your communication efforts throughout the year may help save lives.

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# Campaign Overview

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## 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 emphasizes that parents and caregivers serve as role models to teens as they hit the roads and should practice these safe-driving techniques themselves.

## Objectives

- Educate parents/guardians on the risk factors of teen driving
- Motivate parents/guardians to be actively involved in their teens' driving education
- Encourage parents/guardians to enroll their teens in driver education training
- Encourage parents/guardians to serve as safe-driving role models for their teens

## 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.

Teen Driver Safety Week is held the third week of October every year. 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 parents of teens.

Below are relevant hashtags to use when posting about the campaign to tap into conversations related to Teen Driver Safety:

- **#TeenDriver**
- **#MyRulesfortheRoad**
- **#TeenSafety**
- **#TeenDrivingSafety**

# 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 messages that localize the campaign and speak to each organization's audience receive significantly more engagements.

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

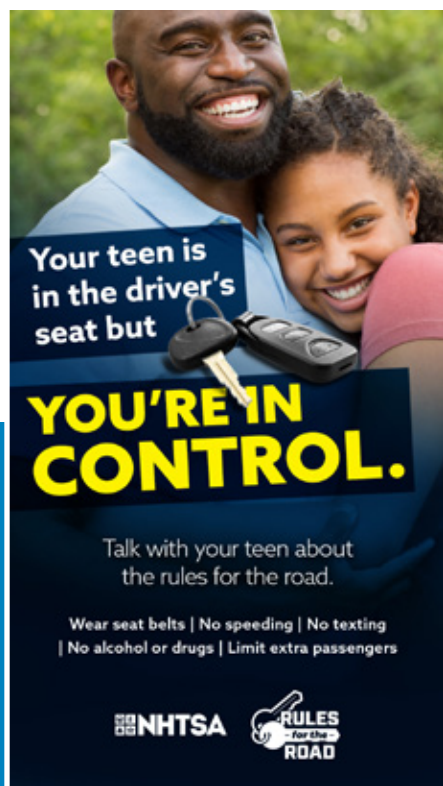
- Include the state or city name within the message
- Utilize local crash or traffic stop data
- Mention local celebrations or events to draw a connection to the campaign

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

- Your teen looks up to you more than you think. Set a good example for them when you're behind the wheel in San Antonio—don't drive distracted or impaired, don't speed and always wear a seat belt. **#TeenDriver**
- **#Parents:** We all know parenting **#Teens** can be challenging. While some battles aren't worth fighting, protecting your teen behind the wheel is. Before you hand over the car keys, make sure they know the rules of the road in Illinois. [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving)

## Social Media Content

This section contains shareable social media content for the Teen Driver Safety campaign. Provided on pages [\(13-34\)](#) are downloadable graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.



*Social Story 1080x1920*



*Social Post 1200x1200*

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

## Content Organization

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

### English

- General—p. [13](#)
- Seat Belts—p. [15](#)
- Speeding—p. [16](#)
- Distraction—p. [17](#)
- Extra Passengers—p. [18](#)
- Alcohol—p. [19](#)
- Drug-Impaired—p. [20](#)
- Medication Use—p. [21](#)
- Behavior Modeling—p. [22](#)

### Spanish

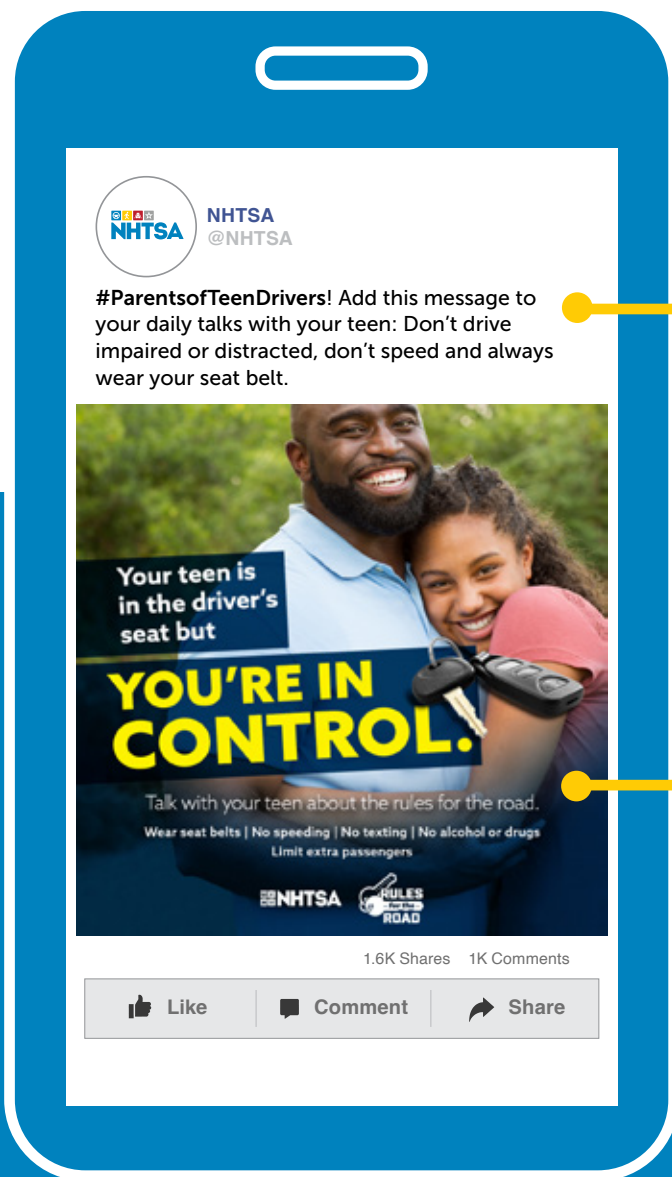
- General—p. [23](#)
- Seat Belts—p. [27](#)
- Speeding—p. [28](#)
- Distraction—p. [29](#)
- Extra Passengers—p. [30](#)
- Alcohol—p. [31](#)
- Drug-Impaired—p. [32](#)
- Medication Use—p. [33](#)
- Behavior Modeling—p. [34](#)

On the following pages, you will see additional graphics and post examples for the campaign. Be sure to consider which social media platform your target audience typically uses when you choose the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.



## Social Post Example

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



1 Suggested copy from this playbook.

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



## Social Story Example

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

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

## Animation vs. Static

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

(Source: [LottieFiles](#))



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

## Social Media & Accessibility

Creating inclusive content is of increasing priority on social media.

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



[Facebook](#)



[Instagram](#)



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



### Alt Text Example

Dad hugging teen daughter with text saying parent is in control with driving

# General—English

## STEP

### 1 Download graphics.

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

**Alt Text:** Dad hugging teen daughter with text saying parent is in control with driving



Sizes Available:



Social Posts

1200x1200

Social Stories

1080x1920

## STEP

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

Copy/paste one of the suggested posts below.

### Sample Facebook & Instagram Messages

- Did you know that—as a parent—you are one of the biggest influences on your teen’s choices behind the wheel? Make safe choices while you’re driving—don’t drive impaired or distracted, don’t speed, wear a seat belt...and encourage your teen to do the same! It will make them a safer driver. **#TeenDriver**
- **#TeenDriverSafetyWeek** may be winding down, but that doesn’t mean conversations about safe-driving practices have to end! Revisit the conversation frequently throughout the year and remind them that driving is a privilege, NOT a right. The consequences for breaking the rules could be more serious than just being grounded. [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving)
- Different states have different **#TeenDriver** rules. Check local curfew laws and look up how many passengers your teen can have in the vehicle. Familiarize yourself with graduated driver licensing (GDL) restrictions and enforce state laws with your teen. <https://www.ghsa.org/state-laws/issues/teen%20and%20novice%20drivers>
- Parenting teens can be a challenge. While there are some battles that just aren’t worth fighting, protecting them behind the wheel is worth the fight. Verify that they know and understand the rules before handing over the keys. Get more info at [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving).



# General—English

## STEP

### 1 Download graphics.

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

**Alt Text:** Dad hugging teen daughter with text saying parent is in control with driving



Sizes Available:



Social Posts  
 1200x1200

## STEP

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

Copy/paste one of the suggested posts below.

#### Sample X (Formerly Twitter) Messages

- Your teen looks up to you more than you think. Set a good example for them when you're behind the wheel—don't drive distracted or impaired, don't speed and always wear a seat belt. **#TeenDriver**
- **#Parents:** We all know parenting **#Teens** can be challenging. While some battles aren't worth fighting, protecting your teen behind the wheel is. Before you hand over the car keys, make sure they know the rules of the road. [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving)
- Different states have different rules when it comes to how many passengers a **#TeenDriver** can have in the car. Get up to date with graduated driver licensing (GDL) restrictions and enforce state laws with your teen. <https://www.ghsa.org/state-laws/issues/teen%20and%20novice%20drivers>
- **#ParentsofTeenDrivers!** Add this message to your daily talks with your teen: Don't drive impaired or distracted, don't speed and always wear your seat belt.
- **#TeenDriverSafetyWeek** may be winding down, but that doesn't mean conversations about safe-driving practices have to end! Revisit this lifesaving conversation year-round—it will make them a safer driver. **#TeenDriver #TDSW** [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving)

# Seat Belts—English



All passengers must always wear a seat belt.

## STEP

### 1 Download graphics.

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

**Alt Text:** Image of seat belt being buckled with text telling parents to encourage their teens to buckle up



Sizes Available:



Social Posts  
1200x1200

Social Stories  
1080x1920

## STEP

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

Copy/paste one of the suggested posts below.

#### Sample Facebook, Instagram & X (Formerly Twitter) Messages

- Wondering what rules your teen needs to know on the road? Rule No. 1 is everyone needs to always wear a seat belt—passengers and drivers—every trip, every time. Get all the **#RulesForTheRoad** at [NHTSA.gov](#). **#TeenDriving**
- Establish rules with your teen that every person in the vehicle needs to always wear a seat belt—every trip, every time. Parents, you're in control of the **#RulesForTheRoad**.
- Rule No. 1 for teen drivers? Keep everyone in the car buckled up. **#RulesForTheRoad**

# Speeding—English

## No speeding

### STEP

#### 1 Download graphics.

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

**Alt Text:** Image of speed limit sign with text encouraging parents to tell their teens to slow down



Sizes Available:



Social Posts  
 1200x1200

### STEP

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

Copy/paste one of the suggested posts below.

#### Sample Facebook, Instagram & X (Formerly Twitter) Messages

- Your teen driver might think going fast is fun, but it's illegal and unsafe. Establish a no speeding rule for them. **#RulesForTheRoad #NoSpeeding**
- Speeding is against the law and unsafe. Make it against the rules in your home, too. Parents, you're in control—set the **#RulesForTheRoad** your teen needs to be safe.
- Wondering what rules your teen needs to know on the road? Rule No. 2 is no speeding. You're in control, make sure your teen is safe on the road. **#RulesForTheRoad #NoSpeeding**
- Let your teen know speeding is unacceptable. You're in control and make the **#RulesForTheRoad #NoSpeeding**
- You don't want your teen driver to end up with a ticket, fine, increased insurance costs or worst of all—in a crash. Teach them not to speed. **#RulesForTheRoad #NoSpeeding**



# Distraction—English

No texting (or phone use in general) while driving.

## STEP

### 1 Download graphics.

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

**Alt Text:** Image of phone with text encouraging parents to talk with their teen about distracted driving



Sizes Available:



Social Posts  
 1200x1200

## STEP

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

Copy/paste one of the suggested posts below.

#### Sample Facebook, Instagram & X (Formerly Twitter) Messages

- Phone use is dangerous while driving and can lead to crashes, fines and tickets. Teach your teen to put the phone down. **#RulesForTheRoad #NoTexting**
- Make sure your teen is safe on the road. Tell them no phone use while driving. **#RulesForTheRoad**
- Wondering what rules your teen needs to know on the road? Rule No. 3 is no phone use while driving. You're in control, make sure your teen is safe on the road.
- Rules for Teen Drivers No. 3: No texting while driving. Parents make sure your teen knows the rules. You're in control. **#RulesForTheRoad #NoTexting**
- "Text me when you get there, not while you're driving." Make it clear to your teen they shouldn't use the phone while in the driver's seat. Parents, you're in control and you make the rules. **#RulesForTheRoad**

# Extra Passengers—English

No extra passengers.

## STEP

**1** Download graphics.

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

**Alt Text:** Image of car with extra passengers telling parents to talk with their teen about extra passengers



Sizes Available:



Social Posts  
1200x1200

## STEP

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

Copy/paste one of the suggested posts below.

### Sample Facebook, Instagram & X (Formerly Twitter) Messages

- Distractions are everywhere for teen drivers, especially when there are extra passengers. Make sure your teen knows and follows your rule of “No extra passengers.” **#RulesForTheRoad #NoExtraPassengers**
- Extra passengers mean extra distractions. Keep your teen driver focused on driving with Rule No. 4 **#NoExtraPassengers. #RulesForTheRoad**
- More passengers mean more distractions for young drivers. Make sure your teen knows the rules for the road includes no extra passengers. **#RulesForTheRoad #NoExtraPassengers**
- No extra passengers means no extra distractions. Make sure your teen knows the **#RulesForTheRoad**.

# Alcohol Use—English

## No drinking before driving (or at all).

### STEP

#### 1 Download graphics.

Download the “Alcohol Use” graphic below at: [Traffic Safety Marketing](https://www.transportation.gov/traffic-safety-marketing)

**Alt Text:** Image of beer pong with text encouraging parents to talk with their teen to prevent drunk driving



Sizes Available:



Social Posts  
1200x1200

### STEP

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

Copy/paste one of the suggested posts below.

#### Sample Facebook, Instagram & X (Formerly Twitter) Messages

- Remind your teen that underage drinking is illegal and underage drinking and driving is deadly. **#RulesForTheRoad**
- Parents, make sure your teen knows the **#RulesForTheRoad**. Rule No. 5—**#NoAlcohol**.
- Alcohol is never a good choice when it comes to driving. Make sure your teen knows the consequences of Rule No. 5—no drinking and driving. **#RulesForTheRoad #NoAlcohol**
- Parents, you're in control when it comes to your teen driver. Besides setting a good example, talk to your teen about the risks and results of driving when impaired. **#RulesForTheRoad #NoAlcohol**
- Risky driving behavior puts everyone on the road in danger. Talk to your teen about the dangers of drinking alcohol, especially its effect on their ability to drive safely. **#RulesForTheRoad #NoAlcohol**
- Riding in a car with an impaired driver at the wheel is dangerous. Make sure your teen knows that they should never ride with a driver who has been drinking alcohol. **#RulesForTheRoad**

# Drug Use—English

## No drugs before driving (or at all).

### STEP

#### 1 Download graphics.

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

**Alt Text:** Image of bowl with text encouraging parents to talk with their teen to prevent drug impaired driving



Sizes Available:



Social Posts  
1200x1200

Social Stories  
1080x1920

### STEP

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

Copy/paste one of the suggested posts below.

#### Sample Facebook, Instagram & X (Formerly Twitter) Messages

- Make no mistake, marijuana use impacts driving ability. Make sure your teen knows your **#RulesForTheRoad**: no drug-impaired driving.
- Parents, you hold the keys to safe teen driving. Make sure your teen understands how dangerous driving impaired can be with Rule No. 6—**#NoDrugs. #RulesForTheRoad**
- Driving impaired by drugs or alcohol is illegal and dangerous. Talk with your teen about safe-driving decisions. **#RulesForTheRoad #NoDrugs**
- Driving while impaired by any substance—legal or illegal—puts your teen driver and others in harm’s way. Discuss drugs and their effects on driving skills with your teen and make sure they follow Rule No. 6—no drugs before driving. **#RulesForTheRoad**
- Parents, you’re in control. Explain the **#RulesForTheRoad** and make it clear that driving while impaired by drugs is never an option.
- Drug-impaired driving is serious and dangerous. Teen drivers should be sober, focused and clear-headed. Set the **#RulesForTheRoad** with your teen and reinforce Rule No. 6: **#NoDrugs**.
- Parents, you’re in control. Make it clear to your teen that driving while impaired by drugs or riding with someone impaired by drugs is never an option and one of the **#RulesForTheRoad**.

# Medication Use—English

No impairment-causing medications before driving.

## STEP

1 Download graphics.

Download the “Medication Use” graphic below at: [Traffic Safety Marketing](https://www.traffic-safety-marketing.com/)

**Alt text:** Image of medication with text encouraging parents to talk with their teen about impaired driving



Sizes Available:



Social Posts

1200x1200

Social Stories

1080x1920

## STEP

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

Copy/paste one of the suggested posts below.

### Sample Facebook, Instagram & X (Formerly Twitter) Messages

- Make sure your teen knows that over-the-counter drugs can impair their ability to drive, too. Teach them the **#RulesForTheRoad**. **#YoureInControl**
- You're in control of teaching your teen to drive. Make sure they know to never get behind the wheel when taking drugs or medicine that can cause impairment. **#RulesForTheRoad** **#YoureInControl**
- Teens are risk-takers—make sure they don't bring that behavior behind the wheel. Teach your teens not to drive while under the influence of impairing over-the-counter drugs. **#RulesForTheRoad** **#YoureInControl**
- Over-the-counter and prescription drugs can impair your teen's ability to drive. Make sure your teen knows the possible side effects of any medication before they get behind the wheel. **#RulesForTheRoad**



# Behavior Modeling—English



Be a role model for your teen

STEP

1 Download graphics.

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

**Alt Text:** Image of medication with text encouraging parents to talk with their teen about impaired driving



Sizes Available:



Social Posts

1200x1200

Social Stories

1080x1920

STEP

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

Copy/paste one of the suggested posts below.

## Sample Facebook, Instagram & X (Formerly Twitter) Messages

- Be a role model for your teen, especially when you're behind the wheel. Follow the **#RulesForTheRoad** when driving and your teen will, too. **#YoureInControl**
- Your behavior sets the example when your teen is learning to drive. When you use safe-driving practices and follow traffic laws when behind the wheel—your teen will, too. **#RulesForTheRoad** **#YoureInControl**
- As a parent, you influence everything your teen does—even how they drive. Remember the **#RulesForTheRoad** and practice safe-driving behaviors so your teen will, too. **#YoureInControl**

## STEP

### 1 Download graphics.

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

**Alt Text:** Papá abrazando a su hija adolescente acompañado por un mensaje que dice que los padres tienen el control cuando sus hijos conducen.

**Translation:** Dad hugging his teenage daughter, accompanied by a message saying that parents are in control when their children drive.



Sizes Available:



Social Posts

1200x1200

Social Stories

1080x1920

# General—Spanish

## STEP

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

Copy/paste one of the suggested posts below.

### Sample Facebook & Instagram Messages

- ¿Sabías que, como padre, eres una de las mayores influencias en las decisiones de tu hijo cuando está detrás del volante? Toma buenas decisiones al manejar y no manejes bajo la influencia o distraído, no aceleres, abróchate el cinturón de seguridad...y ¡anima a tu hijo adolescente a hacer lo mismo! Hará que sea un conductor seguro. **#ConductorAdolescente**

*Translation: Did you know that—as a parent—you are one of the biggest influences on your teen's choices behind the wheel? Make safe choices while you're driving—don't drive impaired or distracted, don't speed, wear a seat belt...and encourage your teen to do the same! It will make them a safer driver. **#TeenDriver***

- Puede que **#LaSemanadelConductorAdolescente** esté llegando a su fin, ¡pero eso no significa que las conversaciones sobre prácticas seguras de manejo tengan que acabar! Continúa teniendo la conversación frecuentemente en el transcurso del año y recuérdales que manejar es un privilegio, NO un derecho. Las consecuencias por romper las reglas de tránsito pueden ser más serias que simplemente ser castigado. Visita <https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente>

*Translation: **#TeenDriverSafetyWeek** may be winding down, but that doesn't mean conversations about safe driving practices have to end! Revisit the conversation frequently throughout the year and remind them that driving is a privilege, NOT a right. The consequences for breaking the rules could be more serious than just being grounded. [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving)*

## STEP

### 1 Download graphics.

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[Traffic Safety Marketing](#)

**Alt Text:** Papá abrazando a su hija adolescente acompañado por un mensaje que dice que los padres tienen el control cuando sus hijos conducen.

**Translation:** Dad hugging his teenage daughter, accompanied by a message saying that parents are in control when their children drive.



Sizes Available:



Social Posts

1200x1200

Social Stories

1080x1920

# General—Spanish

## STEP

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

Copy/paste one of the suggested posts below.

### Sample Facebook & Instagram Messages

- Cada estado tiene reglas diferentes para los **#ConductoresAdolescentes**. Verifica las leyes locales sobre el toque de queda y averigua cuántos pasajeros puede llevar tu hijo en el auto. Familiarízate con las restricciones de los sistemas de Licencia Gradual Para Manejar (Gradual Driver Licensing, GDL) y asegúrate de que tu hijo adolescente cumpla con las leyes estatales. <https://www.ghsa.org/state-laws/issues/teen%20and%20novice%20drivers> (en inglés).

*Translation: Different states have different **#TeenDriver** rules. Check local curfew laws and look up how many passengers your teen can have in the vehicle. Familiarize yourself with graduated driver licensing (GDL) restrictions and enforce state laws with your teen. <https://www.ghsa.org/state-laws/issues/teen%20and%20novice%20drivers>*

- Ser padre de adolescentes puede ser un reto. Aunque algunas batallas no valen la pena, proteger a tu hijo al volante sí lo vale. Antes de entregarle las llaves del auto, asegúrate de que conozcan las normas de tránsito. Obtén más información en <https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente>

*Translation: Parenting teens can be a challenge. While there are some battles that just aren't worth fighting, protecting them behind the wheel is worth the fight. Verify that they know and understand the rules before handing over the keys. Get more info at [NHTSA.gov/teendriving](https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente).*



## STEP

### 1 Download graphics.

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**Translation:** Dad hugging his teenage daughter, accompanied by a message saying that parents are in control when their children drive.



Sizes Available:



Social Posts  
1200x1200

# General—Spanish

## STEP

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

Copy/paste one of the suggested posts below.

#### Sample X (Formerly Twitter) Messages

- Tu hijo adolescente te admira más de lo que te imaginas. Dale un buen ejemplo cuando estés detrás del volante y no manejes distraído o bajo la influencia de alcohol o drogas, no aceleres y siempre abróchate el cinturón de seguridad. **#ConductorAdolescente**

*Translation: Your teen looks up to you more than you think. Set a good example for them when you're behind the wheel—don't drive distracted or impaired, don't speed and always wear a seat belt. **#TeenDriver***

- **#Padres:** Todos sabemos que educar a **#Adolescentes** puede ser un reto. Aunque algunas batallas no valen la pena, proteger a tu hijo cuando va al volante sí lo vale. Antes de entregarle las llaves del auto, asegúrate de que conozca las reglas del tráfico. Visita <https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescentes>

*Translation: **#Parents:** We all know parenting **#Teens** can be challenging. While some battles aren't worth fighting, protecting your teen behind the wheel is. Before you hand over the car keys, make sure they know the rules of the road. [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving)*

- Cada estado tiene reglas diferentes sobre el número de pasajeros que un **#ConductorAdolescente** puede llevar en el auto. Ponte al día con las restricciones de los sistemas de Licencia Gradual Para Manejar (Graduated Driver Licensing, GDL) y asegúrate de que tu hijo adolescente cumpla con las leyes estatales. <https://www.ghsa.org/state-laws/issues/teen%20and%20novice%20drivers> (en inglés).

*Translation: Different states have different rules when it comes to how many passengers a **#TeenDriver** can have in the car. Get up to date with graduated driver licensing (GDL) restrictions and enforce state laws with your teen. <https://www.ghsa.org/state-laws/issues/teen%20and%20novice%20drivers>*

## STEP

### 1 Download graphics.

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

**Alt text:** Papá abrazando a su hija adolescente acompañado por un mensaje que dice que los padres tienen el control cuando sus hijos conducen.

**Translation:** Dad hugging his teenage daughter, accompanied by a message saying that parents are in control when their children drive.



Sizes Available:



Social Posts  
1200x1200

# General—Spanish

## STEP

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

Copy/paste one of the suggested posts below.

#### Sample X (Formerly Twitter) Messages

- **#PadresdeConductoresAdolescentes** Incluye este mensaje en tus conversaciones diarias con tu hijo adolescente: no manejes bajo la influencia de alcohol, drogas o distraído, no aceleres y siempre abróchate el cinturón de seguridad.

*Translation: **#ParentsofTeenDrivers**! Add this message to your daily talks with your teen: Don't drive impaired or distracted, don't speed and always wear your seat belt.*

- Puede que **#LaSemanadelConductorAdolescente** esté llegando a su fin, pero eso no significa que las conversaciones sobre prácticas seguras de manejo tengan que acabar. Continúa teniendo esta conversación que salva vidas todo el año y los convertirá en conductores responsables. **#ConductorAdolescente** **#TDSW** Visita <https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescentes>

*Translation: **#TeenDriverSafetyWeek** may be winding down, but that doesn't mean conversations about safe driving practices have to end! Revisit this lifesaving conversation year-round—it will make them a safer driver. **#TeenDriver** **#TDSW** [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving)*

## STEP

### 1 Download graphics.

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

**Alt text:** Imagen de una persona abrochándose el cinturón de seguridad y un mensaje que dice que los padres deben motivar a sus hijos a abrocharse.

**Translation:** Image of seat belt being buckled with text telling parents to encourage their teens to buckle up.



Sizes Available:



Social Posts  
1200x1200

Social Stories  
1080x1920

# Seat Belts—Spanish

All passengers must always wear a seat belt.

## STEP

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

Copy/paste one of the suggested posts below.

#### Sample Facebook, Instagram & X (Formerly Twitter) Messages

- ¿Te has preguntado cuales son las reglas que necesita saber tu hijo adolescente antes de manejar? La primera es que tanto ellos como sus pasajeros deben abrocharse el cinturón en cada viaje, todo el tiempo. Obtén las **#ReglasParaElCamino** en [NHTSA.gov](#) **#ConductorAdolescente**

*Translation: Wondering what rules your teen needs to know on the road? Rule No. 1 is everyone needs to always wear a seat belt—passengers and drivers—every trip, every time. Get all the **#RulesForTheRoad** at [NHTSA.gov](#). **#TeenDriving***

- Cada vez que tu hijo adolescente vaya a manejar, que sea con la condición de que todas las personas dentro del vehículo se abrochen el cinturón de seguridad, en cada viaje, todo el tiempo. Padres, ustedes tienen el control de las **#ReglasParaElCamino**

*Translation: Establish rules with your teen that every person in the vehicle needs to always wear a seat belt—every trip, every time. Parents, you're in control of the **#RulesForTheRoad**.*

- La primera regla para los conductores adolescentes es: Todos dentro del vehículo deben ponerse el cinturón de seguridad siempre. **#ReglasParaElCamino**

*Translation: Rule No. 1 for teen drivers? Keep everyone in the car buckled up. **#RulesForTheRoad***

STEP

1 Download graphics.

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

**Alt text:** Imagen de un letrero de límite de velocidad y un mensaje que anima a los padres a decirles a sus adolescentes que reduzcan la velocidad.

**Translation:** Image of speed limit sign with text encouraging parents to tell their teens to slow down.



Sizes Available:



Social Posts  
1200x1200

# Speeding—Spanish

## No speeding

STEP

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

Copy/paste one of the suggested posts below.

### Sample Facebook, Instagram & X (Formerly Twitter) Messages

- Tu hijo quizás piense que manejar rápido es divertido, pero es ilegal y puede ser fatal. Dile a tu adolescente que maneje despacio. **#ReglasParaElCamino**  
*Translation: Your teen driver might think going fast is fun, but it's illegal and unsafe. Establish a no speeding rule for them. **#RulesForTheRoad***
- Manejar a exceso de velocidad es ilegal y peligroso. Que le quede bien claro a tu hijo adolescente. Recuerda que eres tú quien tiene el control. **#ReglasParaElCamino**  
*Translation: Speeding is against the law and unsafe. Make it against the rules in your home, too. Parents, you're in control—set the **#RulesForTheRoad** your teen needs to be safe.*
- ¿Te has preguntado cuales son las reglas que necesita saber tu hijo adolescente cuando vaya a manejar? La número 2 es respetar el límite de velocidad. Tú tienes el control, así que enséñale las **#ReglasParaElCamino**  
*Translation: Wondering what rules your teen needs to know on the road? Rule No. 2 is no speeding. You're in control, make sure your teen is safe on the road. **#RulesForTheRoad***

## STEP

### 1 Download graphics.

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

**Alt text:** Imagen de un teléfono y un mensaje que anima a los padres a hablar con sus hijos adolescentes sobre conducir distraídos.

**Translation:** Image of phone with text encouraging parents to talk with their teen about distracted driving.



Sizes Available:



Social Posts  
1200x1200

# Distraction—Spanish

No texting (or phone use in general) while driving.

## STEP

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

Copy/paste one of the suggested posts below.

#### Sample Facebook, Instagram & X (Formerly Twitter) Messages

- Manejar y usar el celular es peligroso. Puede causar choques, multas y un mal record. Exígele a tus hijos adolescentes que no usen el celular mientras manejan. **#ReglasParaElCamino #NoTextear**

*Translation: Phone use is dangerous while driving and can lead to crashes, fines and tickets. Teach your teen to put the phone down. #RulesForTheRoad #NoTexting*

- Asegúrate de que tus hijos adolescentes vayan seguros en el camino. Déjales claro que el celular nunca se usa mientras manejan. **#ReglasParaElCamino #NoTextear**

*Translation: Make sure your teen is safe on the road. Tell them no phone use while driving. #RulesForTheRoad #NoTexting*

- Regla número tres para conductores adolescentes: No manejar y textear. Asegúrate de que tus hijos conozcan las reglas. Tú tienes el control. **#ReglasParaElCamino #NoTextear**

*Translation: Rules for Teen Drivers No. 3: No texting while driving. Parents make sure your teen knows the rules. You're in control. #RulesForTheRoad #NoTexting*



## STEP

### 1 Download graphics.

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

**Alt text:** Imagen de un auto con pasajeros adicionales y un mensaje que anima a los padres a hablar con sus adolescentes sobre la cantidad de acompañantes.

**Translation:** Image of a car with extra passengers and a message encouraging parents to talk to their teenagers about the number of passengers.



Sizes Available:



Social Posts  
1200x1200

# Extra Passengers—Spanish

## No extra passengers.



## STEP

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

Copy/paste one of the suggested posts below.

#### Sample Facebook, Instagram & X (Formerly Twitter) Messages

- Las distracciones para conductores adolescentes, están en todos lados, especialmente cuando llevan pasajeros. Asegúrate de que tus hijos sigan tus reglas **#SinPasajeros #ReglasParaElCamino**

*Translation: Distractions are everywhere for teen drivers, especially when there are extra passengers. Make sure your teen knows and follows your rule of “No extra passengers.”*  
**#RulesForTheRoad #NoExtraPassengers**

- Entre más pasajeros, más distracciones. Mantén a tus hijos concentrados en el camino mientras manejan. La regla número 4: **#SinPasajeros #ReglasParaElCamino**

*Translation: Extra passengers mean extra distractions. Keep your teen driver focused on driving with Rule No. 4*  
**#NoExtraPassengers. #RulesForTheRoad**

- No llevar pasajeros significa no llevar distracciones de más. Asegúrate de que tus hijos adolescentes sepan las **#ReglasParaElCamino**

*Translation: No extra passengers means no extra distractions. Make sure your teen knows the*  
**#RulesForTheRoad.**

## STEP

### 1 Download graphics.

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

**Alt text:** Imagen del juego de beer pong con un mensaje que anima a los padres a hablar con sus adolescentes sobre no conducir bajo los efectos del alcohol.

**Translation:** Image of a beer pong game with a message encouraging parents to talk to their teenagers about not driving under the influence of alcohol.



Sizes Available:



Social Posts  
1200x1200

# Alcohol Use—Spanish

## No drinking before driving (or at all).

## STEP

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

Copy/paste one of the suggested posts below.

#### Sample Facebook, Instagram & X (Formerly Twitter) Messages

- Recuérdale a tus hijos adolescentes que tomar alcohol antes de los 21 años es ilegal y sobretodo, que tomar y manejar es mortal. **#ReglasParaElCamino**

*Translation: Remind your teen that underage drinking is illegal and underage drinking and driving is deadly. **#RulesForTheRoad***

- Papás, asegúrense de que sus hijos adolescentes conozcan la regla número 5: **#NoAlcohol #ReglasParaElCamino**

*Translation: Parents, make sure your teen knows the **#RulesForTheRoad**. Rule No. 5—**#NoAlcohol**.*

- Además de dar el buen ejemplo, habla con tus hijos adolescentes sobre los riesgos y consecuencias de manejar después de tomar alcohol. **#ReglasParaElCamino #NoAlcohol**

*Translation: Parents, you're in control when it comes to your teen driver. Besides setting a good example, talk to your teen about the risks and results of driving when impaired. **#RulesForTheRoad #NoAlcohol***

- Advértele a tu hijo adolescente sobre el riesgo de subirse con un conductor borracho. Podría ser lo último que haga en su vida. **#ReglasParaElCamino #NoAlcohol**

*Translation: Riding in a car with an impaired driver at the wheel is dangerous. Make sure your teen knows that they should never ride with a driver who has been drinking alcohol. **#RulesForTheRoad #NoAlcohol***

## STEP

### 1 Download graphics.

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

**Alt text:** Imagen de un pipa con un mensaje que anima a los padres a hablar con sus adolescentes para prevenir que manejen bajo los efectos de la droga.

**Translation:** Image of a pipe with a message encouraging parents to talk to their teenagers to prevent them from driving under the influence of drugs.



Sizes Available:



Social Posts  
1200x1200

Social Stories  
1080x1920

# Drug Use—Spanish

## No drugs before driving (or at all).

## STEP

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

Copy/paste one of the suggested posts below.

### Sample Facebook, Instagram & X (Formerly Twitter) Messages

- No te equivoques, la marihuana afecta la habilidad para manejar. Asegúrate de que tu hijo adolescente siga las **#ReglasParaElCamino**. No manejar bajo los efectos de las drogas.

*Translation: Make no mistake, marijuana use impacts driving ability. Make sure your teen knows your **#RulesForTheRoad**: no drug-impaired driving.*

- Manejar bajo los efectos del alcohol o drogas es ilegal y peligroso. Habla con tus hijos adolescentes acerca de tomar decisiones correctas y seguras a la hora de manejar. **#ReglasParaElCamino #NoDrogas**

*Translation: Driving impaired by drugs or alcohol is illegal and dangerous. Talk with your teen about safe-driving decisions. **#RulesForTheRoad #NoDrugs***

- Manejar bajo los efectos de las drogas es un asunto serio y peligroso. Los adolescentes deben estar sobrios, enfocados y con la mente clara. Exígeles las **#ReglasParaElCamino**, y destaca la número 6: **#NoDrogas**

*Translation: Drug-impaired driving is serious and dangerous. Teen drivers should be sober, focused and clear-headed. Set the **#RulesForTheRoad** with your teen and reinforce Rule No. 6: **#NoDrugs***

- Papás, ustedes tienen el control de sus hijos adolescentes. Déjenles claro que manejar bajo los efectos de las drogas nunca es una opción, por eso es una de las **#ReglasParaElCamino**

*Translation: Parents, you're in control. Make it clear to your teen that driving while impaired by drugs or riding with someone impaired by drugs is never an option and one of the **#RulesForTheRoad**.*



## STEP

### 1 Download graphics.

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

**Alt text:** Padre mostrando buen comportamiento al conducir a su hija, con un mensaje que anima a los padres a ser buenos modelos a seguir.

**Translation:** Dad modeling driving behavior for daughter with text encouraging parents to be a good role model.



Sizes Available:



Social Posts  
1200x1200

Social Stories  
1080x1920

# Medication Use—Spanish

No impairment causing medications before driving.

## STEP

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

Copy/paste one of the suggested posts below.

#### Sample Facebook, Instagram & X (Formerly Twitter) Messages

- Asegúrate que tu hijo adolescente sepa que los medicamentos también pueden afectar su capacidad para manejar. Enséñales las **#ReglasParaElCamino**. **#TúTienesElControl**

*Translation: Make sure your teen knows that over-the-counter drugs can impair their ability to drive too. Teach them the **#RulesForTheRoad**. **#YoureInControl***

- Tú tienes el control de enseñarle a tu hijo adolescente a manejar. Asegúrate que entienda que nunca debe ponerse detrás del volante cuando este tomando drogas o medicamentos que puedan afectar su habilidad de manejar. **#ReglasParaElCamino**. **#TúTienesElControl**

*Translation: You're in control of teaching your teen to drive. Make sure they know to never get behind the wheel when taking drugs or medicine that can cause impairment. **#RulesForTheRoad** **#YoureInControl***

- A los adolescentes les gusta tomar riesgos—asegúrate que no traigan esa actitud al volante. Enséñale a tu adolescente a no manejar bajo la influencia de medicamentos. **#ReglasParaElCamino** **#TúTienesElControl**

*Translation: Teens are risk-takers—make sure they don't bring that behavior behind the wheel. Teach your teens to not drive while under the influence of impairing over the counter drugs. **#RulesForTheRoad** **#YoureInControl***

- Los medicamentos con o sin receta médica pueden afectar la habilidad de tus hijos adolescentes para manejar. Asegúrate de que tu hijo sepa los posibles efectos secundarios de cualquier medicamento antes de manejar. **#ReglasParaElCamino**

*Translation: Over-the-counter and prescription drugs can impair your teen's ability to drive. Make sure your teen knows the possible side effects of any medication before they get behind the wheel. **#RulesForTheRoad***

## STEP

### 1 Download graphics.

Download the "Behavior Modeling" graphic below at: [Traffic Safety Marketing](#)

**Alt text:** Padre mostrando buen comportamiento al conducir a su hija, con un mensaje que anima a los padres a ser buenos modelos a seguir.

**Translation:** Dad modeling driving behavior for daughter with text encouraging parents to be a good role model.



Sizes Available:



Social Posts

1200x1200

Social Stories

1080x1920

# Behavior Modeling—Spanish

Be a role model for your teen.

## STEP

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

Copy/paste one of the suggested posts below.

#### Sample Facebook, Instagram & X (Formerly Twitter) Messages

- Se un modelo a seguir para tu hijo adolescente, especialmente cuando estás detrás del volante. Sigue las **#ReglasParaElCamino** cuando manejas y tu hijo adolescente también lo hará. **#TúTienesElControl**

*Translation: Be a role model for your teen, especially when you're behind the wheel. Follow the **#RulesForTheRoad** when driving and your teen will, too. **#YoureInControl***

- Tu comportamiento pone el ejemplo para tu hijo adolescente cuando está aprendiendo a manejar. Si practicas técnicas de manejo seguras y sigues las leyes de tráfico cuando estás detrás del volante, tu adolescente también lo hará. **#ReglasParaElCamino #TúTienesElControl**

*Translation: Your behavior sets the example when your teen is learning to drive. If you use safe-driving practices and follow traffic laws when behind the wheel—your teen will, too. **#RulesForTheRoad #YoureInControl***

- Como padre o madre, influyes en todo lo que hace tu hijo adolescente—hasta cómo maneja. Recuerda las **#ReglasParaElCamino** y practica técnicas de manejo seguras para que tu adolescente también lo haga. **#TúTienesElControl**

*Translation: As a parent, you influence everything your teen does—even how they drive. Remember the **#RulesForTheRoad** and practice safe-driving techniques so your teen will, too. **#YoureInControl***

## NHTSA Contact

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If you have questions about the Teen Driver Safety campaign, please contact Thomas Bayhi at [thomas.bayhi@dot.gov](mailto:thomas.bayhi@dot.gov).

