



SOCIAL MEDIA PLAYBOOK
TEEN DRIVER
SAFETY
FOR MESSAGING TO TEENS
2024



How to Use This Playbook

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

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NHTSA Contact **48**

Campaign Overview

Campaign Summary

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

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

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

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

Objectives

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

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

Posting Strategy

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

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 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**

Post Talking Points

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

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

Social Media Content

This section contains shareable social media content for the Teen Driver Safety campaign. Provided on pages (13-47) 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.

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.

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.

Messages for Individuals

English

- General—p. [13](#)
- Seat Belts—p. [14](#)
- Speeding—p. [15](#)
- Distraction—p. [16](#)
- Extra Passengers—p. [17](#)
- Alcohol—p. [18](#)
- Drug-Impaired—p. [19](#)
- Medication Use—p. [20](#)

Spanish

- General—p. [21](#)
- Seat Belts—p. [24](#)
- Speeding—p. [25](#)
- Distraction—p. [26](#)
- Extra Passengers—p. [27](#)
- Alcohol—p. [28](#)
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Messages for Organizations

English

- General—p. [31](#)
- Seat Belts—p. [32](#)
- Speeding—p. [33](#)
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Spanish

- General—p. [39](#)
- Seat Belts—p. [41](#)
- Speeding—p. [42](#)
- Distraction—p. [43](#)
- Extra Passengers—p. [44](#)
- Alcohol—p. [45](#)
- Drug-Impaired—p. [46](#)
- Medication Use—p. [47](#)

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.



Social Story Example

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

1 Downloaded graphic from 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 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

Teen boys encouraging other teen drivers to not drive under the influence

General—English

Individuals

STEP

1 Download graphics.

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

Alt Text: Two teen girls sharing tips for safe 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

- Talk to your parents about safe-driving habits and visit [NHTSA.gov/teendriving](#) for resources about Rules of the Road. **#TeenDriver**
- There are good times to use your phone...and times when you should not:
Watching 📺? ✓
Listening to music 🎧? ✓
Eating pizza 🍕? ✓
Driving your car 🚗? ✗
- Drinking and driving don't mix, especially if you're under 21. Learn more about the dangers of impaired driving at [NHTSA.gov/teendriving](#). **#TeenDriver**

Sample X (Formerly Twitter) Messages

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

Seat Belts—English

Individuals

STEP

1 Download graphics.

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

Alt Text: Group of teens encouraging other to wear their seat belt



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

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

Speeding—English

Individuals

STEP

1 Download graphics.

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

Alt Text: Teen couple encouraging others to slow down while 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

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

Distraction—English

Individuals

STEP

1 Download graphics.

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

Alt Text: Two teens encouraging teen drivers to stay focused while 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

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

Extra Passengers—English

Individuals

STEP

1 Download graphics.

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

Alt Text: Teen girl telling teen drivers fewer passengers the better



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

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

Alcohol Use—English

Individuals

STEP

1 Download graphics.

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

Alt Text: Teen boys encouraging other teen drivers to not drive under the influence



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

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

Drug Use—English

Individuals

STEP

1 Download graphics.

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

Alt Text: Teen boys encouraging other teen drivers to not drive under the influence



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

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

Medication Use—English

Individuals

STEP

1 Download graphics.

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

Alt text: Teen boys encouraging other teen drivers to not drive under the influence



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

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

General—Spanish

Individuals

STEP

1 Download graphics.

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

Alt text: Dos chicas adolescentes compartiendo consejos para manejar de forma segura.

Translation: Two teen girls sharing tips for safe 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

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

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

- Hay buenos momentos para usar tu teléfono... y momentos en los que no debes hacerlo:
¿Viendo ? ✓
¿Escuchando música ? ✓
¿Comiendo pizza ? ✓
¿Manejando tu auto ? ✗

Translation:

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

Watching ? ✓

Listening to music ? ✓

Eating pizza ? ✓

Driving your car ? ✗

- Beber y manejar no son una buena combinación, especialmente si eres menor de 21 años. Aprende más sobre los peligros de manejar bajo la influencia en <https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente>. **#ConductorAdolescente**

*Translation: Drinking and driving don't mix, especially if you're under 21. Learn more about the dangers of impaired driving at [NHTSA.gov/teendriving](https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente). **#TeenDriver***

General—Spanish

Individuals

STEP

1 Download graphics.

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

Alt text: Dos chicas adolescentes compartiendo consejos para manejar de forma segura.

Translation: Two teen girls sharing tips for safe 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

- ¡Oigan, adolescentes, digan algo! Si tu amigo o tu hermano o hermana está manejando peligrosamente, no tengas miedo de llamarles la atención. **#ConductorAdolescente**
Translation: Hey, teens, speak up! If your friend or sibling is driving unsafely, don't be afraid to call them out. #TeenDriver
- ¿Sabías que CASI LA MITAD de los conductores adolescentes que murieron en el 2020 no llevaban su cinturón de seguridad abrochado? Siempre **#Abróchate #ConductorAdolescente**
Translation: Did you know NEARLY HALF of teen drivers who died in 2020 crashes were unbuckled? #ClickIt and always #BuckleUp. #TeenDriver
- ¿Sabías que la marihuana, los medicamentos con prescripción, e incluso los medicamentos de venta libre pueden afectar tu capacidad para manejar de forma segura, de la misma manera que el alcohol? Visita <https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente> **#ConductorAdolescente**
Translation: DYK: Marijuana, prescription medications and even some over-the-counter meds can affect your ability to drive safely, just like alcohol. [NHTSA.gov/teendriving](https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente). #TeenDriver

General—Spanish

Individuals

STEP

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

Alt text: Dos chicas adolescentes compartiendo consejos para manejar de forma segura.

Translation: Two teen girls sharing tips for safe 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

- Hay buenos momentos para usar tu teléfono... y momentos en los que definitivamente no deberías usarlo:
 ¿Viendo 📺? ✓
 ¿Escuchando música 🎧? ✓
 ¿Comiendo pizza 🍕? ✓
 ¿Manejando tu auto 🚗? ✗

Translation:

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

Watching 📺? ✓

Listening to music 🎧? ✓

Eating pizza 🍕? ✓

Driving your car 🚗? ✗

- #ConductorAdolescente**, unos segundos pueden hacer la diferencia. Guarda los textos para cuando llegues a tu destino.

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

Seat Belts—Spanish

Individuals

STEP

1 Download graphics.

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

Alt text: Un grupo de adolescentes motivando a otros conductores jóvenes a usar el cinturón de seguridad.

Translation: Group of teens encouraging other teen drivers to wear their seat belt.



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

- Antes de poner en marcha mi playlist, me pongo el cinturón de seguridad. Mi seguridad viene antes que mi música, y tu seguridad también debería. **#ReglasParaElCamino**

*Translation: Before setting up my favorite playlist, I always buckle my seat belt when I get in the car. My safety comes before my music—and yours should, too. **#MyRulesForTheRoad***

- Los cinturones de seguridad no son sexy, pero tampoco es la muerte. Hay que empezar la nueva moda y siempre abrocharnos el cinturón de seguridad. **#MisReglasParaElCamino**

*Translation: Seat belts aren't sexy, but neither is death. Let's start a new trend and always get buckled. **#MyRulesForTheRoad***

Speeding—Spanish

Individuals

STEP

1 Download graphics.

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

Alt text: Dos adolescentes motivando a otros conductores jóvenes a reducir la velocidad mientras manejan.

Translation: Two teens encouraging other teen drivers to slow down while 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

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

STEP

1 Download graphics.

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

Alt text: Dos adolescentes motivando a otros conductores jóvenes a mantenerse enfocados mientras manejan.

Translation: Two teens encouraging teen drivers to stay focused while driving



Sizes Available:



Social Posts
1200x1200

Distraction—Spanish Individuals

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

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

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

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

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

Extra Passengers—Spanish

Individuals

STEP

1 Download graphics.

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

Alt text: Chica adolescente diciéndole a los conductores jóvenes que mientras menos pasajeros, mejor.

Translation: Teen girl telling other teen drivers that the fewer passengers, the better.



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

- Me encanta estar con todos mis amigos, pero demasiados en mi auto son una multitud. Cuantos menos pasajeros, más concentrado estoy en la carretera. **#MisReglasParaElCamino**

*Translation: I love hanging out with all my friends, but too many in my car is a crowd. The fewer passengers, the more focused I am on the road. **#MyRulesForTheRoad***

- Mientras estoy aprendiendo a manejar, no llenaré mi auto con amigos. Los pasajeros adicionales pueden ser una gran distracción. **#MisReglasParaElCamino**

*Translation: While I'm getting the hang of driving, I won't fill my car full of friends. Extra passengers can be a huge distraction. **#MyRulesForTheRoad***

Alcohol Use—Spanish

Individuals

STEP

1 Download graphics.

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

Alt text: Chicos adolescentes motivando a otros conductores jóvenes a no manejar bajo la influencia del alcohol.

Translation: Teen boys encouraging other teen drivers to not drive under the influence.



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

- Sé que el alcohol y manejar no se mezclan. Recuerda siempre **#MisReglasParaElCamino** y maneja sobrio.

*Translation: I know alcohol and driving don't mix. Always remember **#MyRulesForTheRoad** and drive sober.*

- Tomar alcohol si eres menor de 21 años es ilegal, peligroso, y definitivamente no vale la vida de nadie. Maneja siempre sobrio. **#MisReglasParaElCamino**

*Translation: Drinking alcohol under 21 is illegal and dangerous, and it's definitely not worth someone's life. Always drive above the influence. **#MyRulesForTheRoad***

Drug Use—Spanish

Individuals

STEP

1 Download graphics.

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

Alt text: Chicos adolescentes motivando a otros conductores jóvenes a no manejar bajo la influencia de las drogas.

Translation: Teen boys encouraging other teen drivers to not drive under the influence.



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

- Estar bajo la influencia de las drogas te traerá problemas detrás del volante y en la carretera. No manejes después de tomar drogas. Recuerda siempre **#MisReglasParaElCamino**

*Translation: Being high on drugs will lead to trouble behind the wheel and on the road. Don't do drugs and drive. Always remember **#MyRulesForTheRoad**.*

- Las drogas no tienen lugar detrás de mi volante. No manejo high y tampoco viajo con los que están high. Recuerda **#MisReglasParaElCamino**

*Translation: Drugs have no place behind my steering wheel. I don't drive high or ride with anyone who is. Remember **#MyRulesForTheRoad**.*

- Si mi amigo está high, no me subo a su coche y no los dejo manejar. Esas son **#MisReglasParaElCamino**

*Translation: If my friend is high, I don't get in their car—and I don't let them drive. Those are **#MyRulesForTheRoad***

STEP

1 Download graphics.

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

Alt text: Chicos adolescentes motivando a otros conductores jóvenes a no manejar bajo la influencia de los medicamentos.

Translation: Teen boys encouraging other teen drivers to not drive under the influence of medications.



Sizes Available:



Social Posts

1200x1200

Social Stories

1080x1920

Medication Use—Spanish Individuals

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 sabía que los medicamentos podrían afectarme al manejar. Siempre reviso las etiquetas de los medicamentos para asegurarme de que no afecten mi forma de manejar. **#MisReglasParaElCamino**

*Translation: I didn't even know medications could affect my driving. I always check medication labels to make sure they won't impact my driving. **#MyRulesForTheRoad***

- No está bien manejar bajo la influencia de CUALQUIER tipo de droga. Siempre reviso las etiquetas de los medicamentos para asegurarme de que no estoy poniendo en riesgo a otras personas en la carretera. **#MisReglasParaElCamino**

*Translation: It's not okay to drive under the influence of ANY kind of drugs. I always check medication labels to make sure I'm not putting others in danger on the road. **#MyRulesForTheRoad***

General—English

Teen Organizations

STEP

1 Download graphics.

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

Alt Text: Two teen girls sharing tips for safe 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

- Talk to your parents about safe-driving habits and visit [NHTSA.gov/teendriving](#) for resources about Rules of the Road. **#TeenDriver**
- There are good times to use your phone...and times when you should not:
Watching 📺? ✓
Listening to music 🎧? ✓
Eating pizza 🍕? ✓
Driving your car 🚗? ✗
- Drinking and driving don't mix, especially if you're under 21. Learn more about the dangers of impaired driving at [NHTSA.gov/teendriving](#). **#TeenDriver**

Sample X (Formerly Twitter) Messages

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

Seat Belts—English

Teen Organizations



STEP

1 Download graphics.

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

Alt Text: Group of teens encouraging other to wear their seat belt



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

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

Speeding—English

Teen Organizations

STEP

1 Download graphics.

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

Alt Text: Teen couple encouraging others to slow down while 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

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

Distraction—English

Teen Organizations

STEP

1 Download graphics.

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

Alt Text: Two teens encouraging teen drivers to stay focused while 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

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

Extra Passengers—English

Teen Organizations

STEP

1 Download graphics.

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

Alt Text: Teen girl telling teen drivers fewer passengers the better



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

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

Alcohol Use—English

Teen Organizations

STEP

1 Download graphics.

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

Alt Text: Teen boys encouraging other teen drivers to not drive under the influence



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

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

Drug Use—English

Teen Organizations

STEP

1 Download graphics.

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

Alt Text: Teen boys encouraging other teen drivers to not drive under the influence



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

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

Medication Use—English

Teen Organizations

STEP

1 Download graphics.

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

Alt text: Teen boys encouraging other teen drivers to not drive under the influence



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

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

General—Spanish

Teen Organizations

STEP

1 Download graphics.

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

Alt text: Dos chicas adolescentes compartiendo consejos para manejar de forma segura.

Translation: Two teen girls sharing tips for safe 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

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

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

- Hay buenos momentos para usar tu teléfono... y momentos en los que no debes hacerlo:
¿Viendo ? ✓
¿Escuchando música ? ✓
¿Comiendo pizza ? ✓
¿Manejando tu auto ? ✗

Translation:

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

Watching ? ✓

Listening to music ? ✓

Eating pizza ? ✓

Driving your car ? ✗

- Beber y manejar no son una buena combinación, especialmente si eres menor de 21 años. Aprende más sobre los peligros de manejar bajo la influencia en <https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente>. **#ConductorAdolescente**

*Translation: Drinking and driving don't mix, especially if you're under 21. Learn more about the dangers of impaired driving at [NHTSA.gov/teendriving](https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente). **#TeenDriver***

General—Spanish

Teen Organizations

STEP

1 Download graphics.

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

Alt text: Dos chicas adolescentes compartiendo consejos para manejar de forma segura.

Translation: Two teen girls sharing tips for safe 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

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

*Translation: Hey, teens, speak up! If your friend or sibling is driving unsafely, don't be afraid to call them out. **#TeenDriver***

- ¿Sabías que la marihuana, los medicamentos con prescripción, e incluso los medicamentos de venta libre pueden afectar tu capacidad para manejar de forma segura, de la misma manera que el alcohol? Visita <https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente> **#ConductorAdolescente**

*Translation: DYK: Marijuana, prescription medications and even some over-the-counter meds can affect your ability to drive safely, just like alcohol. [NHTSA.gov/teendriving](https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescente). **#TeenDriver***

- Hay buenos momentos para usar tu teléfono... y momentos en los que definitivamente no deberías usarlo:
¿Viendo 📺? ✓
¿Escuchando música 🎧? ✓
¿Comiendo pizza 🍕? ✓
¿Manejando tu auto 🚗? ✗

Translation:

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

Watching 📺? ✓

Listening to music 🎧? ✓

Eating pizza 🍕? ✓

Driving your car 🚗? ✗

- #ConductorAdolescente**, unos segundos pueden hacer la diferencia. Guarda los textos para cuando llegues a tu destino.

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

Seat Belts—Spanish

Teen Organizations

STEP

1 Download graphics.

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

Alt text: Un grupo de adolescentes motivando a otros conductores jóvenes a usar el cinturón de seguridad.

Translation: Group of teens encouraging other teen drivers to wear their seat belt.



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

- Antes de poner en marcha tu playlist, ponte el cinturón de seguridad. Tu cinturón de seguridad es la manera más sencilla de mantenerte seguro detrás del volante. **#ReglasParaElCamino**

*Translation: Before getting your playlist going, always put on your seat belt. Your seat belt is one of the easiest ways to keep yourself safe behind the wheel. **#RulesForTheRoad***

- Estás detrás del volante, lo cual significa que tú eres el responsable. Asegúrate que todos se abrochen el cinturón de seguridad cuando están en el automóvil. **#ReglasParaElCamino**

*Translation: You're in the driver's seat now, which means you're the responsible one. Make sure everyone has their seat belt on whenever they're in the car. **#RulesForTheRoad***

Speeding—Spanish

Teen Organizations

STEP

1 Download graphics.

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

Alt text: Dos adolescentes motivando a otros conductores jóvenes a reducir la velocidad mientras manejan.

Translation: Two teens encouraging other teen drivers to slow down while 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

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

Distraction—Spanish

Teen Organizations

STEP

1 Download graphics.

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

Alt text: Dos adolescentes motivando a otros conductores jóvenes a mantenerse enfocados mientras manejan.

Translation: Two teens encouraging teen drivers to stay focused while 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

- Deja tu celular en tu mochila o bolsa y no lo saques cuando vayas detrás del volante. Hazlo hasta que llegues a tu destino. No manejes distraído. **#ReglasParaElCamino**

*Translation: Leave your phone in your backpack or purse and check it at your destination, not behind the wheel. Don't drive distracted. **#RulesForTheRoad***

- Si dejas de textear y manejar llegarás a tu destino a salvo. No uses tu celular mientras estés en el automóvil para mantener a todos a salvo. **#ReglasParaElCamino**

*Translation: Not texting and driving = arriving at your destination safely. Leave your phone alone while in the car to keep everyone safe. **#RulesForTheRoad***

Extra Passengers—Spanish

Teen Organizations

STEP

1 Download graphics.

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

Alt text: Chica adolescente diciéndole a los conductores jóvenes que mientras menos pasajeros, mejor.

Translation: Teen girl telling other teen drivers that the fewer passengers, the better.



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

- Es posible que todos tus amigos que no manejan quieran viajar contigo tan pronto tengas tu licencia, ¡pero eso no siempre es seguro! Debes concentrarte detrás del volante y demasiadas personas en el automóvil pueden distraerte. **#ReglasParaElCamino**

*Translation: All your non-driving friends may want a ride as soon as you get your license, but that's not always safe! You need to be focused behind the wheel and too many people in the car can distract you. **#RulesForTheRoad***

- Tal vez seas el más popular con tu licencia al principio, pero no trates de llevarte a todos tus amigos a la vez. Entre menos pasajeros en el vehículo, puedes estar más enfocado manejando. **#ReglasParaElCamino**

*Translation: You may be the cool one with your license first, but don't try to take all your friends at once. The fewer passengers in the car, the more focused you can be on driving. **#RulesForTheRoad***

Alcohol Use—Spanish

Teen Organizations

STEP

1 Download graphics.

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

Alt text: Chicos adolescentes motivando a otros conductores jóvenes a no manejar bajo la influencia del alcohol.

Translation: Teen boys encouraging other teen drivers to not drive under the influence.



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

- Ponerte al volante después de tomar es peligroso e ilegal. Acuérdate de las **#ReglasParaElCamino** y no tomes y manejes.

*Translation: Getting behind the wheel after drinking is dangerous and illegal. Remember the **#RulesForTheRoad** and always drive sober.*

- Tomar alcohol y manejar nunca deben mezclarse. Mantente sobrio y recuerda siempre las **#ReglasParaElCamino**

*Translation: Alcohol and driving should never mix. Stay sober and always remember the **#RulesForTheRoad**.*

Drug Use—Spanish

Teen Organizations

STEP

1 Download graphics.

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

Alt text: Chicos adolescentes motivando a otros conductores jóvenes a no manejar bajo la influencia de las drogas.

Translation: Teen boys encouraging other teen drivers to not drive under the influence.



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

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

STEP

1 Download graphics.

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

Alt text: Chicos adolescentes motivando a otros conductores jóvenes a no manejar bajo la influencia de los medicamentos.

Translation: Teen boys encouraging other teen drivers to not drive under the influence of medications.



Sizes Available:



Social Posts

1200x1200

Social Stories

1080x1920

Medication Use—Spanish

Teen Organizations

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

- Es ilegal manejar bajo los efectos de las drogas, incluso los medicamentos que se pueden conseguir sin receta médica. Cuando tomas un medicamento nuevo, es importante que conozcas cuáles de los efectos secundarios que te pueden afectar cuando vas detrás del volante. **#ReglasParaElCamino**

*Translation: It's illegal to drive impaired by drugs, even ones that you can get off the shelf. When you take a new medication, know what the side effects might be when you're behind the wheel. **#RulesForTheRoad***

- Verifica si tu medicamento tiene efectos secundarios antes de manejar. No te pongas en riesgo ni a ti mismo ni a los demás. **#ReglasParaElCamino**

*Translation: Check to see if your medication has side effects before driving. Don't put yourself or others at risk. **#RulesForTheRoad***

NHTSA Contact

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

