



SOCIAL MEDIA PLAYBOOK

CHILD CAR SAFETY & CHILD PASSENGER SAFETY WEEK

2024



How to Use This Playbook

This document is a social media playbook for the 2024 Child Passenger Safety Week campaign period, which runs from September 15-21, concluding with National Seat Check Saturday on September 21st. It includes specific content and assets, along with instructions to address parents and caregivers and encourage them to make sure their children are in the right seat for their age and size. This playbook also contains evergreen Child Car Safety social content that can be utilized throughout the year. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts can help save lives.

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Campaign Overview

Child Car Safety Campaign Summary

Motor vehicle crashes are a leading cause of death of children aged 14 and younger. The goal of this campaign is to ensure parents and caregivers are correctly securing their children in the best car seat or booster seat (rear-facing car seat, forward-facing car seat, booster seat, or seat belt) for their age and size as well as remind parents to buckle up their child in the back seat.

Objectives

- Ensure parents correctly secure their children in the best car seat for their age and size
- Educate parents on the importance of child passenger safety
- Remind parents to keep their children in the back seat for as long as they can
- Encourage parents to visit [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) for more information

Posting Strategy

Child Passenger Safety Week runs from Sunday, September 15 through Saturday, September 21. During this time and the week leading up to it, posting on social media will help remind parents how important it is to prioritize their child's car safety and educate them about the importance of ensuring children are correctly restrained in the right seat for their age and size.

Below are relevant hashtags to use when posting about the campaign to tap into conversations related to the 2024 Child Passenger Week and the Child Car Safety campaign:

- **#ChildPassengerSafetyWeek**
- **#TheRightSeat**



Creating Your Own Content

While standard social messages are offered within this playbook, we encourage you to create your own messages to accompany the graphics provided. Over the course of several campaigns, we've seen that messages that localize the campaign and speak to each organization's audience receive significantly more engagements.

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

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

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

- It's Child Passenger Safety Week, San Francisco: make sure your kids are in the right car seat for their age and size. **#TheRightSeat**
- Portland, keep your kids where it is safest: in the back, and in the right seat for their age and size. **#TheRightSeat #ChildPassengerSafetyWeek**
- Getting your family to the Bills game on time is great – getting your kids there safely is even better. Make sure your kids are in the right seat for their age and size before leaving home. **#TheRightSeat #ChildPassengerSafetyWeek**

Social Media Content

This section contains shareable social media content for the 2024 Child Passenger Safety Week and Child Car Safety campaign period. Provided on pages [13-20](#) 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 message. Both English and Spanish versions are provided for this campaign.

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.

Child Passenger Safety Week English / Spanish

- It's Child Passenger Safety Week! – p. [13](#)
- National Seat Check Saturday – p. [14](#)

Child Car Safety English / Spanish

- Right Car Seat – p. [15](#)
- Growing Needs – Shoes – p. [16](#)
- Modes of Protection – p. [17](#)
- Inspection Locator – p. [18](#)
- Register Your Car Seat – p. [19](#)
- Older Kids Need the Right Seat, Too – p. [20](#)



Facebook/Instagram 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.



Facebook/Instagram Story Example

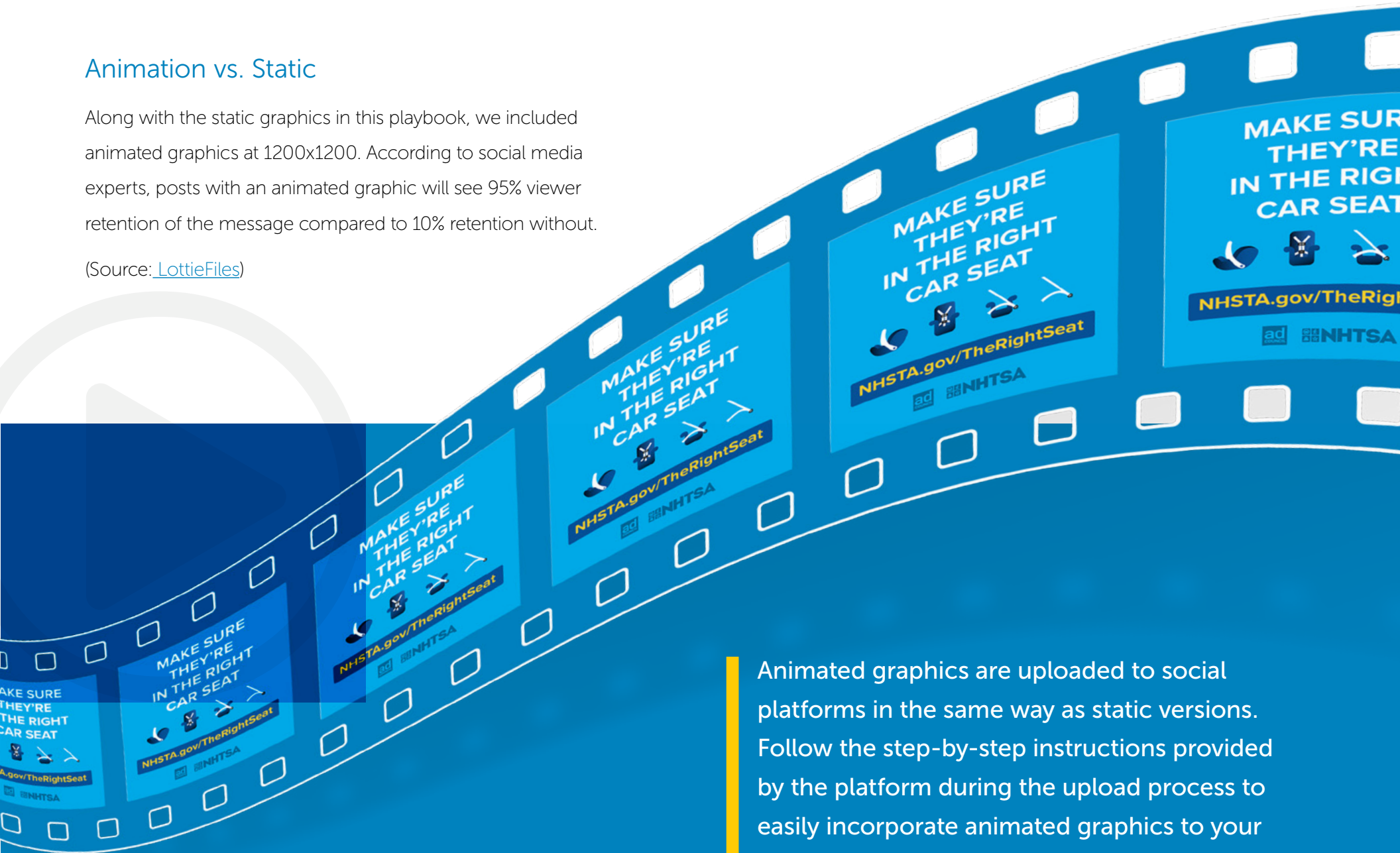
Here is an example of how a social story should look when published.

1 Downloaded graphic from trafficsafetymarketing.gov.

Animation vs. Static

Along with the static graphics in this playbook, we included animated graphics at 1200x1200. 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 to 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 understand what the graphics are presenting. For how to include alt text on each social media platform, visit these resources:



[Facebook](#)



[Instagram](#)



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



STEP

1 Download graphics.

Download the "It's Child Passenger Safety Week!" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:



Social Posts
1200x1200

It's Child Passenger Safety Week! – English & Spanish



STEP

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

Copy/paste one of the suggested posts below.

Sample Message

- Child Passenger Safety Week is the perfect time to make sure your child is in the right seat and that it's installed correctly. Visit [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) for tips to keep your child as safe as possible in the car. [#ChildPassengerSafetyWeek](#) [#TheRightSeat](#)

Sample Message Spanish

- La Semana de la Seguridad del Niño Pasajero es el momento perfecto para asegurarte de que tu hijo esté en el car seat correcto y de que esté instalado correctamente. Visita [NHTSA.gov/Protegidos](https://www.nhtsa.gov/Protegidos) para obtener consejos para mantener a tu hijo lo más seguro posible en el vehículo.

STEP

1 Download graphics.

Download the "National Seat Check Saturday" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:



Social Posts
1200x1200

National Seat Check Saturday – English & Spanish

STEP

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

Copy/paste one of the suggested posts below.

Sample Message

- Today is National Seat Check Saturday! Find the nearest free car seat check to ensure your child's car seat is correctly installed and the right seat for their age and size.
Learn more: [NHTSA.gov/TheRightSeat](#) #ChildPassengerSafetyWeek #TheRightSeat

Sample Message Spanish

- ¡Hoy es el Sábado Nacional de Chequeos de Car Seats! Encuentra un chequeo de car seats gratuito cerca de ti para asegurarte que el car seat de tu hijo está correctamente instalado y ajustado al tamaño y a la edad actual de tu niño. Aprende más: [NHTSA.gov/Protegidos](#)

STEP

1 Download graphics.

Download the "Right Car Seat" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

Right Car Seat – English

STEP

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

Copy/paste one of the suggested posts below.

Sample Message

- Car seat safety should always be a priority. Make sure your kids are in the right car seat for their age and size by visiting [NHTSA.gov/TheRightSeat](#) #TheRightSeat

Growing Needs – English & Spanish

STEP

1 Download graphics.

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



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 Message

- Your child's car seat needs change as they grow. Protect your kids with the right seat. Learn more: [NHTSA.gov/TheRightSeat](#) #TheRightSeat

Sample Message Spanish

- Los requisitos del car seat también cambian mientras tu hijo crece. Protege a tus hijos con el car seat correcto. Aprende más: [NHTSA.gov/Protegidos](#).

Modes of Protection – English & Spanish

STEP

1 Download graphics.

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



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 Message

- You know it's important to protect your kids as they grow. Make sure they're in the right seat for their age and size. Visit [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) for tips to keep your child as safe as possible in the car. #TheRightSeat

Sample Message Spanish

- Es importante proteger a tus hijos a medida que crecen. Asegúrate de que estén en el asiento correcto para su edad y tamaño. Aprende más: [NHTSA.gov/Protegidos](https://www.nhtsa.gov/Protegidos).

Inspection Locator – English & Spanish

STEP

1 Download graphics.

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



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 Message

- When it comes to car seat installation, you want to make sure you do it right. Whether you’ve just installed a car seat or need help installing or using one, find a car seat inspection station near you. Visit [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) for more information on car seat safety. #TheRightSeat

Sample Message Spanish

- Encuentra un chequeo de car seats cerca de ti para asegurarte que el car seat de tu hijo está correctamente instalado y ajustado al tamaño y a la edad actual de tu niño. Aprende más: [NHTSA.gov/Protegidos](https://www.nhtsa.gov/Protegidos).

STEP

1 Download graphics.

Download the "Register Your Car Seat" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:



Social Posts
1200x1200

Register Your Car Seat – English & Spanish

STEP

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

Copy/paste one of the suggested posts below.

Sample Message

- Register your car seat or booster seat with the manufacturer to get recalls and safety notices so your child can stay safe. Visit [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) for more information on car seat safety. #ChildPassengerSafetyWeek #TheRightSeat

Sample Message Spanish

- Registra tu car seat o asiento booster para recibir avisos de seguridad y de retiros, para que tu hijo se mantenga seguro. Aprende más en [NHTSA.gov/Protegidos](https://www.nhtsa.gov/Protegidos).

STEP

1 Download graphics.

Download the "Older Kids Need the Right Seat, Too" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:



Social Posts
1200x1200

Older Kids Need the Right Seat, Too – English & Spanish



STEP

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

Copy/paste one of the suggested posts below.

Sample Message

- Older kids need the right seat, too. Make sure they ride in a booster seat until they outgrow the booster by weight or height and can fit an adult seat belt correctly. Visit [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) for tips to keep your child as safe as possible in the car. #ChildPassengerSafetyWeek #TheRightSeat

Sample Message Spanish

- Los niños más grandes también necesitan el asiento correcto. Asegúrate de que viajen en un asiento elevado "booster" hasta que superen los límites de altura o peso, o hasta que puedan usar el cinturón de seguridad para adultos correctamente. Aprende más en [NHTSA.gov/Protegidos](https://www.nhtsa.gov/Protegidos).

NHTSA Contact

If you have questions about the 2024 Child Passenger Safety Week and Child Car Safety campaign, please contact Elizabeth Nilsson at Elizabeth.Nilsson@dot.gov.

