



SOCIAL MEDIA PLAYBOOK

BICYCLE SAFETY CAMPAIGN

May 2025



How to Use This Playbook

This document is a social media playbook for the 2025 Bicycle Safety campaign. It includes specific content and assets, along with instructions, to raise awareness among cyclists of the best safety practices while riding a bike and remind drivers to be aware of cyclists. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts during this time of the year may help save lives.

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Campaign Overview

Campaign Summary

Bicycling is an increasingly popular mode of transportation around the country and a favorite pastime of many children. However, thousands of lives are needlessly lost every year on our nation's roadways while cycling. It is more important than ever to remind cyclists to follow bike safety best practices and to remind drivers to be aware of sharing the road with cyclists around them.

Objectives

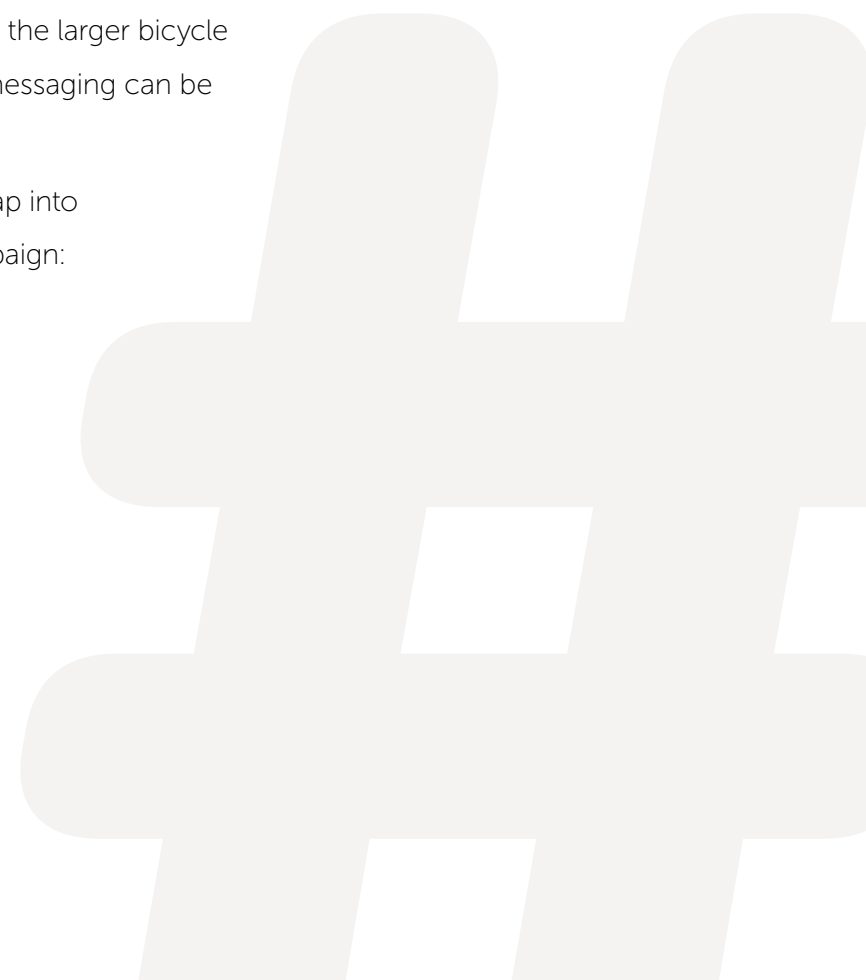
- Encourage cyclists to ensure proper bike and helmet fittings
- Remind cyclists that there is safety in riding with others
- Encourage cyclists to protect themselves by wearing the proper gear, like a helmet and bright, reflective clothing
- Remind drivers to be aware of cyclists and share the roads with them

Posting Strategy

Bicycle Safety Month is in May, but posting throughout the year is helpful to spreading the important messages about cyclist safety. Posting in May will help your organization be a part of the larger bicycle safety conversation and community, but bike safety messaging can be flowed into your social content year-round.

Below are relevant hashtags to use when posting to tap into conversations related to the 2025 Bicycle Safety campaign:

- **#BicycleSafety**
- **#SeguridadEnBicicleta**



Creating Your Own Content

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

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

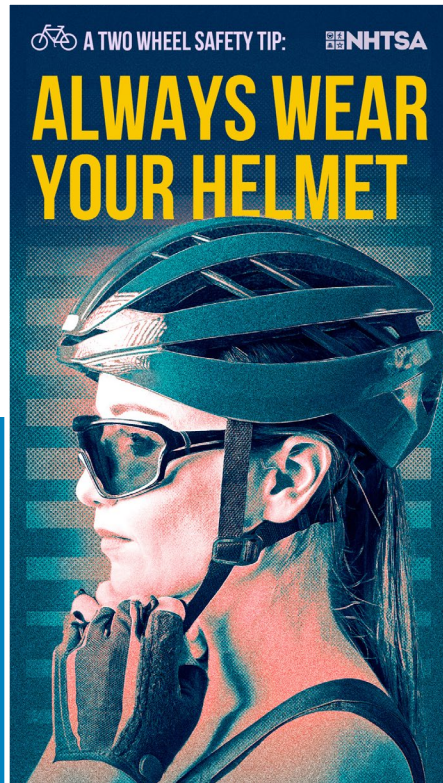
- Include the state or city name within the message
- Utilize local crash or traffic stop data
- Mention local celebrations or events to draw a connection to the campaign

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

- You wouldn't wear the wrong shoe size, Pasadena. Make sure your bike and helmet fit, too!
- Passing too closely is a recipe for disaster. If you see a bicyclist, Ohio, keep your distance!

Social Media Content

This section contains shareable social media content for the 2025 Bicycle Safety campaign period. Provided on pages [\(15-31\)](#) are downloadable graphics and videos with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.



Social Story 1080x1920



Social Post 1080x1350

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. Both English and Spanish versions are provided for this campaign.

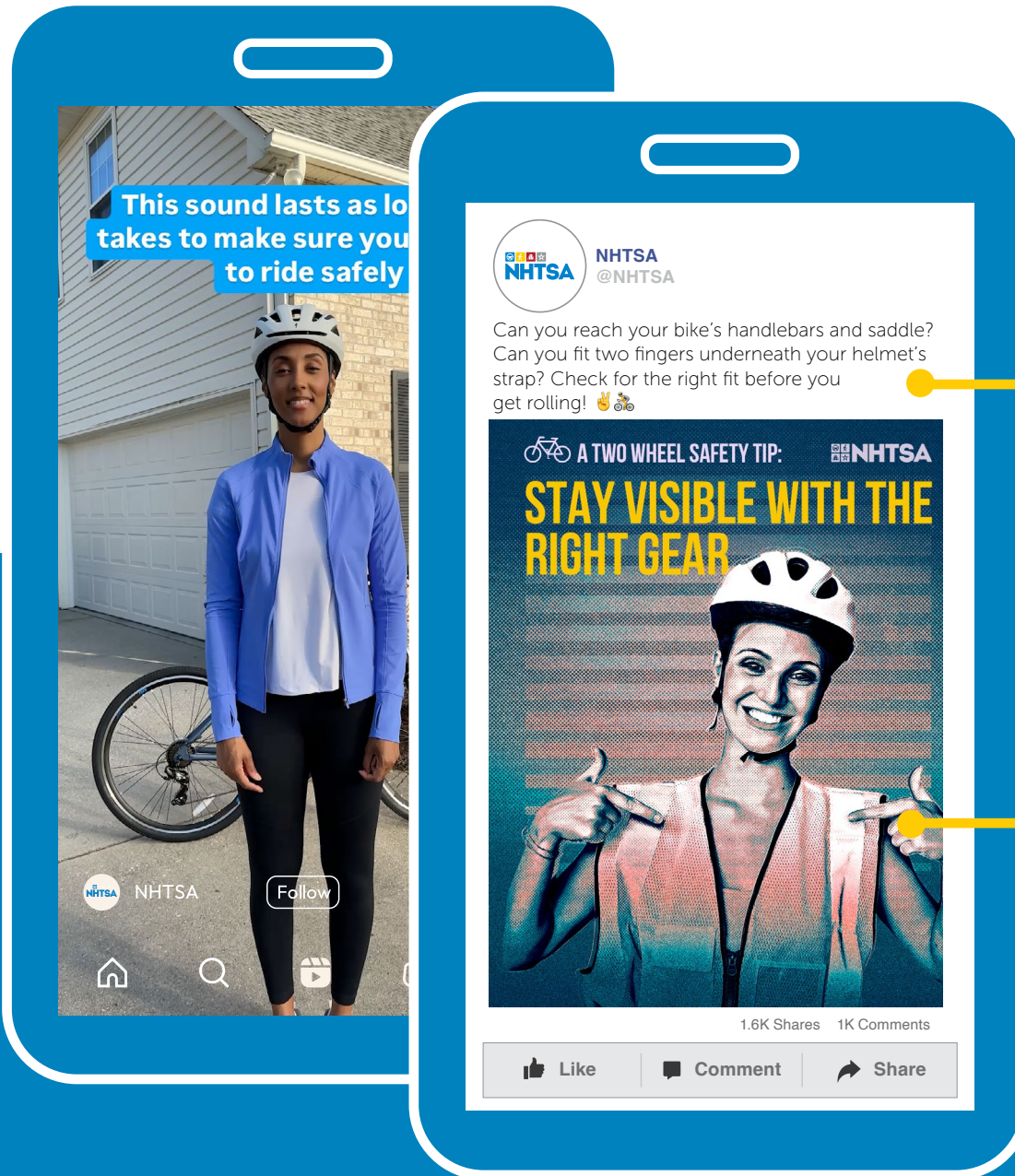
On the following pages, you will see additional graphics and post examples for the campaign. Be sure to consider which social media platform your target audience typically uses when you choose the graphics and post content. Also, take into consideration that most people use mobile phones when checking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

English

- Two Wheel Safety Tips (Social Graphics)—p. [15](#)
- Four Wheel Safety Tips (Social Graphics)—p. [18](#)
- 27-Second Safety Check (Social Media Challenge Videos)—p. [21](#)
- Hi-Vis Challenge (Social Media Challenge Videos)—p. [22](#)

Spanish

- Cyclists (Social Graphics)—p. [23](#)
- Drivers (Social Graphics)—p. [26](#)
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Social Post Example

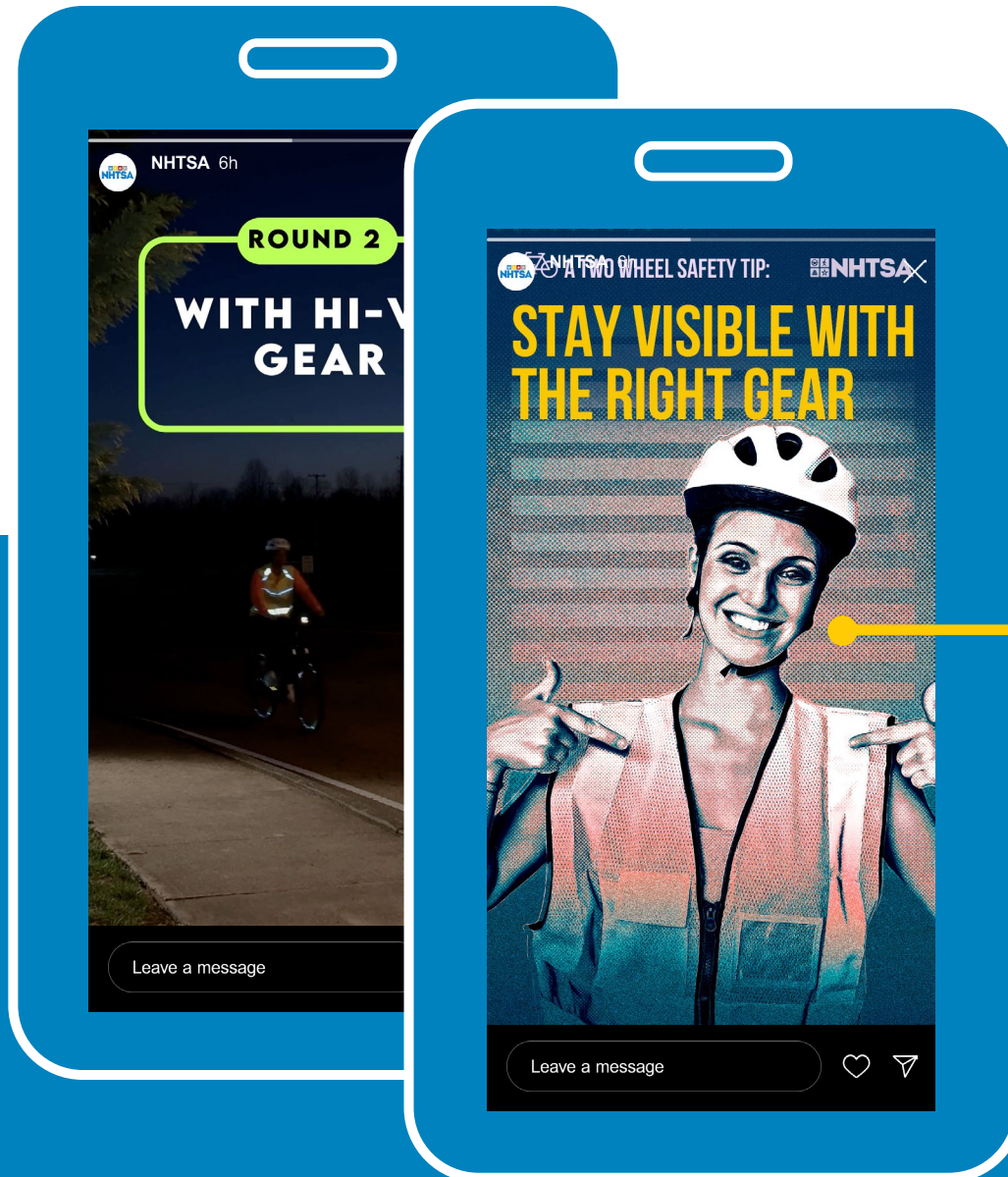
Here is an example of how a social post should look when published.

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.

Social Media Challenge Videos

Challenges are a great way to raise awareness and spread information on social media. The notorious ALS Ice Bucket Challenge in 2014 launched this trend on social platforms and the format remains relevant today. We've created videos that you can either share as-is or recreate with your team to encourage your community members to engage in spreading the word on bicycle safety.

The four challenges we are offering for this campaign are:

■ **27-second safety check**

- Utilizing a 27-second sound to show how long it takes to do a thorough safety check

■ **Clones**

- Utilizing cloned versions of yourself in the video to show the importance of riding in a group

■ **Hi-Vis**

- Showing the difference in visibility between no gear and wearing bright, reflective clothing

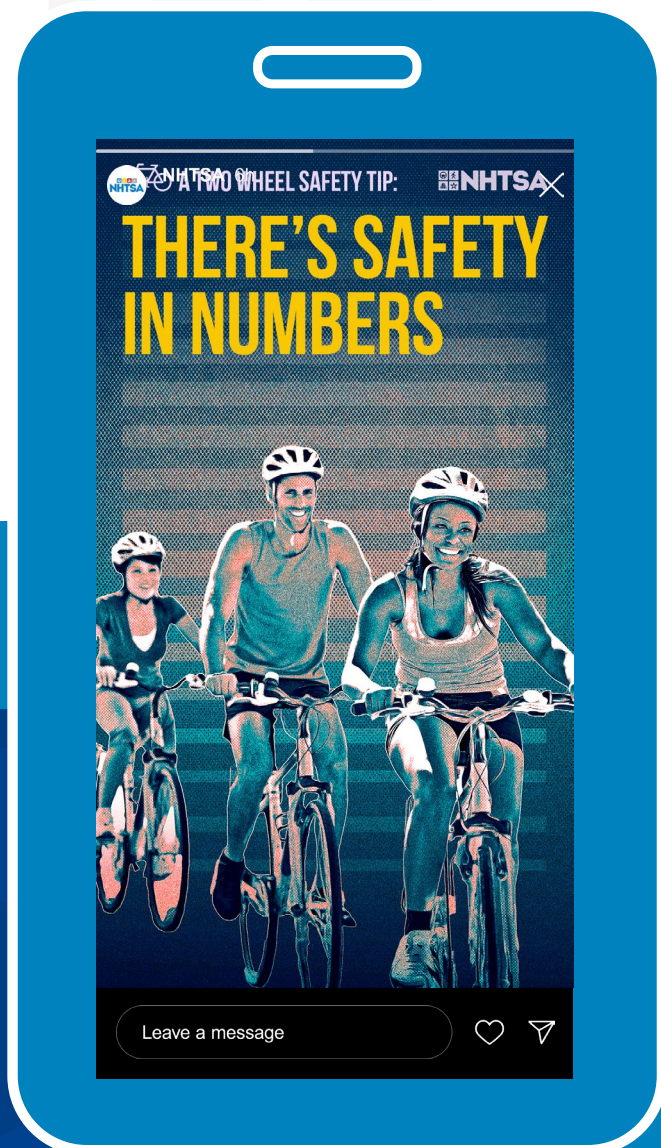
■ **Dance**

- Showing cyclists the proper bike and helmet fittings through a dance

To share the video, download it from Traffic Safety Marketing and share like you would any video on social platforms, either in your feed, as a Reel or on your Stories.

If you wish to recreate the challenge yourselves, follow these tips:

- Practice the challenge you choose so when you're ready to film, you can do it in one take.
- Make sure you have someone to film you completing the challenge.
- Film your video vertically.
- Ensure there is not a lot of background noise so the message can be heard clearly.
- Utilize editing apps to put the challenge video together and match other challenges.
- Share it with the hashtag #BicycleSafety so it can be seen alongside other challenge videos.



Animation vs. Static

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

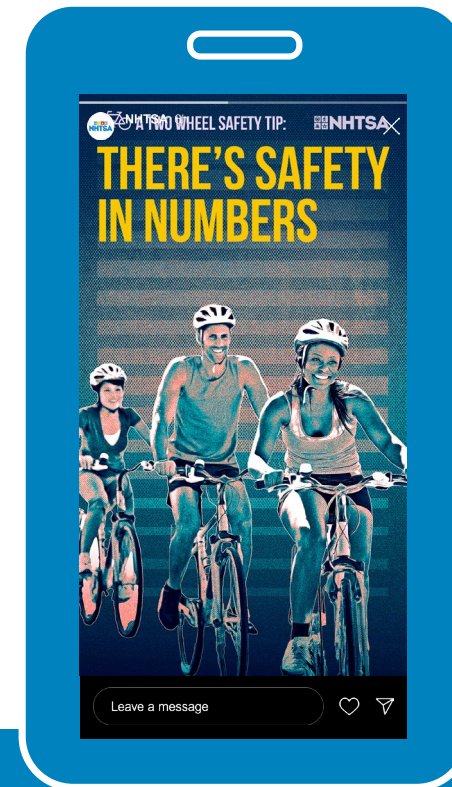
(Source: [LottieFiles](#))

Tip: 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 [website](#).

Stories and Reels

In addition to the power of feed posts, it's crucial to highlight the growing relevance of Stories and Reels on platforms like Instagram and Facebook, which have become some of the most engaging content formats today. Stories, which disappear after 24 hours, offer a sense of immediacy and urgency, encouraging quick interactions. Reels, on the other hand, have a wider reach due to Meta's algorithm, which prioritizes short, engaging videos. These formats are especially effective for targeting younger audiences who consume content more quickly and are more likely to engage with dynamic, bite-sized videos.

(Source: [Wisitech](#))



Tip: While uploading a Story or Reel may seem like a different process from traditional posts, it's easy to incorporate both types of content into your campaign. Be sure to follow each platform's step-by-step instructions to successfully create and upload Stories and Reels alongside your regular posts.

For how to include Stories and Reels on each social media platform, visit these resources:

Stories

- [Facebook](#)
- [Instagram](#)

Reels

- [Facebook](#)
- [Instagram](#)

Social Media & Accessibility

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:



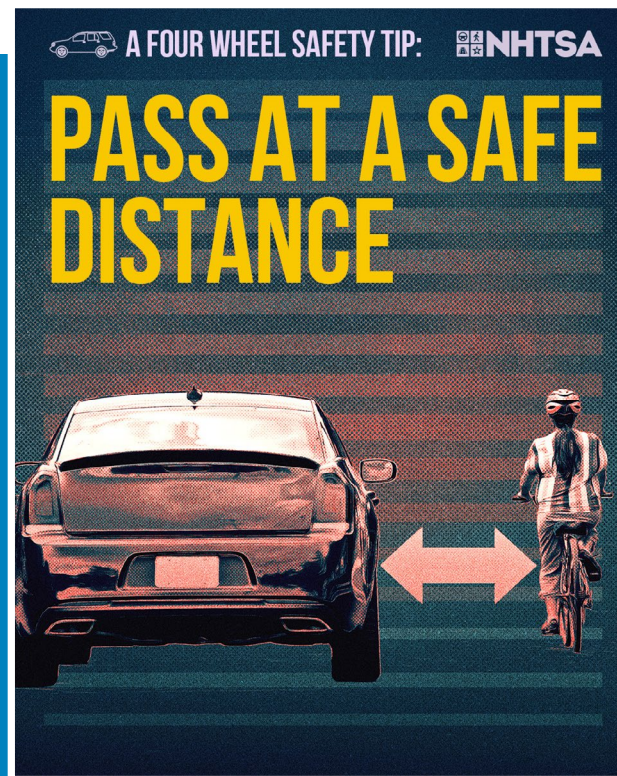
[Facebook](#)



[Instagram](#)



[X](#)



Alt Text Example

A car driving next to a bicyclist with an arrow between them denoting a safe distance.

STEP

1

Download graphics.

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

Alt Text: A cyclist putting on a bicycle helmet.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

Two Wheel Safety Tips Helmet (Social Graphics)



STEP

2

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

Copy/paste one of the suggested posts below.

Facebook, Instagram and X

- Helmets are cool, especially when they save your life. 🛑
- It's time for a bike ride! Buckle your helmet and get rolling.
- Avoiding helmet hair isn't worth the risk. 🚲

STEP

1 Download graphics.

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

Alt Text: A cyclist wearing a helmet pointing to the reflective vest she has on.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

Two Wheel Safety Tips Visibility (Social Graphics)



STEP

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

Copy/paste one of the suggested posts below.

Facebook, Instagram and X

- Can you reach your bike's handlebars and saddle? Can you fit two fingers underneath your helmet's strap? Check for the right fit before you get rolling! 🙌🚲
- You wouldn't wear the wrong shoe size. Make sure your bike and helmet fit, too!
- The right size matters, especially when it comes to your gear! Check your helmet and bike before you get going. 🧰

Two Wheel Safety Tips Numbers (Social Graphics)



STEP

1 Download graphics.

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

Alt Text: A cyclist putting on a bicycle helmet.



Sizes Available:



Social Posts
1080x1350

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.

Facebook, Instagram and X

- There's safety in numbers, especially for bicyclists. Get your friends together and go for a ride!
- This is your sign to organize a bike ride with your friends. It's safer to go with a group! 🧡
- Going for a bike ride with your friends isn't just safer, it's also more fun! 🚴🚴🚴

Four Wheel Safety Tips

Passing (Social Graphics)

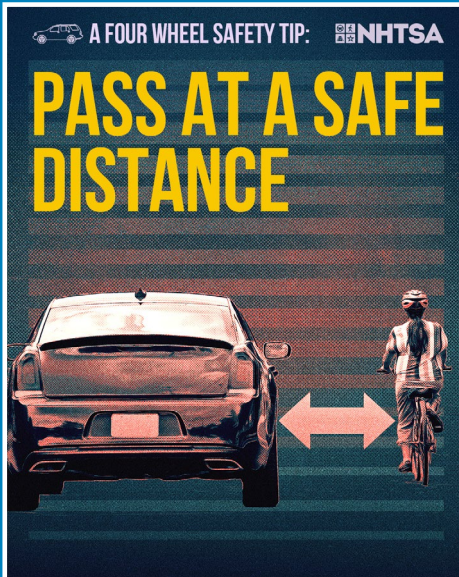


STEP

1 Download graphics.

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

Alt Text: A car driving next to a bicyclist with an arrow between them denoting a safe distance.



Sizes Available:



Social Posts
1080x1350

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.

Facebook, Instagram and X

- Passing too closely is a recipe for disaster. If you see a bicyclist, keep your distance!
- It's okay to pass bicyclists when they can't pedal as fast as your car. Just make sure you give them plenty of space.
- Passing a bicycle on the road? Give them room to roll! 🚲🚗

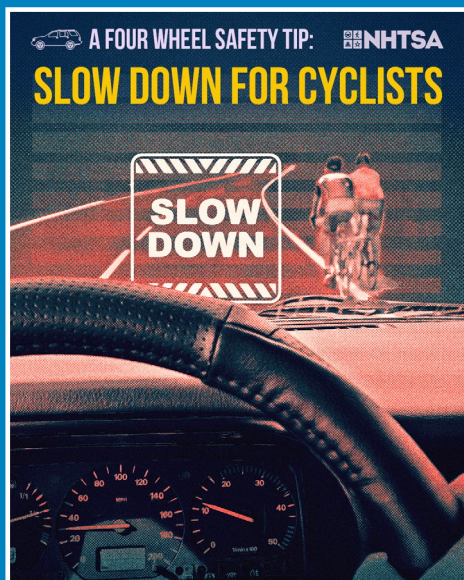
Four Wheel Safety Tips Slow Down (Social Graphics)

STEP

1 Download graphics.

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

Alt Text: Driver's view over the steering wheel and dashboard with cyclists in front and a sign to slow.



Sizes Available:



Social Posts

1080x1350

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.

Facebook, Instagram and X

- Bicyclists around? Take it slow! 🚗🚦🚲
- Slow down for bicycles. Faster speeds stack up to more fatalities.
- Take it slow when you see a bicyclist on the road. It could save a life.

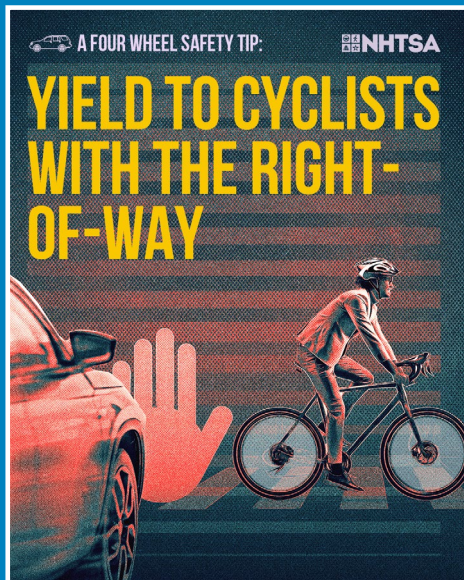
STEP

1

Download graphics.

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

Alt Text: A car driving toward a cyclist with a hand in front of it as a reminder to stop.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

Four Wheel Safety Tips Yield (Social Graphics)



STEP

2

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

Copy/paste one of the suggested posts below.

Facebook, Instagram and X

- Share the road by yielding to bicyclists! 🚲
- Let's keep our roads safe. Do your part by yielding to cyclists! 🚲
- Yield to cyclists as you would other cars. It's everyone's responsibility to share the road safely!

27-Second Safety Check

(Social Media Challenge Videos)



STEP

1 Download graphics.

Download the "27-Second Safety Check" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Social Stories and Reels
1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Caption

Doing a safety check on your bike can take even less time than brushing your teeth: just 27 seconds! Share your own video with this sound to show how easy it is to be safe on the road! 🚲🇺🇸 #BicycleSafety

Challenge Description

Doing a routine safety check on your bike can seem time consuming and complicated. But in reality, it only takes about 27 seconds. Let's bridge this gap between perception and reality by encouraging people to use this 27-second sound on their own video to show how easy it is to be prepared to bike safely.

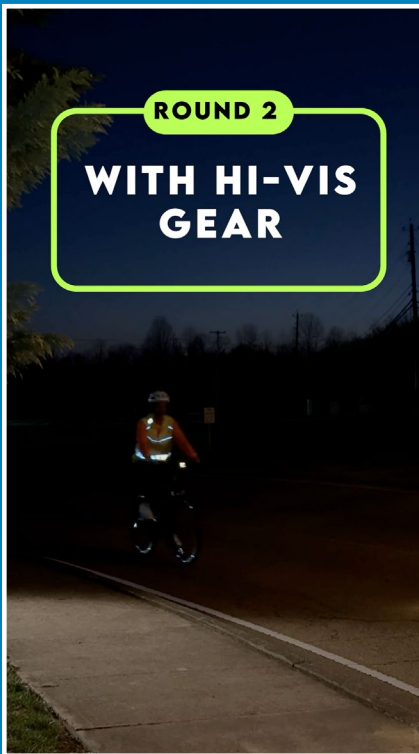
Hi-Vis Challenge

(Social Media Challenge Videos)

STEP

1 Download graphics.

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



Sizes Available:   

Social Stories and Reels
1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Caption

The difference is highly visible. Wearing high-visibility gear when you're riding ensures anyone on the road can see you, especially at night. Make sure you protect yourself with hi-vis clothing (and, of course, your helmet!). 🚲🦺 #BicycleSafety

Challenge Description

Without high-visibility gear, you're basically invisible at night. We're challenging people to think twice before riding at night without hi-vis gear through this video showing the contrast between a cyclist riding at night with and without hi-vis gear on. We want people to show off their hi-vis gear and show just how much more visible they are when they wear it on rides.

Cyclists

(Social Graphics)

STEP

1 Download graphics.

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

Alt Text: Ciclista con luces y ropa retroreflectante, con mensaje que recuerda la importancia de ser visible.

Translation: Cyclist with lights and reflective clothing, with a message about the importance of being visible.



Sizes Available:



Social Posts
1080x1350

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.

Facebook, Instagram and X

- Tu bici y tu casco deben ser como un traje: a tu medida. 🚲🧐👉

Translation: Your bike and helmet should fit like a suit—perfectly. 🚲🧐👉

- Tu bici a la medida, tu casco bien puesto. Es todo. 🚲🧐 ¡Rueda seguro!

Translation: Bike fits right, helmet on tight. That's it. 🚲🧐 Ride safe!

- Antes de salir a montar: ajusta correctamente tu casco y regula tu bicicleta a tu medida. ✅🚲🧐

Translation: Before heading out to ride: properly fit your helmet and adjust your bike to your size. ✅🚲🧐

Cyclists

(Social Graphics)

STEP

1 Download graphics.

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

Alt Text: Una imagen de una ciclista y un casco con un mensaje que recuerda ajustar el caso correctamente.

Translation: Image of a cyclist and a helmet with a message reminding riders to adjust their helmet properly.



Sizes Available:



Social Posts
1080x1350

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.

Facebook, Instagram and X

- Sin casco, un simple bache puede ser tu peor pesadilla. 🚗💥

Translation: Without a helmet, a simple pothole can become your worst nightmare. 🚗💥

- En la ciudad, las sorpresas están en cada esquina. Ponte un casco. 🚗🚧⚠️

Translation: In the city, surprises are around every corner. Wear a helmet. 🚗🚧⚠️

- Solo tienes una cabeza. Protégela con un casco 🛡️🧑🚴

Translation: You only have one head. Protect it with a helmet. 🛡️🧑🚴

Cyclists

(Social Graphics)

STEP

1 Download graphics.

Download the "Safety in Numbers" graphic below at: [Traffic Safety Marketing](#)

Alt Text: Una imagen de un grupo de ciclistas con un mensaje diciendo que rodar en grupo es más seguro.

Translation: An image of a group of cyclists with a message saying that riding in a group is safer.



Sizes Available:



Social Posts
1080x1350

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.

Facebook, Instagram and X

- Un ciclista solo corre más peligro; cuando está en grupo, se cuidan entre todos. Sal acompañado. 🚴🚴🚴👀

Translation: A cyclist is at a greater risk when riding alone; in a group, everyone looks out for each other. Ride in company. 🚴🚴🚴👀

- Andar en bici en grupo siempre es más seguro. 🛡️🚴🚴🚴

Translation: Riding a bike in a group is always safer. 🛡️🚴🚴🚴

- Montar en bicicleta con un grupo de amigos no solo es divertido, también es más seguro. ¡Pedalea acompañado! 🚴🚴🚴🚴👉

Translation: Riding a bike with a group of friends is not only fun but also safer. Ride together! 🚴🚴🚴🚴👉

Drivers

(Social Graphics)

STEP

1 Download graphics.

Download the "Slowing Down" graphic below at: [Traffic Safety Marketing](#)

Alt Text: Imagen de un auto detrás de una bicicleta con mensaje que pide a conductores reducir la velocidad.

Translation: Image of a car behind a bicycle with a message urging drivers to reduce their speed.



Sizes Available:



Social Posts
1080x1350

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.

Facebook, Instagram and X

- Sé un conductor respetuoso. No excedas el límite de velocidad cuando haya ciclistas en el camino. 🚗🚲

Translation: Be a respectful driver. Do not exceed the speed limit when there are cyclists on the road. 🚗🚲

- La carretera es de todos, incluidos los ciclistas. Baja la velocidad si hay ciclistas en el camino. 🚗🚲

Translation: The road belongs to everyone, including cyclists. Slow down if there are cyclists on the road. 🚗🚲

- Tu carro pesa 100 veces más que una bicicleta y puede causar 100 veces más daño. Respeta el límite de velocidad. 🚗💪100🚲

Translation: Your car is 100 times heavier than a bicycle and can cause 100 times more damage. Respect the speed limit. 🚗💪100🚲

Drivers

(Social Graphics)

STEP

1 Download graphics.

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

Alt Text: Una imagen del interior un auto, una bicicleta cruzando en frente y un mensaje de ceder el paso.

Translation: An image from inside a car, a bicycle crossing in front, and a message to yield the right of way.



Sizes Available:



Social Posts
1080x1350

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.

Facebook, Instagram and X

- Piensa que ese ciclista es tu papá, amigo o hermano. Cede el paso a los ciclistas. ❤️🚲

Translation: Think of that cyclist as a dad, a friend or a sibling. They're important to someone. Yield to cyclists. ❤️🚲

- Ceder el paso no te hace más lento; te hace más grande. Cede el paso a los ciclistas. 🚗💪🚲

Translation: Yielding doesn't make you slower; it makes you bigger (greater). Yield to cyclists. 🚗💪🚲

- Sabemos que eres una buena persona. Demuéstralo. Cede el paso a los ciclistas. 🙋😊🚗

Translation: We know you're a good person. Show it—yield to cyclists. 🙋😊🚗

Drivers

(Social Graphics)

STEP

1 Download graphics.

Download the "Passing Cyclists" graphic below at: [Traffic Safety Marketing](#)

Alt Text: Imagen de un auto pasando a una ciclista con distancia segura y mensaje de respeto por la vida.

Translation: An image of a car passing a cyclist at a safe distance with a message to respect life.



Sizes Available:



Social Posts
1080x1350

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.

Facebook, Instagram and X

- Un gran pequeño gesto. Adelanta a los ciclistas a una distancia segura. 🌟💪

Translation: A small but great gesture. Pass cyclists at a safe distance. 🌟💪

- La distancia entre hacer o no lo correcto, es un metro y medio. Adelanta a los ciclistas a una distancia segura. 🚗❤️🚲

Translation: The distance between doing right or wrong is a meter and a half. Pass cyclists at a safe distance. 🚗❤️🚲

- La carretera es para compartir, no para competir. Adelanta a los ciclistas a una distancia segura. 🚗🚲

Translation: The road is meant to be shared, not to compete for. Pass cyclists at a safe distance. 🚗🚲

Clones Challenge—Spanish

(Social Media Challenge Videos)

STEP

1 Download graphics.

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



Sizes Available:   

Social Posts
1080x1920


STEP

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

Copy/paste one of the suggested posts below.

Caption

Rodar en grupo SIEMPRE es más seguro. ¡La próxima vez que salgas a rodar, hazlo en grupo!

  #SeguridadEnBicicleta

Translation: Riding in groups is ALWAYS safer. Next time you ride, do it in a group!

  #BicycleSafety

Challenge Description

Muchas personas quizás no se dan cuenta de que rodar en grupo es más seguro que rodar solo. No solo es más fácil para los autos ver a un grupo de ciclistas, sino que también asegura que haya alguien que pueda ayudarte si algo le pasa a tu bicicleta. Invitamos a las personas a montar en grupo a través de nuestro video, donde una mujer comparte el mensaje acompañado por clones de sí misma.

Translation: Many people may not realize that riding in a group is safer than riding alone. Not only is it easier for cars to see a group of cyclists, but it also means there's someone there to help if something happens to your bike. We're encouraging people to ride in groups through our video where a woman shares this message, joined by clones of herself.

Hi-Vis Challenge—Spanish

(Social Media Challenge Videos)



STEP

1 Download graphics.

Download the “Hi-Vis Challenge” graphic below at: [Traffic Safety Marketing](#)



Sizes Available:   

Social Posts
1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Caption

La diferencia es clara: usa ropa de alta visibilidad para que todos te vean, sobre todo de noche. No olvides tu casco. 🚲 📺 🌙 #SeguridadEnBicicleta

Translation: The difference is clear: wear high-visibility clothing so everyone can see you, especially at night. Don't forget your helmet. 🚲 📺 🌙 #BicycleSafety

Challenge Description

Sin ropa de alta visibilidad, básicamente eres invisible de noche. Invitamos a las personas a pensarlo dos veces antes de rodar de noche sin ropa de alta visibilidad, a través de un video que compara a un ciclista rodando de noche con y sin ropa de alta visibilidad. Queremos que las personas muestren su ropa reflectante y demuestren lo mucho más visibles que son cuando lo usan en sus recorridos.

Translation: Without high-visibility gear, you're basically invisible at night. We're encouraging people to think twice before riding at night without reflective gear, through a video that compares a cyclist riding at night with and without hi-vis gear on. We want people to show off their reflective gear and highlight how much more visible they are when they wear it on their rides.

Dance Challenge—Spanish

(Social Media Challenge Videos)



STEP

1 Download graphics.

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



Sizes Available:   

Social Posts
1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Caption

Antes de salir a rodar en bicicleta, asegúrate que tu bici esté bien ajustada y que tu casco esté ajustado, no apretado. 🚲🔧🧐#SeguridadEnBicicleta

Translation: Before heading out for a bike ride, make sure your bike is properly adjusted and your helmet is snug, not tight. 🚲🔧🧐#BicycleSafety

Challenge Description

Antes de pedalear, las personas deben asegurarse de que sus bicicletas y cascos les queden bien. Dependiendo de su bicicleta y de dónde rueden, las rodillas no deben estar completamente estiradas al pedalear, y el asiento debe estar a la altura adecuada. El casco siempre debe estar ajustado, pero no apretado. Invitamos a las personas a asegurarse de que su casco esté bien puesto, sacudiendo la cabeza al ritmo de su canción favorita para comprobar que el casco no se mueva.

Translation: Before riding, people should make sure their bike and helmet fit properly. Depending on the type of bike and where they're riding, their knees shouldn't be fully extended when pedaling, and the seat should be at the right height. Helmets should always be snug, but not tight. We're encouraging everyone to check their helmet fit by shaking their head to the beat of their favorite song to make sure it stays in place.

NHTSA Contact

If you have questions about the 2025 Bicycle Safety campaign, please contact Lori Millen at Lori.Millen@dot.gov.

