



## SOCIAL MEDIA PLAYBOOK

# MOTORCYCLE SAFETY MONTH CAMPAIGN

May 2025



# How to Use This Playbook

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This document is a social media playbook for the 2025 Motorcycle Safety Month campaign period. It includes specific content and assets, along with instructions, to promote motorcycle safety practices to riders. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts during this time of the year may help save lives.

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# Campaign Overview

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## Campaign Summary

Motorcycling is enjoyed by millions of Americans and offers freedom, mobility and recreation—the chance to discover a new view of our nation’s roads. Every year, thousands of motorcyclists are needlessly lost on our nation’s roadways. Despite only representing 3% of all registered vehicles, 15% of all traffic fatalities involved motorcycles in 2022.

With this mode of transportation, there are safety practices to keep in mind to help keep motorcyclists and other road users safe. The goal of this campaign is to make riders aware of motorcycle safety best practices, including ensuring they are licensed, regularly checking their gear and bikes for recalls, enrolling in a training course and acknowledging the dangers presented by speeding.

## Objectives

- Raise awareness of safe motorcycle riding practices
- Encourage riders to check for recalls
- Educate drivers on the need to be licensed
- Remind riders of the dangers presented by speeding
- Showcase the training courses available for riders



## Posting Strategy

The 2025 Motorcycle Safety Month campaign happens in May. Posting throughout the month is important to keep the message of riding safely at the top of riders' minds as they gear up for the summer season.

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

- **#MotorcycleSafety**
- **#SeguridadEnMotos**



# 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:

- Are you ready to ride, Phoenix? Make sure you have your motorcycle license, no open recalls and keep your speed in check. Motorcyclists' Safety is Everyone's Safety.
- Be cool and stay responsible, Minneapolis. A lot is riding on your motorcycle's safety! Motorcyclists' Safety is Everyone's Safety.

## Social Media Content

This section contains shareable social media content for the 2025 Motorcycle Safety Month campaign period. Provided on pages [\(14-19\)](#) 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 1080x1350*

*On the left are two sample social media graphics: one for Story posts 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

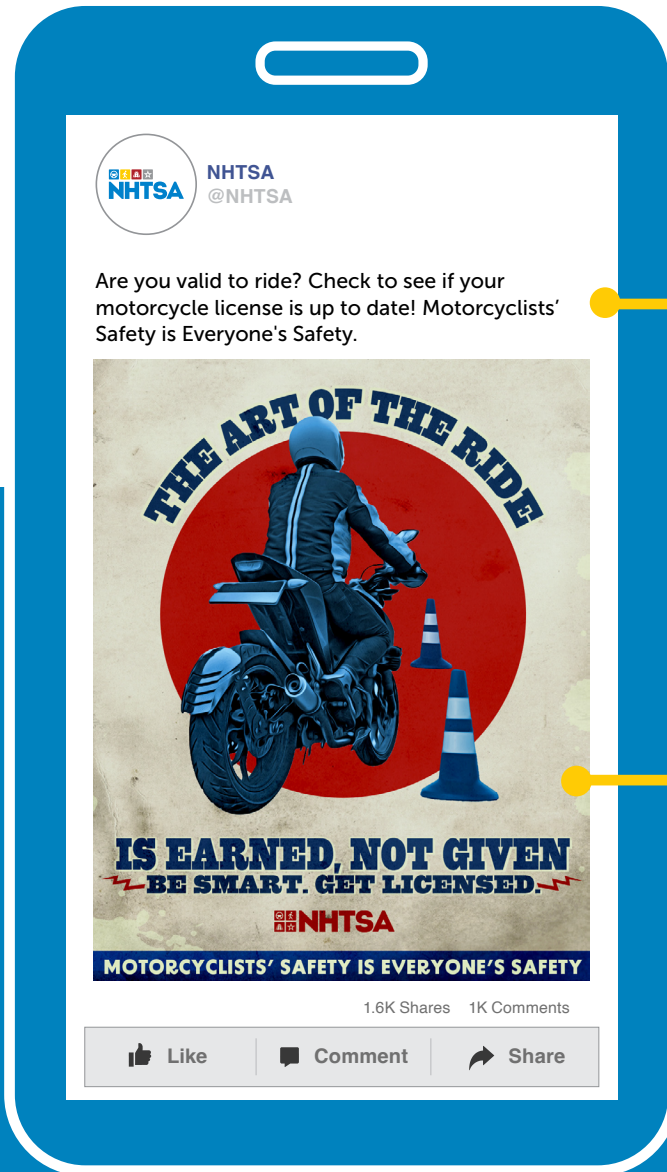
- License—p. [14](#)
- Speed—p. [15](#)
- Maintenance—p. [16](#)

### Spanish

- Biker Zen Licencia—p. [17](#)
- Biker Zen Velocidad—p. [18](#)
- Biker Zen Seguridad—p. [19](#)

## Social Post Example

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

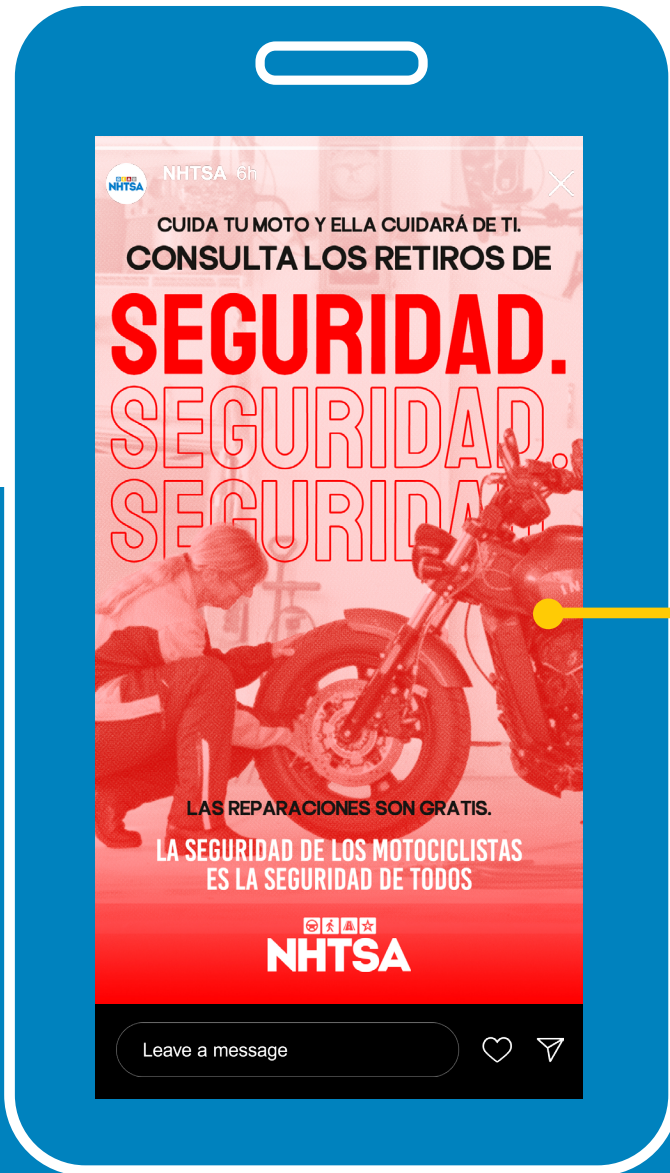


1

*Suggested copy from this playbook.*

2

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



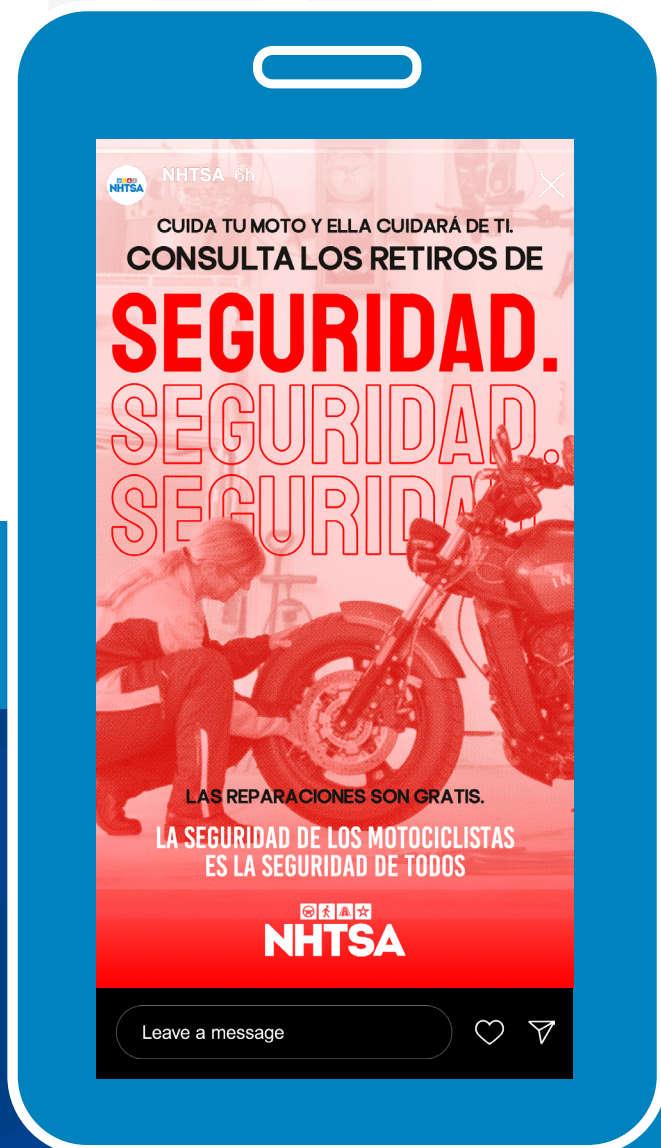
## Social Story Example

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. 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

Motorcycle rider taking license test with text encouraging riders to be licensed.

## STEP

### 1 Download graphics.

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

**Alt Text:** Motorcycle rider taking license test with text encouraging riders to be licensed.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

# License

## 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

- A valid motorcycle license is your key to keep riding. 🏍️🔑 Motorcyclists' Safety is Everyone's Safety.
- Enough gas ✅  
 Helmet ✅  
 Valid motorcycle license ✅  
 Motorcyclists' Safety is Everyone's Safety.
- Are you valid to ride? Check to see if your motorcycle license is up to date! Motorcyclists' Safety is Everyone's Safety.
- Before you hit the streets, hit the DMV for a valid motorcycle license. Motorcyclists' Safety is Everyone's Safety.

# Speed

## STEP

### 1 Download graphics.

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

**Alt Text:** Motorcycle rider in poster setting with text encouraging riders to watch 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

- Reckless riding could wreck you. Keep your speed in check. 🏍️ Motorcyclists' Safety is Everyone's Safety.
- Speeding can kill, it's not worth the thrill! Motorcyclists' Safety is Everyone's Safety.
- Ride fast, finish last. Speeding can be deadly, especially for motorcyclists. 🏍️💥 Motorcyclists' Safety is Everyone's Safety.
- Riding in the fast lane comes at a price. Motorcyclists' Safety is Everyone's Safety.

## STEP

### 1 Download graphics.

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

**Alt Text:** Motorcycle rider checking their bike with text encouraging riders to prep like a pro.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

# Maintenance

## 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

- Fixing recalls could save your ride and your life! 🛠️ Motorcyclists' Safety is Everyone's Safety.
- It's your ride—keep it in good shape. Check for recalls and fix them for free. Motorcyclists' Safety is Everyone's Safety.
- Ride for life. Keep your bike safe to use by fixing recalls. Motorcyclists' Safety is Everyone's Safety.
- Get recalls fixed for free to keep on riding! 🏍️ Motorcyclists' Safety is Everyone's Safety.

# Biker Zen Licencia

## STEP

### 1 Download graphics.

Download the "Biker Zen Licencia" graphic below at: [Traffic Safety Marketing](#)

**Alt text:** Un motociclista circula con un recordatorio de llevar una licencia válida.

**Translation:** A motorcyclist rides with a reminder to carry a valid license.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

2025 Motorcycle Safety Month Campaign  
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## 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

- Rueda con estilo. Rueda con licencia. Asegúrate de tener una licencia de motocicleta válida. 🏍️ ✨  
La Seguridad de los Motorciclistas es la Seguridad de Todos.

*Translation: Ride with style. Ride with a license. Make sure you have a valid motorcycle license.  
🏍️ ✨ Motorcyclists' Safety is Everyone's Safety.*

- Libertad sobre dos ruedas, pero solo con licencia. 🏍️ 🏠 ✅ La Seguridad de los Motorciclistas es la Seguridad de Todos.

*Translation: Freedom on two wheels, but only with a license. 🏍️ 🏠 ✅ Motorcyclists' Safety is Everyone's Safety.*



# Biker Zen Velocidad

## STEP

### 1 Download graphics.

Download the "Biker Zen Velocidad" graphic below at: [Traffic Safety Marketing](#)

**Alt text:** Un motociclista circula con un mensaje de advertencia sobre respetar los límites de velocidad.

**Translation:** A motorcyclist rides down the street with a cautionary message about obeying speed limits.



Sizes Available:



Social Posts  
1080x1350

Social Stories  
1080x1920

2025 Motorcycle Safety Month Campaign  
Social Media Playbook

## 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

- Corre menos, vive más. El exceso de velocidad puede costarte la vida. 🏍️⚠️🛑 La Seguridad de los Motorciclistas es la Seguridad de Todos.

*Translation: Slow down, live longer. Speeding can cost you your life. 🏍️⚠️🛑 Motorcyclists' Safety is Everyone's Safety.*

- No eres invencible: la seguridad siempre llega primero. Reduce la velocidad y protege tu vida. 🚦🏍️⚠️ La Seguridad de los Motorciclistas es la Seguridad de Todos.

*Translation: You're not invincible: Safety comes first. Slow down and protect your life. 🚦🏍️⚠️ Motorcyclists' Safety is Everyone's Safety.*

# Biker Zen Seguridad

## STEP

### 1 Download graphics.

Download the "Biker Zen Seguridad" graphic below at: [Traffic Safety Marketing](#)

**Alt text:** Un motociclista circula con un recordatorio de revisar alertas, cuidar su moto y conducir seguro.

**Translation:** A motorcyclist rides with a reminder to check recalls, ensure safety and care for their bike.



Sizes Available:



Social Posts  
1080x1350

Social Stories  
1080x1920

2025 Motorcycle Safety Month Campaign  
Social Media Playbook

## 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

- Cuida a tu compañera de viaje. Revisa los retiros de seguridad. ¡Las reparaciones son gratis! 🛠️🏍️ La Seguridad de los Motorciclistas es la Seguridad de Todos.

*Translation: Take care of your travel companion. Check for safety recalls. Repairs are free!*  
🛠️🏍️ *Motorcyclists' Safety is Everyone's Safety.*

- Cuida tu moto hoy, rueda seguro mañana. Revisa los retiros. 🏍️❤️ La Seguridad de los Motorciclistas es la Seguridad de Todos.

*Translation: Take care of your motorcycle today, ride safely tomorrow. Check for recalls.* 🏍️❤️  
*Motorcyclists' Safety is Everyone's Safety*

## NHTSA Contact

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If you have questions about the 2025 Motorcycle Safety Month campaign, please contact Lori Millen at [lori.millen@dot.gov](mailto:lori.millen@dot.gov).

