



SOCIAL MEDIA PLAYBOOK

CLICK IT OR TICKET CAMPAIGN 2025

May 12–June 1, 2025



How to Use This Playbook

This document is a social media playbook for the 2025 Click It or Ticket (CIOT) campaign period. It includes specific content and assets, along with instructions, to address drivers and encourage them to always wear their seat belts. 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

One of the safest choices drivers and passengers can make is to buckle up. However, one in 10 Americans still don't wear their seat belt when they get in their vehicle. This campaign aims to remind them of what this choice can mean: a seat belt citation or even injury and death. In 2022, 47% of vehicle fatalities were those not wearing their seat belt. The goal of the 2025 CIOT campaign is to get drivers and passengers to wear their seat belt on every trip.

Objectives

- Motivate drivers and passengers to use their seat belts every time they get in the vehicle
- Promote awareness of the costly consequences of not wearing a seat belt that go far beyond a ticket

Posting Strategy

The 2025 CIOT campaign's high-visibility enforcement period runs from Monday, May 19, through Sunday, June 1, 2025, with paid media efforts beginning on Saturday, May 12. Posting organically on social media during this period will help support the campaign. In addition to posting throughout the campaign, it is recommended to post in the days leading up to it and on the weekends, as well as on key holidays such as Memorial Day, to emphasize the importance of the message when people are likely to be driving.

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

- **#BuckleUp**
- **#AbróchateElCinturón**







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:

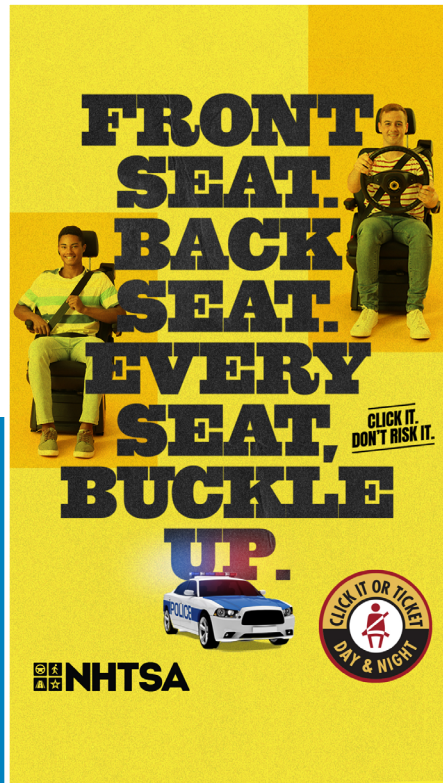
- Include the state or city name within the message
- Utilize local crash or traffic stop data

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

- Mirrors: checked 
Seat belt: clicked 
Life: saved 
Buckle up every time you get in the car, Minneapolis. Click It or Ticket.
- Not wearing your seat belt, Louisville? It could cost you big time! 
Click It or Ticket.

Social Media Content

This section contains shareable social media content for the 2025 CIOT campaign period. Provided on pages [\(14-15\)](#) 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 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.

English

- Every Seat—p. [14](#)

Spanish

- L—p. [15](#)

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

Social Post Example

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



1

Suggested copy from this playbook.

2

Downloaded graphic from trafficsafetymarketing.gov.



Social Story Example

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

1

Downloaded graphic from trafficsafetymarketing.gov.

00:03



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:



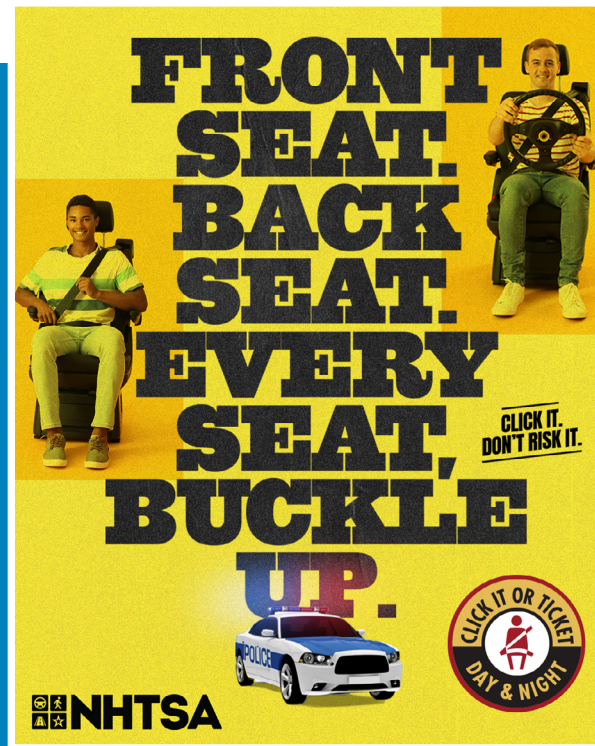
[Facebook](#)



[Instagram](#)



[X](#)



Alt Text Example

Two males with buckled seat belts above police car showing importance of buckling up.

Every Seat

STEP

1 Download graphics.

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

Alt Text: Two males with buckled seat belts above police car showing importance of buckling up.



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

- Mirrors: checked ✓
 Seat belt: clicked ✓
 Life: saved ✓
 Buckle up every time you get in the car. Click It or Ticket.
- Go with the crowd on this one: wear your seat belt! Click It or Ticket.
- Choosing not to buckle up? You may be choosing a ticket. 🚔 Click It or Ticket.
- Buckling up is easy. Going to court for a ticket? Not so much! 🏠 Click It or Ticket.
- Not wearing your seat belt? It could cost you big time! 💰 Click It or Ticket.
- Always be prepared and wear your seat belt. You never know what's on the road ahead! 🚧 Click It or Ticket.
- The consequences of not buckling up can be more than a ticket. Don't find out firsthand. Click It or Ticket.
- Wearing your seat belt could save you from a ticket... or save your life. Click It or Ticket.
- Fewer cars on the road at night doesn't mean fewer risks. Buckle up, day and night. Click It or Ticket.
- Nighttime without your seat belt is a no-go. 🌙 Click It or Ticket.
- Buckle in on your night out if your plans don't involve getting a ticket. 🍷🚗 Click It or Ticket.
- Always Buckle Up. 🚗 Click It or Ticket.
- Even in a small town, there could still be big consequences for not wearing your seat belt. 🏠🚔 Click It or Ticket.
- You can get a ticket even on the slowest of roads. Wear your seat belt! Click It or Ticket.
- From back roads to main streets, your seat belt should always be buckled! Click It or Ticket.
- Buckle in or buckle up for a ticket. 🚗 Click It or Ticket.

STEP

1 Download graphics.

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

Alt text: Dos familias con el cinturón puesto, una recibe una multa mostrando la importancia de abrocharse.

Translation: Two families with seat belts and one getting a ticket, showing importance of buckling up.



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

- Si no usas el cinturón de seguridad podrías pagar el precio con tu billetera... o tu vida. Abrochado o Multado. 🚗💥
Translation: Without a seat belt, you could pay the price: with your life or your wallet. Click It or Ticket. 🚗💥
- Si se suben a un auto, se DEBEN abrochar el cinturón. TODOS, incluso los del asiento trasero. Abrochado o Multado. 🚗👤👤👤
Translation: If you get in the car, you buckle up. Yes, EVERYONE, even the ones in the back. Click It or Ticket. 🚗👤👤👤
- Manejar sin cinturón de seguridad es confiar en tu suerte... y la suerte traiciona. Abrochado o Multado. 🚗💥
Translation: Driving without a seat belt is trusting your luck... and luck can betray you. Click It or Ticket. 🚗💥
- ¿Usarías un paracaídas roto? No, ¿verdad? Entonces, ¿por qué manejas sin cinturón? Abrochado o Multado. 🚗💥
Translation: Would you use a broken parachute? No, right? Then why drive without a seat belt? Click It or Ticket. 🚗💥
- Una multa, un choque o ...perder la vida... ¿Vale la pena? No usar el cinturón de seguridad puede salirte caro. Abrochado o Multado. 🚗💥
Translation: A ticket, a crash... or losing your life... Is it worth it? Not wearing a seat belt could cost you more than you think. Click It or Ticket. 🚗💥

STEP

1 Download graphics.

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

Alt text: Dos familias con el cinturón puesto, una recibe una multa mostrando la importancia de abrocharse.

Translation: Two families with seat belts and one getting a ticket, showing importance of buckling up.



Sizes Available:



Social Posts
 1080x1350

Social Stories
 1080x1920

L

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

- No usar el cinturón de seguridad es tentar al destino. Abróchate siempre o prepárate para enfrentar una multa o hasta la muerte. Abrochado o Multado. 🚗💰💀
Translation: Not wearing a seat belt is tempting fate. Always buckle up, or be prepared to face a fine, or even death. Click It or Ticket. 🚗💰💀
- Puede que manejes sin cinturón de seguridad porque te sientes invencible... hasta que una multa o algo peor te recuerden lo contrario. Abrochado o Multado. 🚗💰💀
Translation: Driving without a seat belt might make you feel invincible...until a ticket or something worse reminds you otherwise. Click It or Ticket. 🚗💰💀
- ¿Crees que el cinturón molesta? Peor es despertarse en una camilla o tener que pagar una multa. Abrochado o Multado. 🚗💰💀
Translation: Think your seat belt is uncomfortable? Waking up on a stretcher or paying a fine is worse. Click It or Ticket. 🚗💰💀
- Multa o muerte. Hay muy pocas opciones cuando decides no usar el cinturón de seguridad. Abrochado o Multado. 🚗💰💀
Translation: Fine or fatality. There are very few options when you choose not to buckle up. Click It or Ticket. 🚗💰💀
- No te hagas el valiente, usar el cinturón es más inteligente que pagar una multa o jugarte la vida. Abrochado o Multado. 🚗💰💀
Translation: Don't try to act tough, wearing a seat belt is smarter than paying a fine or gambling with your life. Click It or Ticket. 🚗💰💀

NHTSA Contact

If you have questions about the 2025 CIOT campaign, please contact Mike Joyce at mike.joyce@dot.gov.

