



SPEED PREVENTION CAMPAIGN

2025

July 7–31, 2025



How to Use This Playbook

This document is a social media playbook for the 2025 Speed Prevention campaign period. It includes specific content and assets, along with instructions, to encourage drivers to stop driving over the posted speed limit and to realize the legal consequences of speeding. There will be additional high-visibility enforcement (HVE) leading up to and around the campaign. 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

Speeding is a major problem among drivers on our roadways. The behavior is widely accepted nationwide, making it challenging to address the dangers associated with speeding. The 2025 Speed Prevention campaign seeks to educate drivers on the dangers and consequences of speeding, such as receiving a speeding ticket, getting into a crash and injuring others, while encouraging those same drivers to drive within the posted speed limits.

The 2025 Speed Prevention campaign consists of two parts:

- Social Norming—Speeding Catches Up With You
- Enforcement—Speeding Slows You Down

Objectives

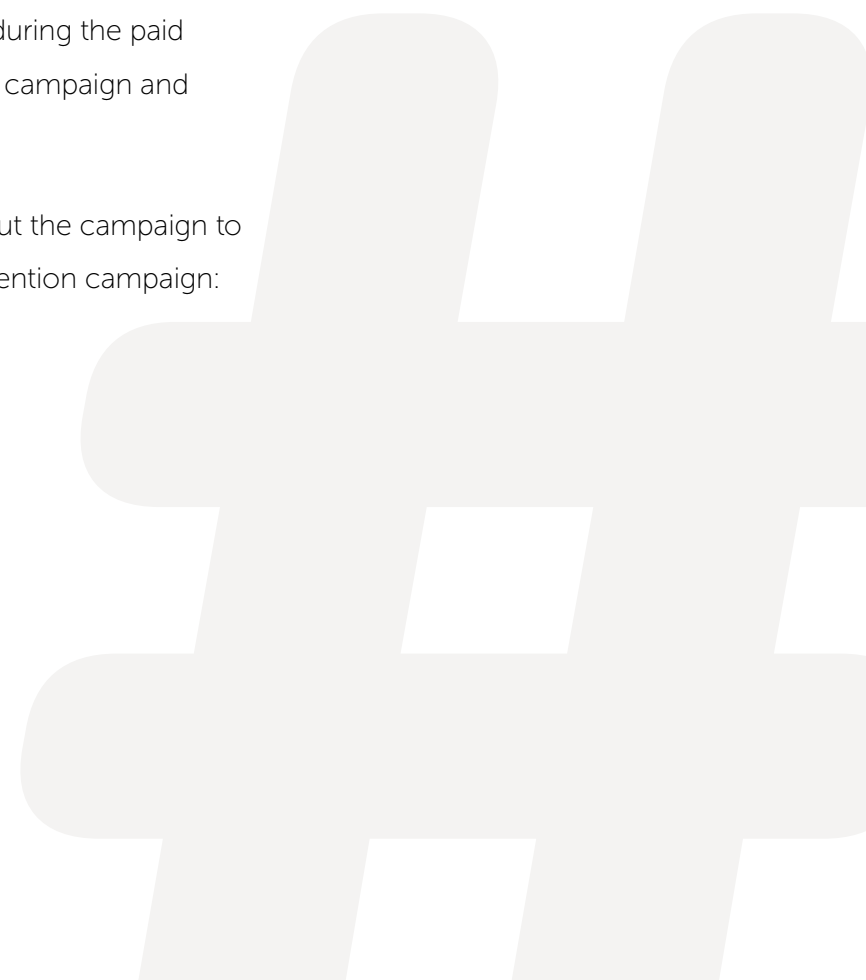
- Educate drivers that the posted speed limit is the law
- Remind drivers of the consequences of speeding
- Motivate drivers to stop driving over the posted speed limit

Posting Strategy

The 2025 Speed Prevention campaign's HVE period runs from Monday, July 7, through Thursday, July 31, with paid media efforts running at the same time. Posting organically on social media both during the paid media and enforcement periods will help support the campaign and amplify the important messages being shared.

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

- **#Speeding**
- **#ExcesoDeVelocidad**



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:

- Consequences of speeding: a ticket, a crash, an injury — even death. Don't rush, Ohio. Speeding Slows You Down.
- Juggling a million things at once, Sacramento? Totally relatable. 🙌 Speeding? Totally dangerous! ❌ Speeding Catches Up With You.

Social Media Content

This section contains shareable social media content for the 2025 Speed Prevention campaign period. Provided on pages [\(14-17\)](#) 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.

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

Enforcement

English

- Brighter—p. [14](#)

Spanish

- Less is More—p. [15](#)

Social Norming

English

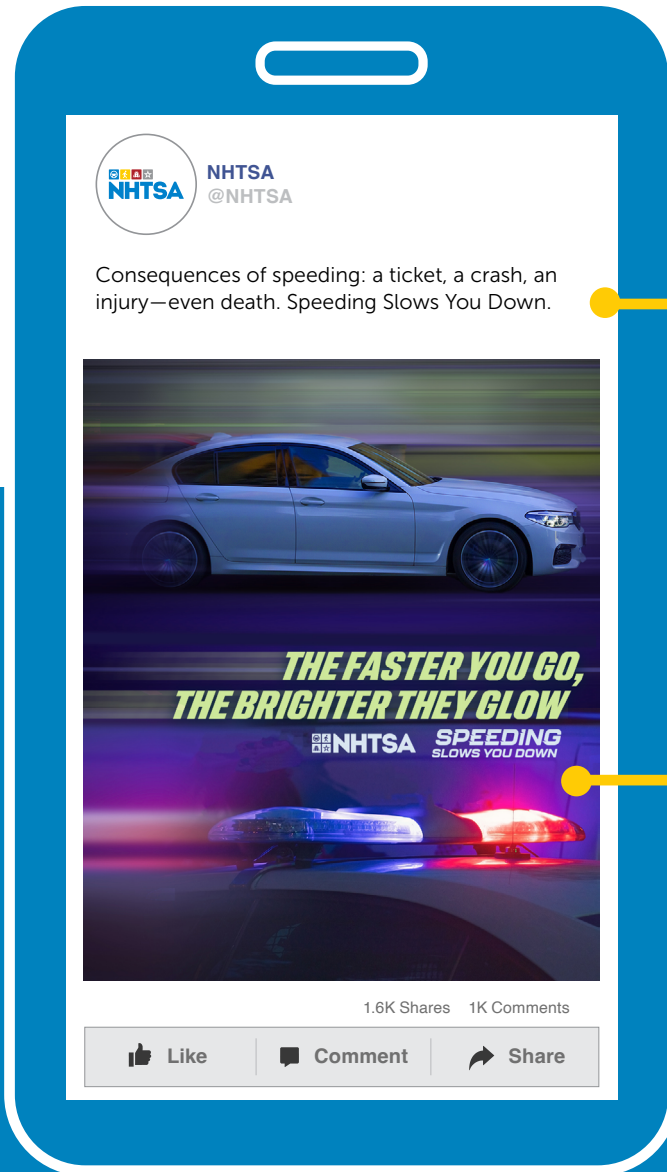
- Harder—p. [16](#)

Spanish

- Exceso—p. [17](#)

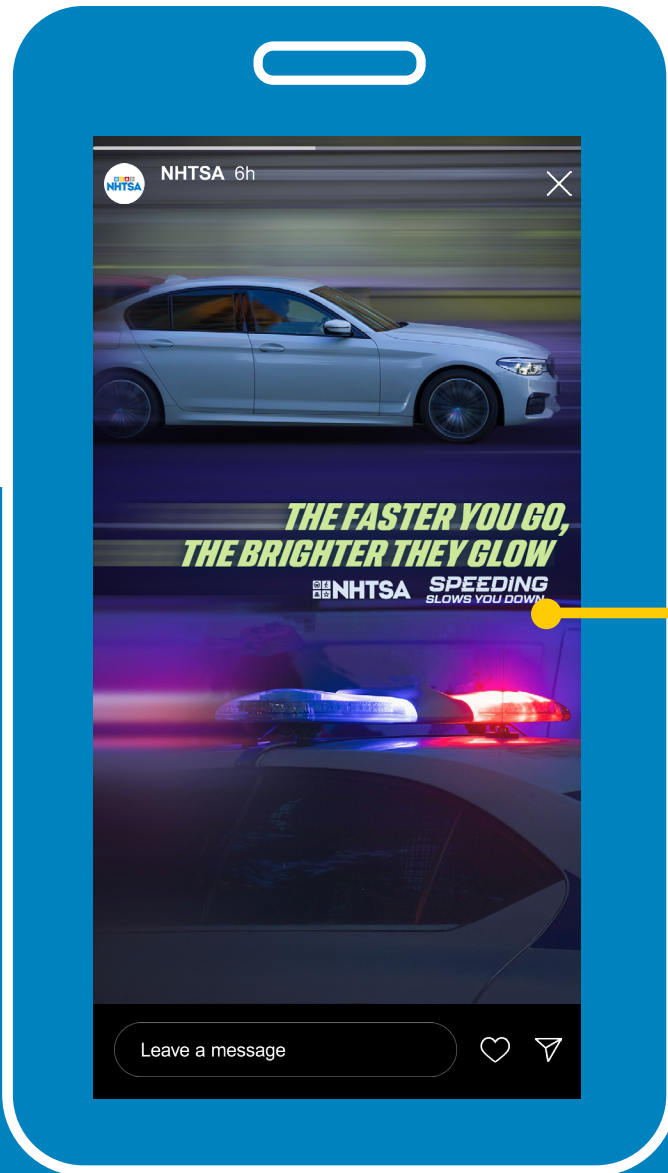
Social Post Example

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.



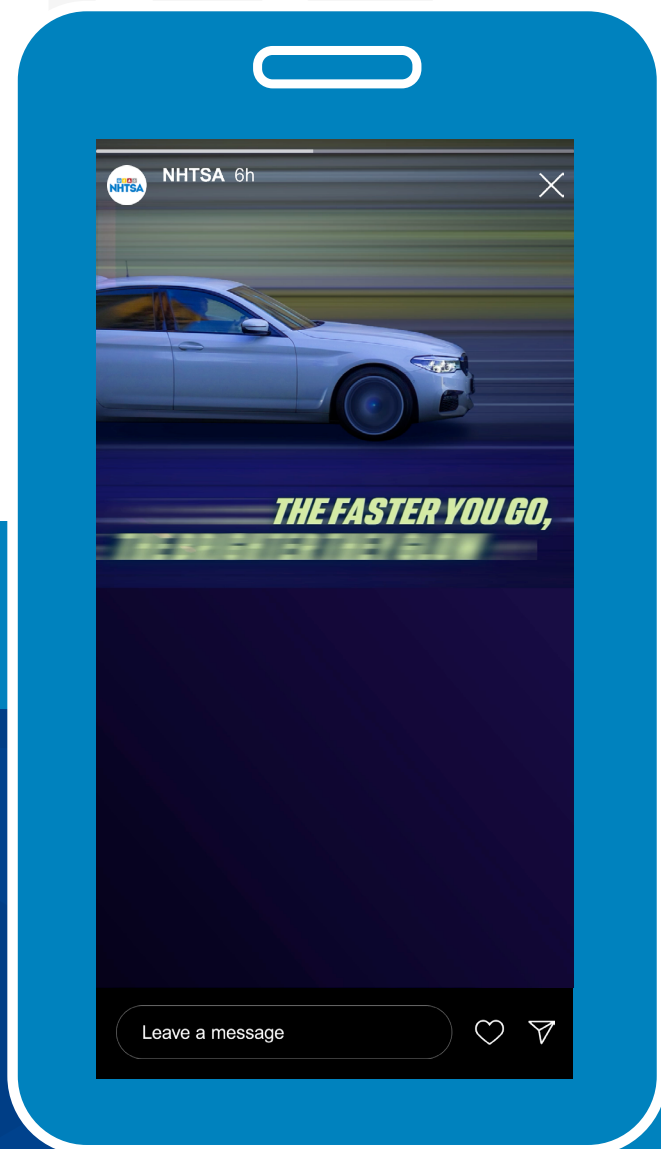
Social Story Example

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

A speeding car with the image of flashing law enforcement lights implying they're being pulled over.

Brighter—Enforcement

STEP

1 Download graphics.

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

Alt Text: A speeding car with the image of flashing law enforcement lights implying they're being pulled over.



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

- Consequences of speeding: a ticket, a crash, an injury — even death. Speeding Slows You Down.
- Speeding can change your life in an instant. Take fate into your own hands — follow the speed limit or pay up! Speeding Slows You Down.
- There are no good excuses for speeding — only consequences. Speeding Slows You Down.
- Stop speeding before it stops you! 🚗🚔 Speeding Slows You Down.

Less is More—Enforcement

STEP

1 Download graphics.

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

Alt text: Un velocímetro señala las muchas consecuencias de manejar con exceso de velocidad.

Translation: A speedometer signals the many consequences of driving at excess speeds.



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

- Excede el límite ahora, paga por ello después. Las consecuencias se pueden extender más allá de solo una multa. 🚗💨 El límite de velocidad es la ley.
Translation: Go over the limit now, pay for it later. The consequences can stretch far beyond just a fine. 🚗💨 The speed limit is the law.
- ¿Crees que la carretera es tuya cuando aceleras? La multa de la policía te hará sentir como si la hubieras comprado. 🚗👮 El límite de velocidad es la ley.
Translation: Think the road is yours when you speed? The ticket from the officer will make you feel like you bought it. 🚗👮 The speed limit is the law.
- ¿Quieres ver qué cara pone el juez cuando le digas que ibas a llegar tarde? Una multa puede ser el primer paso para perder tu licencia. ⚖️🚗 El límite de velocidad es la ley.
Translation: Curious about the judge's reaction when you say you were running late? A ticket might be the first step toward losing your license. ⚖️🚗 The speed limit is the law.
- Rápido y furioso... pero furioso porque recibiste una multa, tuviste que ir a la corte y perdiste horas de trabajo. Piensa antes de apretar el acelerador: te podría salir muy caro. 🚗💰 El límite de velocidad es la ley.
Translation: Fast and furious... but furious because you got a ticket, had to go to court and lost hours of work. Think before you hit the gas—it could cost you big time. 🚗💰 The speed limit is the law.
- ¿Qué tanto más te van a subir el seguro de tu auto si te dan una multa por exceso de velocidad? Un Ojo de La Cara. 🚗👁️ El límite de velocidad es la ley.
Translation: How much will your insurance go up after a speeding ticket? A fortune. That much. 🚗👁️ The speed limit is the law.
- ¿Te gustan los eventos exclusivos? Una multa por exceso de velocidad te da acceso VIP a la corte. Reduce la velocidad. 🚗🎟️ El límite de velocidad es la ley.
Translation: Enjoy exclusive events? A speeding ticket gives you VIP access to court. Slow down. 🚗🎟️ The speed limit is the law.

STEP

1 Download graphics.

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

Alt Text: A man getting punched in the face with a red car overlaid on the fist.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

Harder—Social Norming

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

- Juggling a million things at once? Totally relatable. 🙄 Speeding? Totally dangerous! ❌ Speeding Catches Up With You.
- Arriving 5 minutes late is better than not arriving at all. Slow down — your destination can wait. Speeding Catches Up With You.
- You don’t have a need for speed. Unlike in the movies, speeding has real-life consequences. Speeding Catches Up With You.
- You won’t win any medal for arriving at your destination first. 🏆 Follow the speed limit and arrive alive! Speeding Catches Up With You.
- Slow down in bad weather. 🌧️ Remember — it’s harder to control and stop your vehicle on a slick road. 🚗⬇️ Speeding Catches Up With You.

Exceso—Social Norming

STEP

1 Download graphics.

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

Alt text: Un carro chocado contra la palabra “exceso” en letras grandes.

Translation: A car crashed against the word “exceso” in large letters.



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

- La próxima vez que sientas la tentación de apretar el acelerador, pregúntate: ¿qué es más importante, llegar rápido o llegar vivo? 🚗⚠️ El exceso de velocidad no vale la pena.

Translation: Next time you feel tempted to press the gas pedal, ask yourself what's more important: getting there fast or getting there alive? 🚗⚠️ Speeding isn't worth it.
- La velocidad puede hacerte sentir poderoso, pero el verdadero poder está en tomar decisiones que no te separarán de tu familia. ❤️🏠 El exceso de velocidad no vale la pena.

Translation: Speed might make you feel powerful, but true power lies in making choices that won't separate you from your family. ❤️🏠 Speeding isn't worth it.
- Acelerar más no te hará llegar más lejos si el viaje termina en una tragedia. 🚦💔 El exceso de velocidad no vale la pena.

Translation: Driving faster won't get you farther if the journey ends in tragedy. 🚦💔 Speeding isn't worth it.
- Si te gusta correr, mejor inscríbete en un maratón, no lo hagas al volante. 🏃🚗 El exceso de velocidad no vale la pena.

Translation: If you love the thrill of racing, sign up for a marathon, not the highway. 🏃🚗 Speeding isn't worth it.
- La carretera es el camino a casa, no una pista de carreras. El exceso de velocidad no te lleva a nada bueno. 🏁🚗🏠 El exceso de velocidad no vale la pena.

Translation: The road isn't a racetrack; it's the path home. Speeding won't lead to anything good. 🏁🚗🏠 Speeding isn't worth it.
- Si a veces vas muy rápido, bájale dos rayitas al acelerador. Reduce la velocidad, no estás impresionando a nadie. 🚗⬇️ El exceso de velocidad no vale la pena.

Translation: If you sometimes go overboard, dial it down a notch. Slow down; no one's impressed. 🚗⬇️ Speeding isn't worth it.

NHTSA Contact

If you have questions about the 2025 Speed Prevention campaign, please contact Kil-Jae Hong at kil-jae.hong@dot.gov.

