



## SOCIAL MEDIA PLAYBOOK

# ILLEGAL SCHOOL BUS PASSING PREVENTION CAMPAIGN 2025



## How to Use This Playbook

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This document is a social media playbook for the 2025 Illegal School Bus Passing Prevention campaign period. It includes specific content and assets, along with instructions, to remind drivers of the importance of stopping for a school bus when the stop-arm is out and the red lights are flashing. 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

While school buses are statistically the safest way to transport children to school, there are still increased risks around buses for children due to drivers not following the law. It is legally required for drivers to come to a complete stop when a school bus has the red lights flashing and stop-arm out. The 2025 Illegal School Bus Passing Prevention campaign seeks to educate drivers by letting them know about the severity of the consequences and the importance of obeying stop-arm laws.

## Objectives

- Educate drivers about the dangers of passing a stopped school bus
- Remind drivers that it is legally required to stop for a stopped school bus

## Posting Strategy

School bus safety is important whenever children are traveling to and from school, so posting throughout the year will help drivers remember these important safety messages. A heightened focus on school bus safety happens during National School Bus Safety Week, which is October 20–24, 2025. Posting during this time will help extend the conversation around the importance of stopping for stopped school buses.

Below are relevant hashtags to use when posting to tap into conversations related to the 2025 Illegal School Bus Passing Prevention campaign:

- **#SchoolBusSafety**
- **#AutobúsEscolar**

# 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:

- Stay safe at the bus stop and always stop when the stop-arm is out, Atlanta! 
- Little Rock drivers—safety starts with you.  If you see a school bus with flashing red lights, make sure to stop and wait. Remember to always stop when the stop-arm is out. 

## Social Media Content

This section contains shareable social media content for the 2025 Illegal School Bus Passing 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.*

## 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

- Harm's Way—p. [14](#)
- Important—p. [15](#)

### Spanish

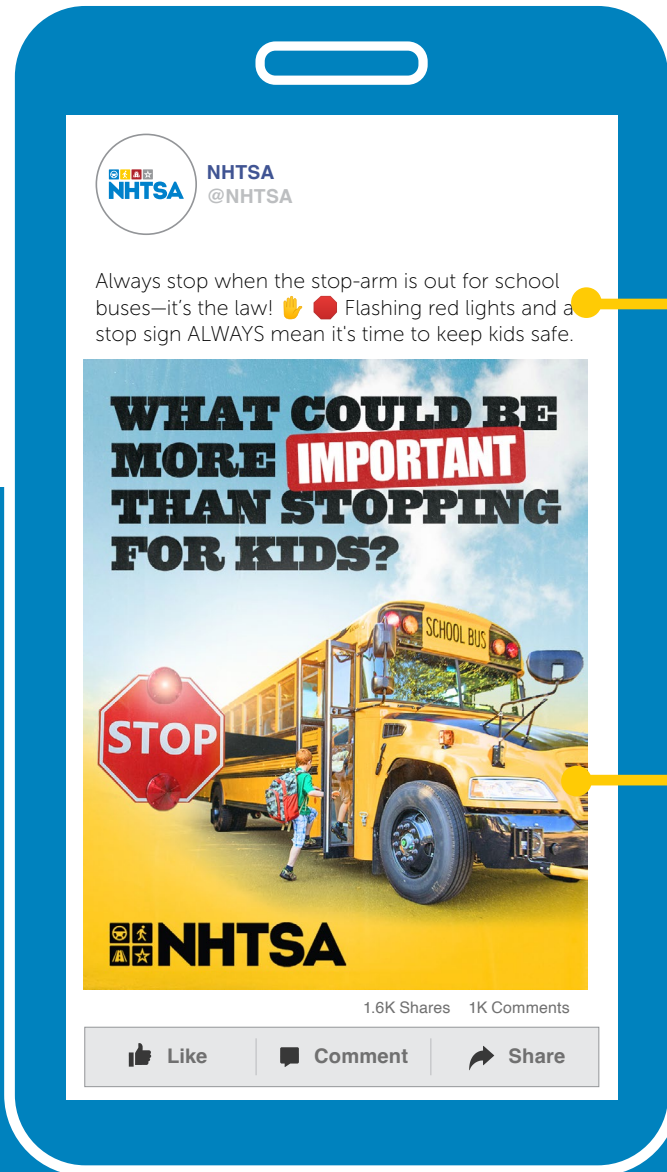
- Big Stop—p. [16](#)
- Be Careful—p. [17](#)

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.

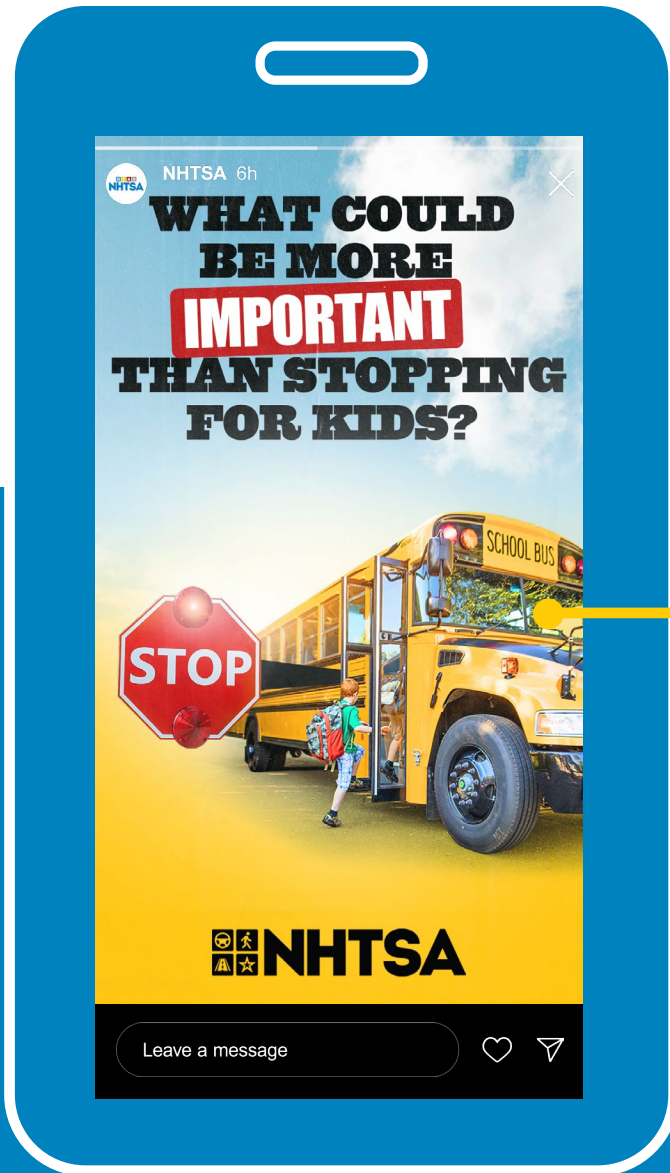


1

*Suggested copy from this playbook.*

2

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

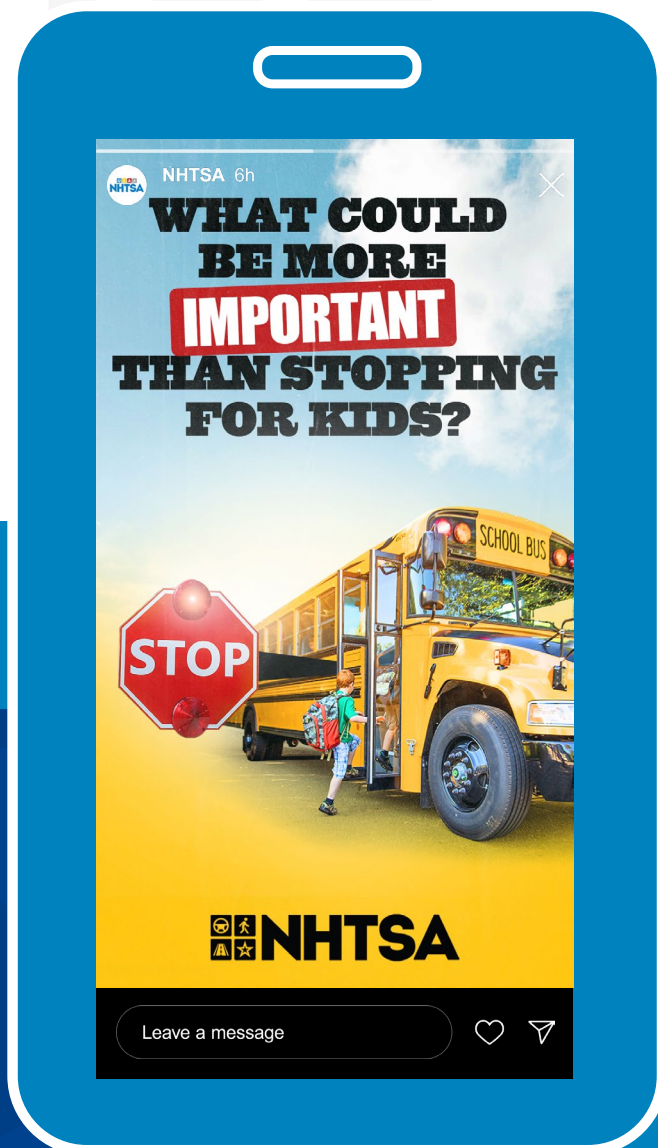


## Social Story Example

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.

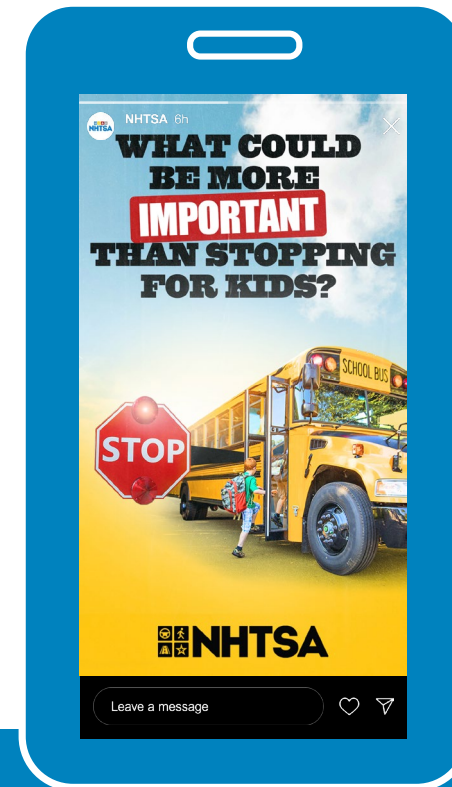
(Source: [LottieFiles](#))

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:



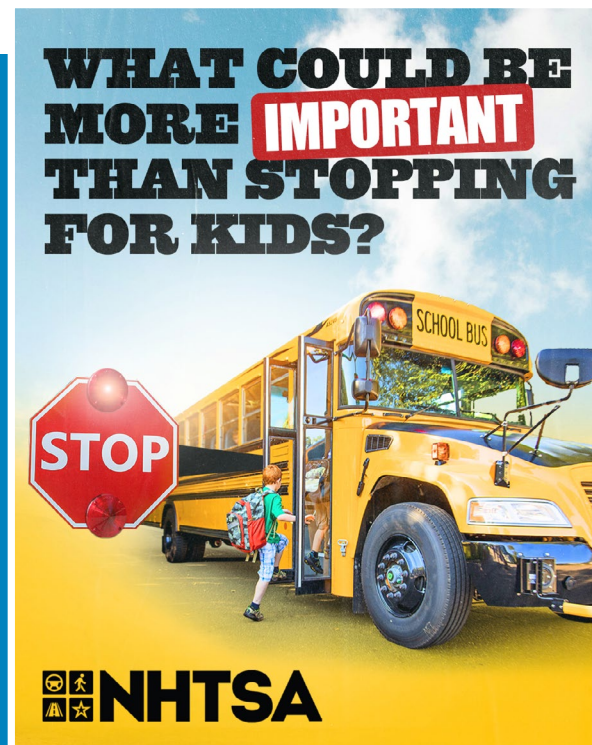
[Facebook](#)



[Instagram](#)



[X](#)



### Alt Text Example

Kids getting on a school bus with a large stop sign to encourage safe driving.



## STEP

### 1 Download graphics.

Download the "Harm's Way" graphic below at: [Traffic Safety Marketing](https://www.transportation.gov/traffic-safety-marketing)

**Alt Text:** A child standing in front of a school bus, encouraging us to drive safely.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

# Harm's Way

## 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

- 🛑🚧 Always stop when the stop-arm is out for school buses! 🚧🛑 Slow down, stay alert and keep kids safe!
- Always stop when the stop-arm is out for school buses—it's the law! 🙌🛑 Flashing red lights and a stop sign ALWAYS mean it's time to keep kids safe.
- Here's a little school bus refresher:  
Yellow means slow. 🟡  
Red means stop. 🛑  
Let's protect kids getting on and off the school bus.  
Always stop when the stop-arm is out.
- Drivers—safety starts with you. 👁️ If you see a school bus with flashing red lights, make sure to stop and wait. Remember to always stop when the stop-arm is out. ✅
- Look. 👁️ Slow down. ⬇️ Stop. 🛑 When school buses are on the road, we can all do our part to keep kids safe. Always stop when the stop-arm is out.
- 🛑 Stop when the school bus does, it's the law! 🛑 Always stop when the stop-arm is out to keep kids safe.
- 🛑 Don't rush, stop for the school bus! 🚧🛑 Be patient, cautious and keep kids safe. 🚌 Always stop when the stop-arm is out.

## STEP

### 1 Download graphics.

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

**Alt Text:** Kids getting on a school bus with a large stop sign to encourage safe driving.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

# Important

## 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

- Always stop when the stop-arm is out! 🛑 Keep an eye out for kids getting on and off the school bus or crossing the street. It only takes a second to make a big difference. 🧑🎒
- It's illegal in all 50 states to pass a school bus when the stop arm is out with flashing red lights. Always stop when the stop-arm is out! 🛑
- This school year, be mindful of school zone speeds and nearby buses! When a school bus is near, always stop when the stop-arm is out. 🚌 🛑
- School is in session—look out for the bus! Always stop when the stop-arm is out and make sure you slow down in school zones. ⚠️
- Stay safe at the bus stop and always stop when the stop-arm is out! 🛑
- Keep bus stop safety at the top of your list this school year! 📅 When you're driving, always stop when the stop-arm is out. 🛑

# Big Stop

## STEP

### 1 Download graphics.

Download the "Big Stop" graphic below at:  
[Traffic Safety Marketing](https://www.nhtsa.gov/traffic-safety-marketing)

**Alt Text:** Niños saliendo de un autobús escolar y cruzando la calle con mensaje de alto por seguridad.

**Translation:** Children getting off a school bus and crossing the street with a safety stop sign message.



Sizes Available:



Social Posts  
 1080x1350

Social Stories  
 1080x1920

2025 Illegal School Bus Passing Prevention 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

- El camino de la escuela a casa debería ser seguro para todos los niños. Detente cuando veas la señal de alto del autobús escolar; es la ley. 🚗🛑

*Translation: The journey from school to home should be safe for all children. Stop when you see the school bus stop-arm; it's the law. 🚗🛑*

- Un niño no debería tener miedo al cruzar la calle. Detente siempre cuando la señal de alto del autobús escolar esté extendida. 🛑👦🚌

*Translation: A child shouldn't be afraid to cross the street. Always stop when the school bus stop-arm is extended. 🛑👦🚌*

- Cuando veas la señal de alto del autobús escolar, DETENTE. Unos segundos pueden salvar una vida. 🛑⌚✅

*Translation: When you see the school bus stop-arm, STOP. A few seconds can save a life. 🛑⌚✅*

- "No vi la señal de alto" no es una excusa válida. Detente siempre que el autobús escolar extienda su señal de alto. 🚌🛑👁️

*Translation: "I didn't see the stop-arm" is not a valid excuse. Always stop when the school bus extends its stop-arm. 🚌🛑👁️*



# Be Careful

## STEP

### 1 Download graphics.

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

**Alt Text:** Imagen de un niño y autobús escolar y mensaje de detenerse cuando la señal de alto está extendida.

**Translation:** Image of a kid and school bus and message to stop when the bus stop-arm is out.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

2025 Illegal School Bus Passing Prevention 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

- Ver la señal de alto de un autobús escolar y no detenerse es como ignorar un semáforo en rojo. No pongas en riesgo la vida de los estudiantes. 🚦⚠️🛑  
*Translation: Seeing the school bus stop-arm and not stopping is like running a red light. Don't put students' lives at risk. 🚦⚠️🛑*
- La señal de alto del autobús escolar no está ahí por casualidad. Está ahí para recordarte que la vida de los niños está en peligro. 🚌👁️🧒  
*Translation: The school bus stop-arm isn't there by accident. It's there to remind you that children's lives are at risk. 🚌👁️🧒*
- Sé el conductor que da el buen ejemplo y protege la vida de los estudiantes. Detente siempre cuando veas la señal de alto en el autobús escolar y dales tiempo y espacio para cruzar de manera segura. 🚌🛑🚗  
*Translation: Be the driver who sets the right example and protects students' lives. Always stop when you see the school bus stop-arm and give them time and space to cross safely. 🚌🛑🚗*

## NHTSA Contact

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If you have questions about the 2025 Illegal School Bus Passing Prevention campaign, please contact Gabriela Gordon at [gabriela.gordon@dot.gov](mailto:gabriela.gordon@dot.gov).

