



SOCIAL MEDIA PLAYBOOK

TEEN DRIVER SAFETY CAMPAIGN 2025



How to Use This Playbook

This document is a social media playbook for the Teen Driver Safety campaign period. It includes specific content and assets, along with instructions, to encourage safe driving practices among teen drivers. There is content for both teen and parent audiences. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts throughout this campaign may help save lives.

Table of Contents

Campaign Overview **4**

- Campaign Summary 4
- Objectives 4
- Posting Strategy 5

Creating Your Own Content **6**

Social Media Content **7**

- Content Organization 8
- Post Examples 9
- Content 14

NHTSA Contact **22**

Campaign Overview

Campaign Summary

Motor vehicle crashes remain the primary cause of death for teens between the ages of 15 and 18 years old in the United States. While many teens understand the risks that come with driving, it is important to reinforce the #RulesForTheRoad.

This campaign emphasizes five key target behaviors that teens should practice:

- Wear a seat belt and make sure all passengers do as well
- No speeding
- No distractions
- No extra passengers
- No impairment-causing medications

Objectives

- Educate teens and parents/guardians on the risk factors of driving
- Motivate teens to practice safe-driving behaviors on the road
- Motivate parents/guardians to be actively involved in their teens' driving education
- Encourage parents/guardians to serve as safe-driving role models for their teens

Posting Strategy

Teen Driver Safety is a year-round campaign that can be promoted at any time. There are always new teen drivers on the roads who need to be aware of the risks they may face. This content can be worked into your existing content stream at any time throughout the year.

Teen Driver Safety Week is held the third week of October every year. While teen driver safety messaging can be used throughout the year, this week is a particularly relevant time for everyone to amplify the campaign.

There are some conventional periods, like prom, graduation or homecoming, when teens are often driving themselves and this safety message is more pertinent than ever. A concentrated effort to share safe-driving messages around these events may reach more parents of teens.

Below is the relevant hashtag to use when posting to tap into conversations related to the Teen Driver Safety campaign:

■ **#RulesfortheRoad**

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 have the keys — now it's time to lock in, Dallas.
🔒 Buckle up, drive without distractions, limit passengers, never speed, and always wear your seat belt. #RulesfortheRoad
- Behind the wheel, your choices matter. One mistake can change everything. Choose safety, Chicago. #RulesfortheRoad

Social Media Content

This section contains shareable social media content for the Teen Driver Safety campaign period. Provided on pages [\(14-21\)](#) 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 NHTSA's Safe System Approach and social platform. Both English and Spanish versions are provided for this campaign.

English

- Kennedy's Story - Teens—p. [14](#)
- Kennedy's Story - Parents—p. [15](#)

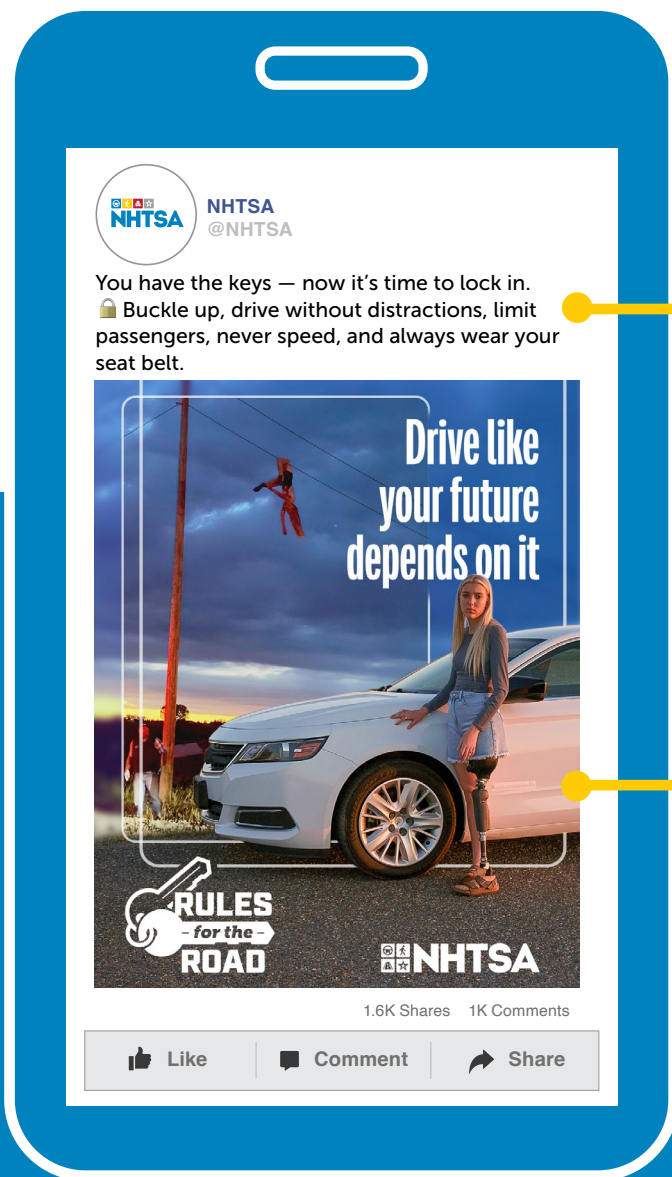
Spanish

- I Know—p. [16](#)
- Grown Ups—p. [18](#)
- Personalities—p. [20](#)

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.

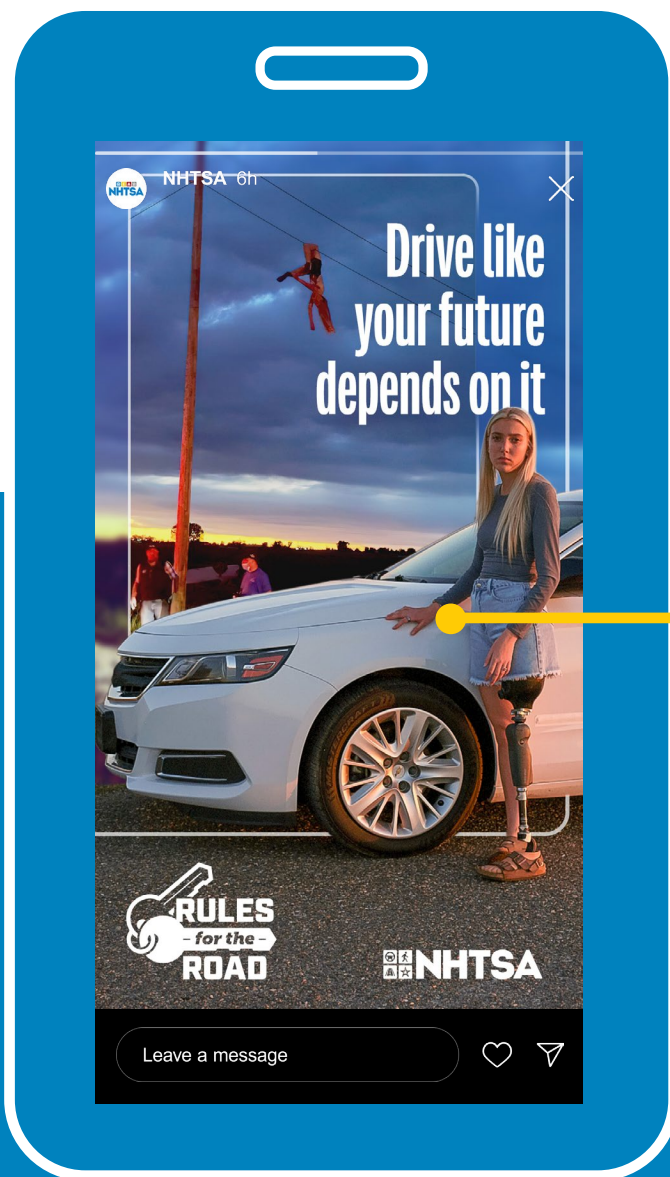
Social Post Example

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.

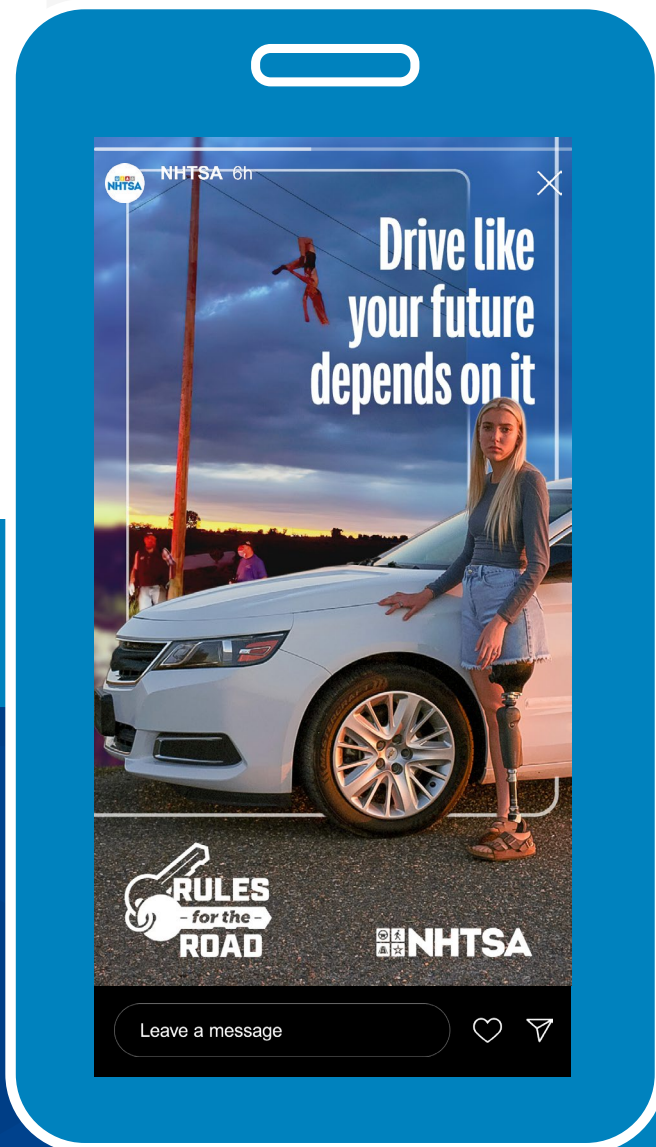


Social Story Example

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.

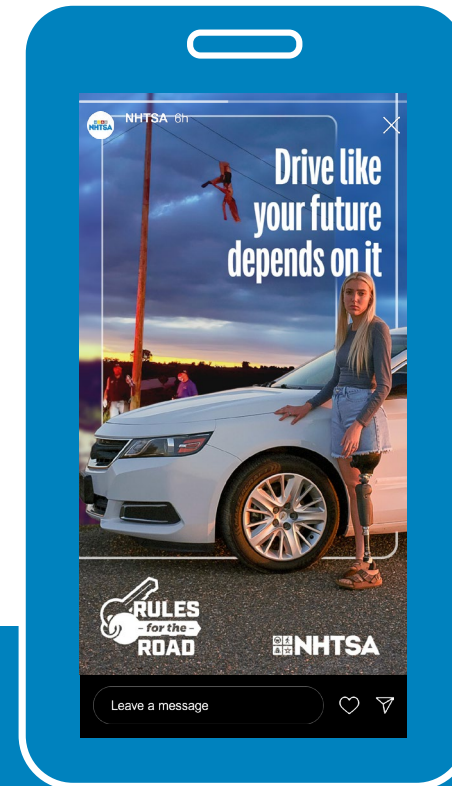
(Source: [LottieFiles](#))

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 social media 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

Young woman with prosthetic leg by car with message encouraging teens to drive safely

STEP

1 Download graphics.

Download the “Kennedy’s Story - Teens” graphic below at: [Traffic Safety Marketing](#)

Alt Text: Young woman with prosthetic leg by car with message encouraging teens to drive safely



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

Kennedy's Story - Teens

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

- Rookie behind the wheel? Drive smart! Stay alert, don't speed, limit passengers, and always buckle up.
- You have the keys — now it's time to lock in. 🗝️ Buckle up, drive without distractions, limit passengers, never speed, and always wear your seat belt.
- Just got your license? Congrats 🎉 Now don't mess it up by driving recklessly. You've got plans to make, not avoidable mistakes.
- Behind the wheel, your choices matter. One mistake can change everything. Choose safety.
- Your freedom comes with responsibility. Drive like your life, and your friends' lives, depend on it — because they do!
- You can't predict a crash, but you can control how you drive:
 - ✓ Buckle up
 - ✓ Put your phone down
 - ✓ Limit passengers
 - ✓ Don't speed

STEP



Download graphics.

Download the "Kennedy's Story - Teens" graphic below at: [Traffic Safety Marketing](#)

Alt Text: Father hugging daughter with message encouraging parents to talk to their teens about safe driving



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

Kennedy's Story - Parents

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

- New driver in the family? Set the rules before they take the keys 🗝️:
 - ✓ No phones
 - ✓ No distractions
 - ✓ Don't speed
 - ✓ Limit passengers
 - ✓ Buckle up
- Your teen is watching how you drive. Set the right example — and the rules for the road. 🚗🗝️
- New drivers need more than a license — they need a game plan. Talk to your teen to help them make smart choices behind the wheel. 🗝️📋✓
- Before your teen buckles up, make sure they have the rules down. Safe driving starts with you. 🗝️👏
- Inexperience can be deadly behind the wheel. Is your teen driver prepared for the road ahead? Start the conversation today.

STEP

1 Download graphics.

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

Alt text: Imagen de adolescente con su papá con mensaje que pide a padres hablar de las reglas para el camino.

Translation: Image of a teen and her dad, with a message encouraging parents to talk about the rules of the road.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

I Know

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

- ¿Hay un nuevo conductor en casa? Establece las reglas antes de entregar las llaves 🗝️:

- ✓ Guarda el celular
- ✓ Cero distracciones
- ✓ No excedas el límite de velocidad
- ✓ Limita el número de pasajeros
- ✓ Usa el cinturón de seguridad

Translation: New driver in the family? Set the rules before they take the keys 🗝️:

- ✓ Put the phone away
- ✓ No distractions
- ✓ Don't go over the speed limit
- ✓ Limit the number of passengers
- ✓ Buckle up

- Tus hijos te observan al volante. Sé un buen ejemplo y enséñales las reglas de la carretera. 🚗🗝️

Translation: Your teen is watching how you drive. Set the right example — and the rules for the road. 🚗🗝️

- Una licencia no lo es todo. Lo que necesitan es un buen plan. Habla con tus hijos para que tomen buenas decisiones al volante. 🗝️📅✓

Translation: New drivers need more than a license — they need a game plan. Talk to your teen to help them make smart choices behind the wheel. 🗝️📅✓

STEP

1 Download graphics.

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

Alt text: Imagen de adolescente con su papá con mensaje que pide a padres hablar de las reglas para el camino.

Translation: Image of a teen and her dad, with a message encouraging parents to talk about the rules of the road.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

I Know

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

- Antes de que tu hijo se ponga el cinturón de seguridad, asegúrate de que conozca las reglas. Manejar seguro empieza contigo. 🙋👮

Translation: Before your teen buckles up, make sure they have the rules down. Safe driving starts with you. 🙋👮

- La falta de experiencia detrás del volante puede ser fatal. ¿Tu hijo está listo para lo que viene en la carretera? Empieza la conversación hoy.

Translation: Inexperience can be deadly behind the wheel. Is your teen driver prepared for the road ahead? Start the conversation today.

STEP

1 Download graphics.

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

Alt text: Imagen de papá entregando llaves a su hijo: “Habla con tu ‘bebé’ sobre manejar seguro.”

Translation: Image of dad handing car keys to teen: “Talk to your ‘baby’ about driving safely.”



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

Grown Ups

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

- ¿Hay un nuevo conductor en casa? Establece las reglas antes de entregar las llaves 🗝️:

- ✓ Guarda el celular
- ✓ Cero distracciones
- ✓ No excedas el límite de velocidad
- ✓ Limita el número de pasajeros
- ✓ Usa el cinturón de seguridad

Translation: New driver in the family? Set the rules before they take the keys 🗝️:

- ✓ Put the phone away
- ✓ No distractions
- ✓ Don't go over the speed limit
- ✓ Limit the number of passengers
- ✓ Buckle up

- Tus hijos te observan al volante. Sé un buen ejemplo y enséñales las reglas de la carretera. 🚗🗝️

Translation: Your teen is watching how you drive. Set the right example — and the rules for the road. 🚗🗝️

- Una licencia no lo es todo. Lo que necesitan es un buen plan. Habla con tus hijos para que tomen buenas decisiones al volante. 🗝️📅✓

Translation: New drivers need more than a license — they need a game plan. Talk to your teen to help them make smart choices behind the wheel. 🗝️📅✓

STEP

1 Download graphics.

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

Alt text: Imagen de papá entregando llaves a su hijo: "Habla con tu 'bebé' sobre manejar seguro."

Translation: Image of dad handing car keys to teen: "Talk to your 'baby' about driving safely."



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

Grown Ups

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

- Antes de que tu hijo se ponga el cinturón de seguridad, asegúrate de que conozca las reglas. Manejar seguro empieza contigo. 🚗🛑

Translation: Before your teen buckles up, make sure they have the rules down. Safe driving starts with you. 🚗🛑

- La falta de experiencia detrás del volante puede ser fatal. ¿Tu hijo está listo para lo que viene en la carretera? Empieza la conversación hoy.

Translation: Inexperience can be deadly behind the wheel. Is your teen driver prepared for the road ahead? Start the conversation today.

STEP

1 Download graphics.

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

Alt text: Imagen de tres tipos de conductores adolescentes y mensaje: El volante y tu vida están en tus manos.

Translation: Image of three types of teen drivers with the message: “The wheel and your life are in your hands.”



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

Personalities

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

- ¿Recién empezando a manejar? ¡Hazlo bien desde un principio! Mantente alerta, no te apresures, no llenes el carro de gente y siempre ponte el cinturón.

Translation: Rookie behind the wheel? Drive smart! Stay alert, don't speed, limit passengers, and always buckle up.

- Ya tienes las llaves, ahora toca concentrarse. 🚫Cero distracciones, pocos pasajeros, sin prisas y siempre con el cinturón puesto.

Translation: You have the keys — now it's time to lock in. 🚫Drive without distractions, limit passengers, never speed, and always wear your seat belt.

- ¿Acabas de sacar tu licencia? ¡Felicidades! 🎉 Ahora no la arruines manejando como loco. Tienes toda una vida por delante, no la arriesgues cometiendo errores que se pueden evitar. Tienes cosas que hacer, y errores que se pueden evitar.

Translation: Just got your license? Congrats! 🎉 Now don't mess it up by driving recklessly. You've got plans to make, not avoidable mistakes.

- Al volante, tus decisiones cuentan. Un solo error puede cambiarlo todo. Siempre es mejor elegir manejar con cuidado.

Translation: Behind the wheel, your choices matter. One mistake can change everything. Choose safety.

- La libertad viene con responsabilidad. Maneja pensando en tu vida y en la de tus amigos; porque están en tus manos.

Translation: Your freedom comes with responsibility. Drive like your life, and your friends' lives, depend on it — because they do!

STEP

1 Download graphics.

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

Alt text: Imagen de tres tipos de conductores adolescentes y mensaje: El volante y tu vida están en tus manos.

Translation: Image of three types of teen drivers with the message: “The wheel and your life are in your hands.”



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

Personalities

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 puedes predecir un choque, pero sí puedes controlar cómo manejas:

- ✓ Ponte el cinturón de seguridad
- ✓ Guarda el teléfono
- ✓ Limita el número de pasajeros
- ✓ No excedas el límite de velocidad

Translation: You can't predict a crash, but you can control how you drive:

- ✓ Buckle up
- ✓ Put your phone down
- ✓ Limit passengers
- ✓ Don't speed

NHTSA Contact

If you have questions about the Teen Driver Safety campaign, please contact Gaby Gordon at gabriela.gordon@dot.gov.

