



SOCIAL MEDIA PLAYBOOK

CHILD CAR SAFETY & CHILD PASSENGER SAFETY WEEK

2025



How to Use This Playbook

This document is a social media playbook for the 2025 Child Passenger Safety Week campaign period, which runs from September 21-27, concluding with National Seat Check Saturday on September 27th. It includes specific content and assets, along with instructions to address parents and caregivers and encourage them to make sure their children are in the right seat for their age and size. This playbook also contains evergreen Child Car Safety social content that can be utilized throughout the year. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts can 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

NHTSA Contact **21**

Campaign Overview

Child Car Safety Campaign Summary

Motor vehicle crashes are a leading cause of death of children aged 14 and younger. The goal of this campaign is to ensure parents and caregivers are correctly securing their children in the best car seat or booster seat (rear-facing car seat, forward-facing car seat, booster seat, or seat belt) for their age and size as well as reminding parents to buckle up their child in the back seat.

Objectives

- Ensure parents correctly secure their children in the best car seat for their age and size
- Educate parents on the importance of child passenger safety
- Remind parents to keep their children in the back seat for as long as they can
- Encourage parents to visit [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) for more information

Posting Strategy

Child Passenger Safety Week runs from Sunday, September 21 through Saturday, September 27. During this time and the week leading up to it, posting on social media will help remind parents how important it is to prioritize their child's car safety and educate them about the importance of ensuring children are correctly restrained in the right seat for their age and size.

Below are relevant hashtags to use when posting about the campaign to tap into conversations related to the 2025 Child Passenger Week and the Child Car Safety campaign:

- **#ChildPassengerSafetyWeek**
- **#TheRightSeat**



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
- Use local crash or statewide data
- Mention local celebrations or events to draw a connection to the campaign

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

- It's Child Passenger Safety Week, Seattle: make sure your kids are in the right car seat for their age and size. **#TheRightSeat**
- Philadelphia, keep your kids where it is safest: in the back, and in the right seat for their age and size. **#TheRightSeat #ChildPassengerSafetyWeek**
- Getting your family to the Bills game on time is great – getting your kids there safely is even better. Make sure your kids are in the right seat for their age and size before leaving home. **#TheRightSeat #ChildPassengerSafetyWeek**

Social Media Content

This section contains shareable social media content for the 2025 Child Passenger Safety Week and Child Car Safety campaign period. Provided on pages [13-20](#) 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 1200x1200

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

Child Passenger Safety Week English / Spanish

- It's Child Passenger Safety Week! – p. [13](#)
- National Seat Check Saturday – p. [14](#)

Child Car Safety English / Spanish

- Right Car Seat – p. [15](#)
- Bed Sizes – p. [16](#)
- Bike Sizes – p. [17](#)
- Inspection Locator – p. [18](#)
- Register Your Car Seat – p. [19](#)
- Older Kids Need the Right Seat, Too – 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.

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.



Facebook/Instagram Story Example

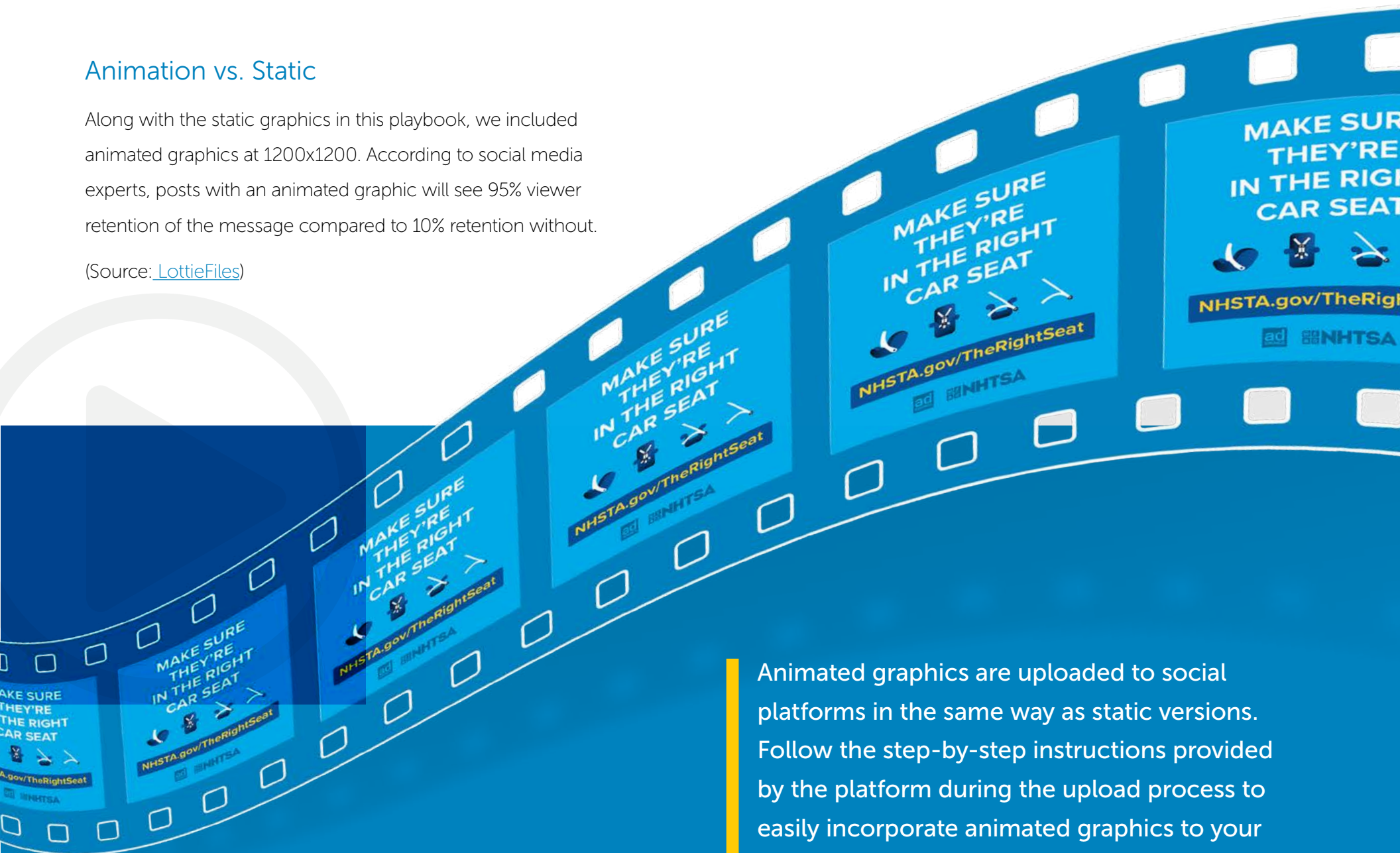
Here is an example of how a social story should look when published.

1 Downloaded graphic from trafficsafetymarketing.gov.

Animation vs. Static

Along with the static graphics in this playbook, we included animated graphics at 1200x1200. 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](#))



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 trafficsafetymarketing.gov website.

Social Media & Accessibility

Creating inclusive content is of increasing priority on social media. 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 understand what the graphics are presenting. For how to include alt text on each social media platform, visit these resources:



[Facebook](#)



[Instagram](#)



[X \(Formerly Twitter\)](#)

STEP

Download graphics.

Download the "It's Child Passenger Safety Week!" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:



Social Posts
1200x1200

It's Child Passenger Safety Week! – English & Spanish



STEP

2

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.

Copy/paste one of the suggested posts below.

Sample Message

- It's officially Child Passenger Safety Week! Every child deserves to ride safely and that starts with The Right Seat. Make sure your child's car seat fits their age and size by visiting [NHTSA.gov/TheRightSeat](#).

Sample Message Spanish

- ¡Es oficialmente la Semana de la Seguridad del Niño Pasajero! Todos los niños merecen viajar seguros y eso empieza con el asiento correcto. Asegúrate de que el car seat de tu hijo sea el correcto para su edad y tamaño visitando [NHTSA.gov/Protegidos](#).

STEP

Download graphics.

Download the “National Seat Check Saturday” graphic below at: [Traffic Safety Marketing](#)



Sizes Available:



Social Posts
1200x1200

National Seat Check Saturday – English & Spanish

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Message

- Happy National Seat Check Saturday! Celebrate with us by checking if your child’s car seat is the right fit for their age and size. Certified technicians are available nationwide to help you make sure your child is riding safely. 📍 Find a seat check location near you and learn more at [NHTSA.gov/TheRightSeat](#)

Sample Message Spanish

- ¡Feliz Sábado Nacional de Chequeos de Car Seats! Celebra con nosotros comprobando si el car seat de tu hijo es el correcto para su edad y tamaño. Hay técnicos certificados disponibles en todo el país para ayudarte a asegurarte que tu hijo viaje seguro. 📍 Busca un centro de chequeos de car seats cerca de ti y encuentra más información en [NHTSA.gov/Protegidos](#)

STEP

Download graphics.

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



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

Right Car Seat – English & Spanish

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Message

- Car seat safety should always be a priority. Make sure your kids are in the right car seat for their age and size by visiting [NHTSA.gov/TheRightSeat](#) #TheRightSeat

Sample Message Spanish

- La seguridad de los niños en el vehículo siempre debe ser una prioridad. Asegúrate de que tu hijo esté en el car seat correcto para su edad y tamaño. Aprende más en [NHTSA.gov/Protegidos](#)

STEP

Download graphics.

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



Sizes Available:



Social Posts
1200x1200

Bed Sizes – English & Spanish

STEP

2

Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Message

- Just as your kid's bed size changes as they grow, so should their car seat. NHTSA can help you check if your child is in The Right Seat for their age and size at [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat).

Sample Message Spanish

- Así como el tamaño de la cama de tu hijo cambia a medida que crece, también debería cambiar su car seat. NHTSA puede ayudarte a comprobar si tu hijo está en el correcto para su edad y tamaño en [NHTSA.gov/Protegidos](https://www.nhtsa.gov/Protegidos).

STEP

Download graphics.

Download the "Modes of Protection" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:



Social Posts
1200x1200

Bike Sizes – English & Spanish

STEP

2

Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Message

- As children grow, their interests and hobbies change, and so should their car seat. NHTSA can help you find The Right Seat for your child's age and size. Visit [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat).

Sample Message Spanish

- A medida que los niños crecen, sus intereses y actividades cambian, y también debería cambiar su car seat. NHTSA puede ayudarte a encontrar el correcto para la edad y el tamaño de tu hijo. Aprende más en [NHTSA.gov/Protegidos](https://www.nhtsa.gov/Protegidos).

STEP

Download graphics.

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



Sizes Available:



Social Posts
1200x1200

Inspection Locator – English & Spanish



STEP

2

Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Message

- Is your child's car seat installed correctly? Use the NHTSA Car Seat Inspection Finder for a location near you — some stations even offer virtual inspections. Visit [NHTSA.gov/TheRightSeat](#) for more.

Sample Message Spanish

- ¿Está correctamente instalado el car seat de tu hijo? Utiliza el Buscador de Inspecciones de car seats de NHTSA para encontrar una ubicación cercana; algunas estaciones incluso ofrecen inspecciones virtuales. Aprende más en [NHTSA.gov/Protegidos](#).

STEP

Download graphics.

Download the “Register Your Car Seat” graphic below at: [Traffic Safety Marketing](#)



Sizes Available:



Social Posts
1200x1200

Register Your Car Seat – English & Spanish



STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Message

- Have you registered your child's car seat? Registering your car seat ensures you'll be notified about important safety recalls and updates directly from the manufacturer. ✓ Visit [NHTSA.gov/TheRightSeat](#) to learn more.

Sample Message Spanish

- ¿Ya registraste el car seat de tu hijo? Al registrarlo, recibirás notificaciones sobre retiros y actualizaciones de seguridad importantes directamente del fabricante. Aprende más en [NHTSA.gov/Protegidos](#).

STEP

Download graphics.

Download the "Older Kids Need the Right Seat, Too" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:



Social Posts
1200x1200

Older Kids Need the Right Seat, Too – English & Spanish



STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Message

- Your kids may be getting older, but they may not be ready to outgrow their car seats just yet. Booster seats will keep older kids safely secured when used with seat belts. NHTSA can help you find The Right Seat for children of all ages at [NHTSA.gov/TheRightSeat](#).

Sample Message Spanish

- Tus hijos están creciendo, pero quizás aún no estén listos para dejar sus car seats. Los niños más grandes también necesitan el car seat correcto. NHTSA puede ayudarte a encontrar el correcto para niños de todas las edades en [NHTSA.gov/Protegidos](#).

NHTSA Contact

If you have questions about the 2025 Child Passenger Safety Week and Child Car Safety campaign, please contact Gabriela Gordon at gabriela.gordon@dot.gov.

