

# 2020 TEEN SAFETY SOCIAL MEDIA PLAYBOOK



# How to Use This Playbook

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This document is a social media playbook for the Teen Safety campaign. It includes specific content and assets, along with instructions, to address parents of teen drivers. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts throughout the year may help save lives.

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# Campaign Overview

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## Teen Safety Campaign Summary

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

The Teen Safety campaign focuses on six key messages that address the most common risk factors that teens face on the road:

1. Wear a seat belt and make sure all passengers do as well
2. No speeding
3. No distractions
4. No extra passengers
5. No alcohol
6. No drugs

## Objectives

- ▶ Educate parents/guardians on the risk factors of teen driving
- ▶ Motivate parents/guardians to be actively involved in their teen's driving education
- ▶ Encourage parents/guardians to enroll their teens in driver education training

## Teen Safety Posting Strategy

Teen safety is a year-round campaign that can be promoted at any time. There are constantly new teen drivers on the roads and parents who need to learn about the risks their teens may face. This content can be worked into your existing content stream at any time throughout the year.

One week to especially emphasize teen driver safety is Teen Driver Safety Week on October 18-24, 2020. While the teen safety messaging can always be used throughout the year, this week is a prime opportunity for everyone to amplify the campaign.

There are also some conventional periods, like prom, graduation and homecoming seasons, when teens often drive themselves, making this safety message particularly relevant. A concentrated effort to share teen safety messages around these events may reach more parents of teens with greater effect. Below are some suggested time periods for posting, and hashtags that can accompany your posts:

Event		Ideal Post Dates
Teen Driver Safety Week	<ul style="list-style-type: none"><li>▶ #TeenDriverSafetyWeek</li><li>▶ #RulesForTheRoad</li><li>▶ #TeenSafety</li><li>▶ #TeenDriver</li></ul>	October 18-24, 2020
Prom	<ul style="list-style-type: none"><li>▶ #PromSzn</li><li>▶ #Prom2020</li><li>▶ #RulesForTheRoad</li></ul>	Late April 2020 Early May 2020
Graduation	<ul style="list-style-type: none"><li>▶ #ClassOf2020</li><li>▶ #GraduationSzn</li><li>▶ #HighSchoolGraduation</li><li>▶ #RulesForTheRoad</li></ul>	May - June 2020
Homecoming	<ul style="list-style-type: none"><li>▶ #Homecoming2020</li><li>▶ #RulesForTheRoad</li></ul>	September - October 2020

These tags can be added to the end of any of our suggested content to make them visible in other conversations happening on social media.

# Social Media Content

This section contains shareable social media content for the Teen Safety campaign. Downloadable graphics are provided on pages [10-23](#) of this playbook, each with accompanying suggested posts that you can use on your own channels.

Below are two sample social media posts, one for Twitter, using a rectangular graphic, and one for Instagram/Facebook, using a square-shaped graphic.



 *Twitter*



 *Facebook/Instagram*

On the following pages, you will see additional graphics and post content examples in a variety of sizes for the Teen Safety campaign. Be sure to consider which social media platform your target audiences are using when choosing 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

Campaign social media content is organized into several sections. Both English and Spanish versions are provided.

### English

- ▶ General – Pg. [10](#)
- ▶ Seat Belts – Pg. [11](#)
- ▶ Speeding – Pg. [12](#)
- ▶ Distraction – Pg. [13](#)
- ▶ Extra Passengers – Pg. [14](#)
- ▶ Alcohol – Pg. [15](#)
- ▶ Drug-Impaired – Pg. [16](#)

### Spanish

- ▶ General – Pg. [17](#)
- ▶ Seat Belts – Pg. [18](#)
- ▶ Speeding – Pg. [19](#)
- ▶ Distraction – Pg. [20](#)
- ▶ Extra Passengers – Pg. [21](#)
- ▶ Alcohol – Pg. [22](#)
- ▶ Drug-Impaired – Pg. [23](#)

## Post Examples

Below are examples of how posts should look when published.

### Facebook



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

2 Suggested copy from this playbook.



## Sizes Available

Social media graphic sizes vary across the ever-changing social media platforms. The playbook contains four different sizes based on suggested industry standards and best practices.



Facebook/Instagram Posts

1200x1200 (square)



1000x1200 (vertical)



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675



## General (English)



### STEP



#### 1 Download graphics.

Download the "General 1" graphic below at:  
[Traffic Safety Marketing](#)



### Sizes Available:

  Facebook/Instagram Posts  
1200x1200  
1000x1200

  Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

### STEP

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

Copy/paste one of the suggested posts below.

- Seeing your teen behind the wheel can be scary. Before they drive off, make sure you've established the **#RulesForTheRoad** to keep them safe.
- An estimated 88,000 teen passenger vehicle drivers were injured in motor vehicle crashes in 2018. Make sure your teen driver is following the **#RulesForTheRoad** before they get behind the wheel.
- Set your teen driver up for success by giving them the **#RulesForTheRoad**. Check out the six simple rules and tips for talking with your teen about safe driving at NHTSA.gov.
- Are you confident handing the keys over to your teen? Take the time to spell out the **#RulesForTheRoad** with your teen driver.
- Teen drivers need rules to keep them safe. How do you talk with your teen about the **#RulesForTheRoad**?
- Before your teen gets behind the wheel, make sure they know the **#RulesForTheRoad**.
- In 2018, there were 2,121 fatalities in crashes involving a teen passenger vehicle driver 15-18 years old. Help keep your teen safe with these 6 simple **#RulesForTheRoad**.
- Talk to your teen about safe driving. Set the rules. Share the rules. Enforce the rules. **#RulesForTheRoad**
- Parents, before you hand over the keys, go over the **#RulesForTheRoad** with your teen.
- Prepare your teen for the road ahead. Make sure they know the **#RulesForTheRoad**.
- Your teen driver needs to know you're in control. Set road rules for driving BEFORE you hand over the keys. **#RulesForTheRoad**
- Take an active role in your teen driver's life. You're in control and you set the ground rules for driving. **#RulesForTheRoad**

## Seat Belts - All passengers must always wear a seat belt. (English)

### STEP

#### 1 Download graphics.

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

### STEP

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

Copy/paste one of the suggested posts below.



- Wondering what rules your teen needs to know on the road? Rule No. 1 is everyone needs to always wear a seat belt – passengers and driver – every trip, every time. Get all the **#RulesForTheRoad** at NHTSA.gov. **#TeenDriving**
- When a teen driver was unbuckled in a crash in 2018, 91% of their passengers who died were also not wearing a seat belt. Make Rule No. 1 for your teen driver that everyone always needs to wear a seat belt. **#BuckleUp #RulesForTheRoad**
- Establish rules with your teen that every person in the vehicle needs to always wear a seat belt – every trip, every time. Parents, you're in control of the **#RulesForTheRoad**.
- Rule No. 1 for teen drivers? Keep everyone in the car buckled up. **#RulesForTheRoad**

### Sizes Available:

Facebook/Instagram Posts  
1200x1200  
1000x1200

Facebook/Instagram Stories  
1080x1920

Twitter Posts  
1200x675

## Speeding - No Speeding. (English)

### STEP

#### 1 Download graphics.

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

### STEP



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



Copy/paste one of the suggested posts below.



- 28% of teen passenger vehicle drivers involved in fatal crashes in 2018 were speeding. Tell your teen to slow down and no speeding. **#RulesForTheRoad #NoSpeeding**
- Your teen driver might think going fast is fun, but it's illegal and unsafe. Establish a no speeding rule for them. **#RulesForTheRoad #NoSpeeding**
- Speeding is against the law and unsafe. Make it against the rules in your home, too. Parents, you're in control – set the **#RulesForTheRoad** your teen needs to be safe.
- Wondering what rules your teen needs to know on the road? Rule No. 2 is no speeding. You're in control, make sure your teen is safe on the road. **#RulesForTheRoad #NoSpeeding**
- Let your teen know speeding is unacceptable. You're in control and make the **#RulesForTheRoad. #NoSpeeding**
- You don't want your teen driver to end up with a ticket, fine, increased insurance costs or – worst of all – in a crash. Teach them not to speed. **#RulesForTheRoad #NoSpeeding**

### Sizes Available:

  Facebook/Instagram Posts  
1200x1200  
1000x1200

  Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

## Distraction - No texting (or phone use in general) while driving. (English)

### STEP

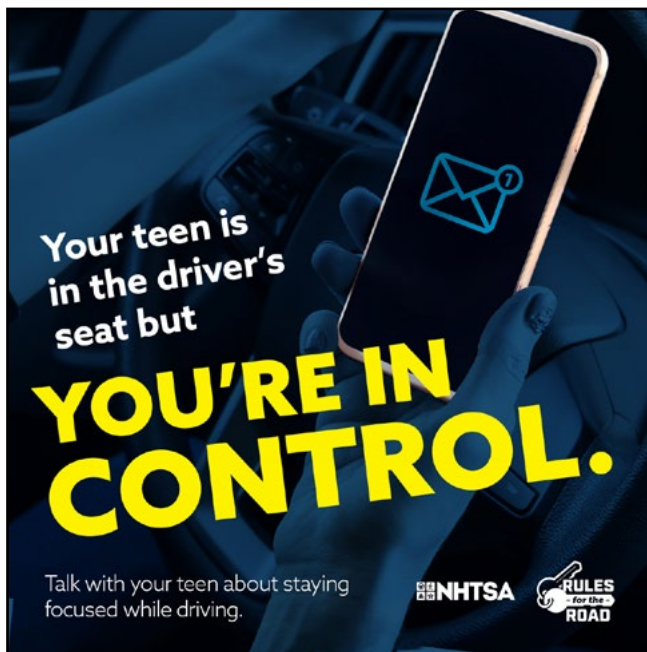
#### 1 Download graphics.

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

### STEP

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

Copy/paste one of the suggested posts below.



- More than 170 deaths in fatal crashes in 2018 involved a teen driver who was distracted while driving. Tell your teen to put the phone down while driving. **#RulesForTheRoad #NoTexting**
- Phone use is dangerous while driving and can lead to crashes, fines and tickets. Teach your teen to put the phone down. **#RulesForTheRoad #NoTexting**
- Make sure your teen is safe on the road. Tell them no phone use while driving. **#RulesForTheRoad**
- Wondering what rules your teen needs to know on the road? Rule No. 3 is no phone use while driving. You're in control; make sure your teen is safe on the road. **#RulesForTheRoad #NoTexting**
- Rules for Teen Drivers No. 3: No texting while driving. Parents make sure your teen knows the rules. **#RulesForTheRoad #NoTexting**
- "Text me when you get there, not while you're driving." Make it clear to your teen they shouldn't use the phone while in the driver's seat. Parents, you're in control and you make the rules. **#RulesForTheRoad**

### Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675



## Extra Passengers - No extra passengers. (English)

STEP

**1** Download graphics.

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

STEP

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

Copy/paste one of the suggested posts below.



- Distractions are everywhere for teen drivers, especially when there are extra passengers. Make sure your teen knows and follows your rule of 'No extra passengers.' **#RulesForTheRoad #NoExtraPassengers**
- Extra passengers mean extra distractions. Keep your teen driver focused on driving with Rule No. 4 **#NoExtraPassengers. #RulesForTheRoad**
- More passengers mean more distractions for young drivers. Make sure your teen knows the rules for the road includes no extra passengers. **#RulesForTheRoad #NoExtraPassengers**
- Teens driving teens can be a dangerous combination – more than 1,200 teen passenger vehicle drivers and passengers of teen drivers were killed in crashes in 2018. Make sure to talk to your teens about Rule No. 4, not having extra passengers in the vehicle. **#RulesForTheRoad #NoExtraPassengers**
- No extra passengers means no extra distractions. Make sure your teen knows the **#RulesForTheRoad**.

*Sizes Available:*



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

## Alcohol - No drinking before driving (or at all). (English)

### STEP

#### 1 Download graphics.

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


### STEP


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


Copy/paste one of the suggested posts below.



### Sizes Available:

 Facebook/Instagram Posts  
1200x1200  
1000x1200

 Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

- 16% of teen passenger vehicle drivers in fatal crashes in 2018 had alcohol in their system. Make sure your teen driver knows Rule No. 5 – no alcohol. **#RulesForTheRoad**
- Remind your teen that underage drinking is illegal, and underage drinking and driving is deadly. **#RulesForTheRoad**
- Parents, make sure your teen knows the **#RulesForTheRoad**. Rule No. 5 – **#NoAlcohol**.
- Alcohol is never a good choice when it comes to driving. Make sure your teen knows the consequences of drinking and driving. **#RulesForTheRoad #NoAlcohol**
- Parents, you're in control when it comes to your teen driver. Besides setting a good example, talk to your teen about the risks and results of driving when impaired. **#RulesForTheRoad #NoAlcohol**
- Risky driving behavior puts everyone on the road in danger. Talk to your teen about the dangers of drinking alcohol — especially its effect on their ability to drive safely. **#RulesForTheRoad #NoAlcohol**
- Riding in a car with an impaired driver at the wheel is dangerous. Make sure your teen knows that they should never ride with a driver who has been drinking alcohol. **#RulesForTheRoad**

## Drug-Impaired - No drugs before driving (or at all). (English)

### STEP

#### 1 Download graphics.

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

### STEP

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

Copy/paste one of the suggested posts below.



### Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

- Make no mistake, marijuana use impacts driving ability. Make sure your teen knows your **#RulesForTheRoad** include no drug-impaired driving.
- Parents, you hold the keys to safe teen driving. Make sure your teen understands how dangerous driving impaired can be with Rule No. 6 – **#NoDrugs**. **#RulesForTheRoad**
- Driving impaired by drugs or alcohol is illegal and dangerous. Talk with your teen about safe driving decisions. **#RulesForTheRoad #NoDrugs**
- Driving while impaired by any substance – legal or illegal – puts your teen driver and others in harm's way. Discuss drugs and their effects on driving skills with your teen and make sure they follow Rule No. 6 – no drugs before driving. **#RulesForTheRoad**
- Parents, you're in control. Explain the **#RulesForTheRoad** and make it clear that driving while impaired by drugs is never an option.
- Drug-impaired driving is dangerous and can have serious consequences. Teen drivers should be sober, focused and clear-headed. Set the **#RulesForTheRoad** with your teen and reinforce Rule No. 6, **#NoDrugs**.
- Over-the-counter and prescription drugs can impair your teen's ability to drive. Make sure your teen knows the possible side effects of any medication before they get behind the wheel. **#RulesForTheRoad**
- Parents, you're in control. Make it clear to your teen that driving while impaired by drugs or riding with someone impaired by drugs is never an option and one of the **#RulesForTheRoad**.



## General (Spanish)


### STEP


#### 1 Download graphics.


Download the "General 2" graphic below at:  
[Traffic Safety Marketing](#)



#### Sizes Available:

 Facebook/Instagram Posts  
1200x1200  
1000x1200

 Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

### STEP

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

Copy/paste one of the suggested posts below.  
Do not copy **red** text.\*

*\*It is not necessarily a direct translation but for reference only.*

- Ver a tus hijos detrás del volante puede dar miedo. Así que antes de que se suban al vehículo asegúrate de establecer las **#ReglasParaElCamino** para mantenerlos seguros.

*Translation: Seeing your teen behind the wheel can be scary. Before they drive off, make sure you've established the #RulesForTheRoad to keep them safe.*

- En el 2018, aproximadamente 88,000 conductores adolescentes fueron lesionados en choques automovilísticos. Antes de que tus hijos se pongan detrás del volante, asegúrate de que sigan las **#ReglasParaElCamino**. Ellos están detrás del volante, pero tú tienes el control.

*Translation: An estimated 88,000 teen passenger vehicle drivers were injured in motor vehicle crashes in 2018. Make sure your teen driver is following the #RulesForTheRoad before they get behind the wheel. They're in the driver's seat, but you're in control.*

- En el 2018 murieron 2,121 personas en choques causados por conductores adolescentes entre 15 y 18 años. Ayuda a que tus hijos se mantengan seguros con estas 6 **#ReglasParaElCamino** de NHTSA.gov.

*Translation: In 2018, there were 2,121 fatalities in crashes involving a teen passenger vehicle driver 15-18 years old. Help keep your teen safe with these 6 simple #RulesForTheRoad from NHTSA.gov.*

- Tu hijo adolescente estará más seguro detrás del volante con las **#ReglasParaElCamino**. Visita NHTSA.gov para obtener las 6 simples reglas y leer consejos para hablar con tus hijos sobre los riesgos al manejar.

*Translation: Set your teen driver up for success by giving them the #RulesForTheRoad. Check out the six simple rules and tips for talking with your teen about safe driving at NHTSA.gov*

- No dejes que tu adolescente se ponga detrás del volante sin saberse las **#ReglasParaElCamino**.

*Translation: Before your teen gets behind the wheel, make sure they know the rules for the road.*

## Seat Belts - All passengers must always wear a seat belt. (Spanish)


### STEP


#### 1 Download graphics.


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



### Sizes Available:

 Facebook/Instagram Posts  
1200x1200  
1000x1200

 Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

### STEP

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

Copy/paste one of the suggested posts below.  
Do not copy **red** text.\*

*\*It is not necessarily a direct translation but for reference only.*

- ¿Te has preguntado cuales son las reglas que necesita saber tu hijo adolescente antes de manejar? La primera es que tanto ellos como sus pasajeros deben abrocharse el cinturón en cada viaje, todo el tiempo. Obtén las **#ReglasParaElCamino** en NHTSA.gov.  
**#ConductorAdolescente**

*Translation: Wondering what rules your teen needs to know on the road? Rule No. 1 is everyone needs to always wear a seat belt – passengers and driver – every trip, every time. Get all the **#RulesForTheRoad** at NHTSA.gov. **#TeenDriving***

- En el 2018, cuando un conductor adolescente no traía puesto el cinturón de seguridad a la hora de chocar, el 91% de sus pasajeros que murieron tampoco lo traían puesto. Asegúrate que la primera regla para tu hijo adolescente sea que todos siempre se abrochen el cinturón. **#ReglasParaElCamino**

*Translation: When a teen driver was unbuckled in a crash in 2018, 91% of their passengers who died were also not wearing a seat belt. Make Rule No. 1 for your teen driver that everyone always needs to wear a seat belt. **#BuckleUp** **#RulesForTheRoad***

- Hay muchas maneras en las que puedes viajar. Manejar drogado no es una de ellas. Si te sientes diferente, manejas diferente. **#DriveHigh GET A #DUI**

*Translation: There are a lot of ways you can travel. Driving high is not one of them. If you feel different, you drive different. **#DriveHigh GET A #DUI***

- Cada vez que tu hijo adolescente vaya a manejar, que sea con la condición de que todas las personas dentro del vehículo se abrochen el cinturón de seguridad, en cada viaje, todo el tiempo. Padres, ustedes tienen el control de las **#ReglasParaElCamino**.

*Translation: Establish rules with your teen that every person in the vehicle needs to always wear a seat belt – every trip, every time. Parents, you're in control of the **#RulesForTheRoad**.*

- La primera regla para los conductores adolescentes es: Todos dentro del vehículo deben ponerse el cinturón de seguridad siempre. **#ReglasParaElCamino**

*Translation: Rule No. 1 for teen drivers? Keep everyone in the car buckled up. **#RulesForTheRoad***

## Speeding - No Speeding. (Spanish)


### STEP


#### 1 Download graphics.


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



### Sizes Available:

 Facebook/Instagram Posts  
1200x1200  
1000x1200

 Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

### STEP

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

Copy/paste one of the suggested posts below.  
Do not copy **red** text.\*

*\*It is not necessarily a direct translation but for reference only.*

- El 28% de los conductores adolescentes que causaron choques fatales durante el 2018 iban a exceso de velocidad. Dile a tus hijos que manejen despacio. **#ReglasParaElCamino #ManejarDespacio**

*Translation: 28% of teen passenger vehicle drivers involved in fatal crashes in 2018 were speeding. Tell your teen to slow down and no speeding. #RulesForTheRoad #NoSpeeding*

- Tu hijo quizás piense que manejar rápido es divertido, pero es ilegal y puede ser fatal. Dile a tu adolescente que maneje despacio. **#ReglasParaElCamino**

*Translation: Your teen driver might think going fast is fun, but it's illegal and unsafe. Establish a no speeding rule for them. #RulesForTheRoad #NoSpeeding*

- Manejar a exceso de velocidad es ilegal y peligroso. Que le quede bien claro a tu hijo adolescente. Recuerda que eres tú quien tiene el control. **#ReglasParaElCamino**

*Translation: Speeding is against the law and unsafe. Make it against the rules in your home too. Parents, you're in control – set the #RulesForTheRoad your teen needs to be safe.*

- ¿Te has preguntado cuales son las reglas que necesita saber tu hijo adolescente cuando vaya a manejar? La número 2 es respetar el límite de velocidad. Tú tienes el control, así que enséñale las **#ReglasParaElCamino**.

*Translation: Wondering what rules your teen needs to know on the road? Rule No. 2 is no speeding. You're in control, make sure your teen is safe on the road. #RulesForTheRoad #NoSpeeding*

## Distraction - No texting (or phone use in general) while driving. (Spanish)


### STEP


#### 1 Download graphics.


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



### Sizes Available:

 Facebook/Instagram Posts  
1200x1200  
1000x1200

 Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

### STEP

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

Copy/paste one of the suggested posts below.  
Do not copy **red** text.\*

*\*It is not necessarily a direct translation but for reference only.*

- En el 2018 más de 170 personas murieron en choques a causa de conductores adolescentes que iban distraídos mientras manejaban. Dile a tus hijos adolescentes que no usen su celular mientras manejan. **#ReglasParaElCamino #NoTextear**  
*Translation: More than 170 deaths in fatal crashes in 2018 involved a teen driver who was distracted while driving. Tell your teen to put the phone down while driving. #RulesForTheRoad #NoTexting*
- Manejar y usar el celular es peligroso. Puede causar choques, multas y un mal record. Exígele a tus hijos adolescentes que no usen el celular mientras manejan. **#ReglasParaElCamino #NoTextear**  
*Translation: Phone use is dangerous while driving and can lead to crashes, fines and tickets. Teach your teen to put the phone down. #RulesForTheRoad #NoTexting*
- Asegúrate de que tus hijos adolescentes vayan seguros en el camino. Déjales claro que el celular nunca se usa mientras manejan. **#ReglasParaElCamino #NoTextear**  
*Translation: Make sure your teen is safe on the road. Tell them no phone use while driving. #RulesForTheRoad*
- Regla número tres para conductores adolescentes: No manejar y textear. Asegúrate de que tus hijos conozcan las reglas. Tú tienes el control. **#ReglasParaElCamino #NoTextear**  
*Translation: Rules for Teen Drivers No. 3: No texting while driving. Parents make sure your teen knows the rules. You're in control. #RulesForTheRoad #NoTexting*



## Extra Passengers - No extra passengers. (Spanish)


### STEP


#### 1 Download graphics.


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



### Sizes Available:

 Facebook/Instagram Posts  
1200x1200  
1000x1200

 Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

### STEP

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

Copy/paste one of the suggested posts below.  
Do not copy **red** text.\*

*\*It is not necessarily a direct translation but for reference only.*

- Las distracciones para conductores adolescentes, están en todos lados, especialmente cuando llevan pasajeros. Asegúrate de que tus hijos sigan tus reglas. **#SinPasajeros #ReglasParaElCamino**  
*Translation: Distractions are everywhere for teen drivers, especially when there are extra passengers. Make sure your teen knows and follows your rule of 'No extra passengers.' #RulesForTheRoad #NoExtraPassengers*
- Entre más pasajeros, más distracciones. Mantén a tus hijos concentrados en el camino mientras manejan. La regla número 4: **#SinPasajeros #ReglasParaElCamino**  
*Translation: Extra passengers mean extra distractions. Keep your teen driver focused on driving with Rule No. 4 #NoExtraPassengers. #RulesForTheRoad*
- Adolescentes que llevan a otros adolescentes en el vehículo puede ser una combinación peligrosa. En el 2018, más de 1.200 conductores adolescentes y los pasajeros adolescentes que iban con ellos murieron en choques. Habla con los tuyos sobre la regla número 4: No llevar pasajeros. **#ReglasParaElCamino #SinPasajeros**  
*Translation: Teens driving teens can be a dangerous combination – more than 1,200 teen passenger vehicle drivers and passengers of teen drivers were killed in crashes in 2018. Make sure to talk to your teens about Rule No. 4, not having extra passengers in the vehicle. #RulesForTheRoad #NoExtraPassengers*
- No llevar pasajeros significa no llevar distracciones de más. Asegúrate de que tus hijos adolescentes sepan las **#ReglasParaElCamino**.  
*Translation: No extra passengers means no extra distractions. Make sure your teen knows the #RulesForTheRoad.*

## Alcohol - No drinking before driving (or at all). (Spanish)


### STEP


#### 1 Download graphics.

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



### Sizes Available:

 Facebook/Instagram Posts  
1200x1200  
1000x1200

 Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

### STEP

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

Copy/paste one of the suggested posts below.  
Do not copy **red** text.\*

*\*It is not necessarily a direct translation but for reference only.*

- El 16% de los adolescentes que murieron en choques durante el 2018 habían tomado alcohol. Asegúrate de que tus hijos conozcan la regla número 5: No alcohol. **#ReglasParaElCamino**  
*Translation: 16% of teen passenger vehicle drivers in fatal crashes in 2018 had alcohol in their system. Make sure your teen driver knows Rule No. 5 – no alcohol. #RulesForTheRoad*
- Recuérdale a tus hijos adolescentes que tomar alcohol antes de los 21 años es ilegal y sobre todo, que tomar y manejar es mortal. **#ReglasParaElCamino**  
*Translation: Remind your teen that underage drinking is illegal and underage drinking and driving is deadly. #RulesForTheRoad*
- Papás, asegúrense de que sus hijos adolescentes conozcan la regla número 5: **#NoAlcohol**. **#ReglasParaElCamino**  
*Translation: Parents, make sure your teen knows the #RulesForTheRoad. Rule No. 5 – #NoAlcohol.*
- Además de dar el buen ejemplo, habla con tus hijos adolescentes sobre los riesgos y consecuencias de manejar después de tomar alcohol. **#ReglasParaElCamino #NoAlcohol**  
*Translation: Parents, you're in control when it comes to your teen driver. Besides setting a good example, talk to your teen about the risks and results of driving when impaired. #RulesForTheRoad #NoAlcohol.*
- Advértele a tu hijo adolescente sobre el riesgo de subirse con un conductor borracho. Podría ser lo último que haga en su vida. **#ReglasParaElCamino #NoAlcohol**  
*Translation: Riding in a car with an impaired driver at the wheel is dangerous. Make sure your teen knows that they should never ride with a driver who has been drinking alcohol. #RulesForTheRoad*

## Drug-Impaired - No drugs before driving (or at all). (Spanish)

### STEP

#### 1 Download graphics.

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



### Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

### STEP

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

Copy/paste one of the suggested posts below.  
Do not copy **red** text.\*

*\*It is not necessarily a direct translation but for reference only.*

- No te equivoques, la marihuana afecta la habilidad para manejar. Asegúrate de que tu hijo adolescente siga las **#ReglasParaElCamino**. No manejar bajo los efectos de las drogas.

*Translation: Make no mistake, marijuana use impacts driving ability. Make sure your teen knows your #RulesForTheRoad: no drug-impaired driving.*

- Manejar bajo los efectos del alcohol o drogas es ilegal y peligroso. Habla con tus hijos adolescentes acerca de tomar decisiones correctas y seguras a la hora de manejar. **#ReglasParaElCamino #NoDrogas**

*Translation: Driving impaired by drugs or alcohol is illegal and dangerous. Talk with your teen about safe driving decisions. #RulesForTheRoad #NoDrugs*

- Manejar bajo los efectos de las drogas es peligroso y puede tener consecuencias graves. Los adolescentes deben estar sobrios, enfocados y con la mente clara. Exígeles las **#ReglasParaElCamino**, y destaca la número 6: **#NoDrogas**

*Translation: Drug-impaired driving is dangerous and can have serious consequences. Teen drivers should be sober, focused and clear-headed. Set the #RulesForTheRoad with your teen and reinforce Rule No. 6, #NoDrugs.*

- Los medicamentos con o sin receta médica pueden afectar la habilidad de tus hijos adolescentes para manejar. Asegúrate de que tu hijo sepa los posibles efectos secundarios de cualquier medicamento antes de manejar. **#ReglasParaElCamino**

*Translation: Over-the-counter and prescription drugs can impair your teen's ability to drive. Make sure your teen knows the possible side effects of any medication before they get behind the wheel. #RulesForTheRoad*

- Papás, ustedes tienen el control de sus hijos adolescentes. Déjenles claro que manejar bajo los efectos de las drogas nunca es una opción, por eso es una de las **#ReglasParaElCamino**.

*Translation: Parents, you're in control. Make it clear to your teen that driving while impaired by drugs or riding with someone impaired by drugs is never an option and one of the #RulesForTheRoad.*

# NHTSA Contact

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If you have questions about the Teen Safety campaign, please contact Elizabeth Nilsson at [Elizabeth.Nilsson@dot.gov](mailto:Elizabeth.Nilsson@dot.gov).