



# White Ribbons™ for Road Safety 2013

## Social Media Tip Sheet

### Keep it informal on social media

- Build and supplement genuine relationships with your online communities.
- Connect with your suppliers and other stakeholders. Ask them to share.
- Social media is not a press release; converse, don't announce.
- Recommend or suggest; don't dictate.
- Respond to your followers within an hour.
- Avoid scheduling too many posts in one day.
- Share photos and videos from your offline *White Ribbons* and other related events.
- Share interesting posts from other regions.

### Some ideas for White Ribbons blog posts

Looking to blog about for your road safety activities? Here are some ideas to inspire you:

- **The *White Ribbons™ for Road Safety* story** (*how it began, why you are involved, your activities. You can share news and photos from your activities in a few posts.*)
- **4 ways to reach your holiday destination safely this Christmas** (*1 idea per cornerstone: safe road use - don't drive tired; safe roads and roadsides - take the safest route; safe speeds - stay within the speed limit; and safe vehicles - make sure your vehicle has seatbelts for each passenger*)
- **How to talk to friends about road safety** (*other youths, colleagues or relatives*)
- **7 signs you are safe drivers** (*in a positive tone*)
- **What to ask for when buying a safer car** (*airbags, crumple zones, etc.*)
- **Revealed: why <insert a change that you implemented for road safety reasons>**  
(*e.g. "Revealed: why the intersection of Read St and Rae Road was modified"*)
- **Busted: 7 myths about <insert risk drivers take>**  
(*e.g. "Busted: 7 myths about overtaking on country roads"*)

**Tips:** Try and keep each story under 600 words and use subheadings whenever possible.



# White Ribbons™ for Road Safety 2013

## Social Media Tip Sheet *continued*

### Sample Tweets

Don't forget to use photos and links.

- White Ribbons for Road Safety campaign. Nov 17 to Jan 6. Wear a white ribbon to raise awareness. <link>
- Road Safety is everyone's responsibility. Help raise awareness. Wear a free white ribbon. <link>
- Encourage others to drive safely. Let us know on our Facebook page how you're encouraging others to be safe <link>
- Join us to raise awareness <link>
- Responsibility for road safety rests with each of us. White Ribbons for Road Safety 2013 is up and running. <link>
- Grab a free white ribbon and help us raise awareness for road safety.
- Day 3 of White Ribbon for Road Safety. We're <at/outside> the <town/city/building> today. Get your free white ribbon. <photo>
- Safer cars save lives. Help us raise awareness. <link>

### Sample Facebook posts

Use photos with your posts as often as possible.

- White Ribbons for Road Safety 2013 is coming up. Join us to raise awareness. Wear a white ribbon for road safety, available free at a location near you. Learn more at <link>
- As part of our commitment to make your community a safer place, we are launching the White Ribbons for Road Safety campaign. Find out how you can help <link>
- 5 ways to display your white ribbons for road safety: wear on your shirt, attach to your car antenna, hang them on your Christmas tree, attach them to Christmas cards for colleagues and friends, place them inside your car to remind each driver to slow down and enjoy their ride. (This list could even be interpreted in an image collage)

### Tips

- Create an event on Facebook, explain the details of the campaign, and update the event with links or updates.
- Change your Facebook page cover to reflect the campaign messages.