



National  
**Teen Driver  
Safety Week**  
[parachutecanada.org/ntdsw](http://parachutecanada.org/ntdsw)



**October 22 to 28, 2018**  
**#KnowWhatImpairedMeans**

## Social Media Guide

Young people only make up 12 per cent of all licensed drivers in this country, yet they account for approximately 20 per cent of all road-related injuries and fatalities. It's time to talk with teens about some serious issues, including drugged driving. One in four young drivers who died in motor vehicle collisions between 2000 and 2010 tested positive for cannabis.

During our sixth National Teen Driver Safety Week (NTDSW), Parachute wants young drivers to #KnowWhatImpairedMeans. We want to get young people starting conversations with their friends and peers about drugged, distracted, impaired and aggressive driving (including speeding). And we need your support to achieve that. Together, let's change attitudes about these issues, and help build positive behaviours teens will use on the road.

### Who is this guide for?

This guide is for all community leaders and partners who use social media tools, or online communication media in a professional capacity; including, but not limited to, the following: Facebook, Twitter, Instagram, YouTube or blogs.

### Follow our lead

Throughout the month and during NTDSW, Parachute will remain active on all our social media platforms. Follow us and feel free to comment, share, like, re-post and re-tweet our content. We'll make sure to do the same with as many of our partners as possible.

**Twitter:** [www.twitter.com/parachutecanada](http://www.twitter.com/parachutecanada)

**Facebook:** [www.facebook.com/parachutecanada](http://www.facebook.com/parachutecanada)

**Instagram:** [www.instagram.com/parachutecanada](http://www.instagram.com/parachutecanada)

### Use Hashtags!

Hashtags are the best way to track the activity across social media platforms. We encourage the use of the following hashtags in all social media channels in order to help us gain momentum, as we build a community of support.

**Primary Hashtag:** #KnowWhatImpairedMeans    **Additional Hashtags:** #ParachuteVZ, #NTDSW2018

## When should you start posting?

Feel free to start as soon as possible. Tweeting and posting about NTDSW helps us boost the number of people we reach, raising awareness about the campaign ahead of October 22. When your local event is planned, ensure you start sharing details on social media, and let Parachute know those details as well.

## What should you share?

Our NTDSW resources webpage will have plenty of information about our campaigns, and it's a great link to share on social media. Here's the direct link to our 2018 resources: <http://www.parachutecanada.org/ntdsw>. The page contains free downloadable images, and an infographic developed for social media, that you can share freely on your social media channels.

For more content ideas, try including quotes from any local community leaders, promoting local events or uploading pictures that capture key moments throughout NTDSW.

### **Quick, relevant facts you can use, to start conversations on your social media platforms:**

- One in four young drivers killed in motor vehicle collisions between 2000 and 2010 tested positive for cannabis.
- Many youth do not consider driving under the influence of drugs to be risky, but weed increases crash risk.
- Alcohol is a factor in just under one third of young driver crashes in Canada.
- Almost half of drivers aged 18 to 34 report using a cell phone while driving.
- 96% of drivers would stop driving distracted, if a passenger asked them to.
- Speed is a factor in one third of teen driver deaths in Canada.

## Sample Tweets / Facebook Posts

### Starting now:

We want teen drivers to #KnowWhatImpairedMeans. Mark your calendars for #NTDSW Oct 22-28 & learn more here: <http://www.parachutecanada.org/ntdsw>

Follow these tips from #ParachuteVZ about National Teen Driver Safety Week Oct 22-28 & #KnowWhatImpairedMeans <http://www.parachutecanada.org/ntdsw>

Join the convo with @parachutecanada for National Teen Driver Safety Week, Oct 22-28. Help teens to #KnowWhatImpairedMeans <http://www.parachutecanada.org/ntdsw> #NTDSW2018

## As of October 1st:

Teens make-up 12% of drivers & account for 20% of all road-related injuries & fatalities.  
#KnowWhatImpairedMeans <http://www.parachutecanada.org/ntdsw> #NTDSW2018

This month we're focusing on #RoadSafety. Make sure you and your teens  
#KnowWhatImpairedMeans: <http://www.parachutecanada.org/ntdsw> #NTDSW2018  
#ParachuteVZ

No teen should die on Canadian roads. Make sure they #KnowWhatImpairedMeans ! Learn more: <http://www.parachutecanada.org/ntdsw> #NTDSW2018 #ParachuteVZ

@parachutecanada's National Teen Driver Safety Week is Oct 22-28!  
#KnowWhatImpairedMeans resources are available for communities & schools: <http://www.parachutecanada.org/ntdsw> #NTDSW2018

## As of October 22nd (First Day of National Teen Driver Safety Week)

.@parachutecanada's National Teen Driver Safety Week runs 'til Oct 28! Learn more on how young drivers can #KnowWhatImpairedMeans: <http://www.parachutecanada.org/ntdsw> #NTDSW2018

Drugs & driving don't mix. Learn about how drugged driving impacts teens: <http://www.parachutecanada.org/ntdsw> #NTDSW2018 #KnowWhatImpairedMeans #ParachuteVZ

Someone hit at 50 km/h has a 1.5 in 10 chance of surviving. Watch for pedestrians and cyclists when driving at night! #KnowWhatImpairedMeans #ParachuteVZ <http://www.parachutecanada.org/ntdsw> #NTDSW2018

96% of drivers would stop driving distracted - If you ask them to. We you to speak up and #KnowWhatImpairedMeans! <http://www.parachutecanada.org/ntdsw> #NTDSW2018

Running late? It's not worth your life. Don't speed, stay safe. <http://www.parachutecanada.org/ntdsw> #NTDSW2018 #ParachuteVZ #KnowWhatImpairedMeans

Education, enforcement & engineering all play a role in eliminating teen driver fatalities  
#KnowWhatImpairedMeans <http://www.parachutecanada.org/ntdsw> #NTDSW2018  
#ParachuteVZ

1 in 4 young drivers killed in motor vehicle collisions between 2000 and 2010 tested positive for cannabis. Don't let it happen to you - #KnowWhatImpairedMeans #ParachuteVZ <http://www.parachutecanada.org/ntdsw> #NTDSW2018

Planning to drink at the party? Plan a designated driver too. #KnowWhatImpairedMeans #ParachuteVZ <http://www.parachutecanada.org/ntdsw> #NTDSW2018

Will you help make sure that teen drivers #KnowWhatImpairedMeans? Donate to Parachute at <http://www.parachutecanada.org/ntdsw> #NTDSW2018 #ParachuteVZ

Texting while driving = driving for 5 seconds with your eyes closed! Don't do it! <http://www.parachutecanada.org/ntdsw> #NTDSW2018 #KnowWhatImpairedMeans

Speed is a factor in one third of teen driver deaths. Mind your speed and stay alive! <http://www.parachutecanada.org/ntdsw> #NTDSW2018 #ParachuteVZ

Planning to drink this weekend? Plan a designated driver, transit or taxi.  
#KnowWhatImpairedMeans <http://www.parachutecanada.org/ntdsw> #NTDSW2018  
#ParachuteVZ

## Please note:

- Tweets have a maximum character limit of 280, but Facebook posts can be made longer if you wish.
- Images will be available on our resources page (<http://www.parachutecanada.org/ntdsw>), which you can add to the above posts/tweets.

## Instagram

Once again, our campaign will be focussed on sharing images on Instagram. Upload pictures of your events and use the hashtags #KnowWhatImpairedMeans and #ParachuteVZ. Encourage event participants and local influencers to do the same on their own accounts.

## Questions?

Don't forget that we're always here to help. If you have any questions feel free to contact Parachute's social media team by e-mailing Margarita at [socialmedia@parachutecanada.org](mailto:socialmedia@parachutecanada.org)

**Thank you for joining us.**