



## NTDSW 2017 Social Media Guide

Teen drivers die in crashes at a higher rate than any other age group in Canada. It's time to talk with teens about some serious issues, including drugged driving. One in four drivers aged 16-24 who died in motor vehicle collisions between 2000-2010 tested positive for cannabis.

During our fifth National Teen Driver Safety Week (NTDSW), Parachute wants young drivers to #GetHomeSafe - by avoiding drugged, distracted, impaired and aggressive driving (including speeding). We want to get young people starting conversations with their friends and peers about these preventable situations. And we can use 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) | @ParachuteVZ

**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:** #GetHomeSafe

**Additional Hashtag:** #ParachuteVZ

## 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 15th. 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 website will have plenty of information about our campaign, and it's a great link to share on social media. Here's the direct link to our 2017 resources: <http://www.parachutecanada.org/programs/item/2360>  
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:**

- 1 in 4 drivers aged 16-24 who died in motor vehicle collisions between 2000-2010 tested positive for cannabis.
- Research indicates that texting behind the wheel is equivalent to driving with your eyes closed for five seconds.
- 96% of drivers would stop driving distracted, if a passenger asked them to.
- One in four young adults know someone that has been impacted as a result of distracted driving.
- Over half of teen deaths from drunk driving occur on the weekend.
- Speed is a factor in one third of teen driver deaths.

## Sample Tweets / Facebook Posts

### Starting now:

We want teen drivers to #GetHomeSafe. Mark your calendars for #NTDSW Oct 15-21 & learn more here: <http://bit.ly/2j37Zz7>

Follow these tips from #ParachuteVZ about National Teen Driver Safety Week Oct 15-21 & #GetHomeSafe! <http://bit.ly/2wNmpIp>

Join the convo with @ParachuteVZ for National Teen Driver Safety Week, Oct 15-21. Help teens #GetHomeSafe! <http://bit.ly/2j37Zz7>

### As of October 1st:

Teens make-up 12% of drivers & account for 20% of all road-related injuries & fatalities. Learn how to #GetHomeSafe <http://bit.ly/2j37Zz7>

This month we're focusing on #RoadSafety. Find out how you and your teens can #GetHomeSafe here: <http://bit.ly/2j37Zz7> #ParachuteVZ

No teen should die on Canadian roads. Make sure they #GetHomeSafe! Learn more: <http://bit.ly/2j37Zz7> #VisionZero #ParachuteVZ

.@ParachuteVZ's National Teen Driver Safety Week is Oct 15-21! #GetHomeSafe resources are available for communities & schools: <http://bit.ly/2j37Zz7>

## As of October 15th (First Day of National Teen Driver Safety Week):

#ParachuteVZ's National Teen Driver Safety Week runs 'til Oct 21! Learn more on how young drivers can #GetHomeSafe: <http://bit.ly/2j37Zz7>

Drugs & driving don't mix. Learn about how drugged driving impacts teens: <http://bit.ly/2we56g8> #GetHomeSafe #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! #GetHomeSafe #ParachuteVZ <http://bit.ly/2j37Zz7>

96% of drivers would stop driving distracted - IF you ask them to. #ParachuteVZ wants you to speak up and #GetHomeSafe! <http://bit.ly/2j37Zz7>

Over half of teen deaths from drunk driving occur on the weekend. Don't let it happen to you - #GetHomeSafe #ParachuteVZ <http://bit.ly/2j37Zz7>

Running late? It's not worth your life. Don't speed, so you can #GetHomeSafe. <http://bit.ly/2j37Zz7> #ParachuteVZ

Education, enforcement & engineering all play a role in eliminating teen driver fatalities #GetHomeSafe #VisionZero #ParachuteVZ

1 in 4 drivers aged 16-24 who died in motor vehicle collisions between 2000-2010 tested positive for cannabis. Don't let it happen to you. #GetHomeSafe.

Planning to drink at the party? Plan a designated driver too. #GetHomeSafe #ParachuteVZ <http://bit.ly/2j37Zz7>

Will you help make sure that teen drivers #GetHomeSafe? Donate to Parachute at [ht.ly/MxFP3035fsd](http://bit.ly/MxFP3035fsd) #ParachuteVZ

Texting while driving = driving for 5 seconds with your eyes closed! Don't do it, and #GetHomeSafe <http://bit.ly/2j37Zz7>

Speed is a factor in one third of teen driver deaths. Mind your speed and stay alive! #GetHomeSafe #ParachuteVZ <http://bit.ly/2j37Zz7>

Planning to drink this weekend? Plan a designated driver, transit or taxi. #GetHomeSafe #ParachuteVZ <http://bit.ly/2j37Zz7>

## Please note:

- Tweets have a maximum character limit of 140, but Facebook posts can be made longer if you wish.
- Images will be available on our resources page (<http://www.parachutecanada.org/programs/item/2360>), 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 #GetHomeSafe 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)

**Together we can Stop the Clock on preventable injuries.**

**Thank you for joining us.**