



National

# Teen Driver Safety Week

October 20 to 26, 2019

[parachute.ca/ntdsw](http://parachute.ca/ntdsw)



## Social Media Guide

Young people have the highest rate of traffic death and injury among all age groups. Parachute's National Teen Driver Safety Week (NTDSW) is designed to drive public awareness of teen driver safety issues and to encourage community and youth involvement as part of the solution.

Youth represent the largest number of drivers who test positive for drugs or alcohol after a fatal crash. Parachute NTDSW wants to help put a stop to these preventable deaths by bringing awareness to the serious issue of drug-impaired driving among teens. This year NTDSW will also focus on the issues of drunk, distracted and aggressive driving (including speeding).

Join the conversation on social media, using the hashtags **#KnowWhatImpairedMeans** and **#NTDSW2019**.

### Who should use this guide

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 of October, including NTDSW Oct. 20 to 26, 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 Hashtag: **#NTDSW2019**

## When you should you start posting

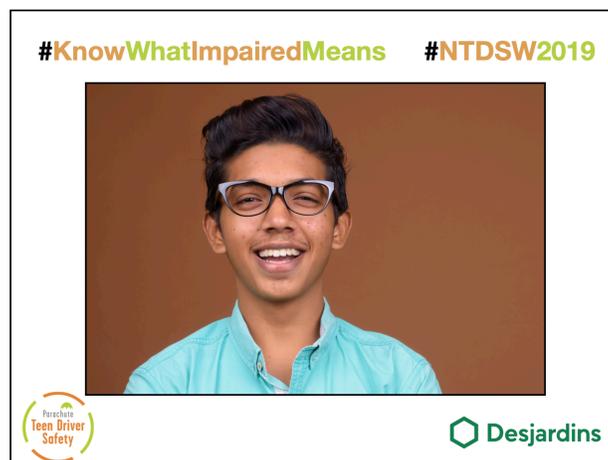
Feel free to start as soon as possible. Tweeting and posting about NTDSW helps us boost the number of people we reach, raising awareness about the campaign ahead of October 20. When your local event is planned, ensure you start sharing details on social media, and let Parachute know those details, as well.

## What you should 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 2019 resources: [parachute.ca/ntdsw](https://parachute.ca/ntdsw). The page contains free downloadable images 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.

Our customized selfie frames can also be used to help promote interactive and engaging discussions! You can take selfies using the frame and post them to your social media channels, sharing NTDSW messages. Bring fun props (such as sunglasses and hats) to make for even better photos!



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

- 11% of 13 to 18 year olds and 23% of 19 to 24 year olds report driving while under the influence of cannabis.
- 1.4 million Canadians aged 15 and over have been in the car with a driver who used cannabis within the last 2 hours.
- Teens between 16 and 19 years old account for 23% of fatalities, 18% of injuries and 11% of those arrested for alcohol-related driving offences.
- More than one third of grade 9 to 12 students report riding with a driver who had been drinking.
- Drivers who text while driving are up to 8 times more likely to be involved in a crash.
- A 5% reduction in average speed can reduce fatalities by 30%. Slow down to keep yourself and others alive.

## Sample posts

### Starting now

- Save the date! October 20 to 26 is National Teen Driver Safety Week! Join the conversation on social media, using the hashtags **#KnowWhatImpairedMeans** **#NTDSW2019** [parachute.ca/ntdsw](http://parachute.ca/ntdsw)
- We want teen drivers to **#KnowWhatImpairedMeans**. Mark your calendars for **#NTDSW2019** Oct. 20 to 26 & learn more here: [parachute.ca/ntdsw](http://parachute.ca/ntdsw)
- Join the conversation with @ParachuteCanada for National Teen Driver Safety Week, Oct. 20 to 26. Help teens **#KnowWhatImpairedMeans**: [parachute.ca/ntdsw](http://parachute.ca/ntdsw) **#NTDSW2019**

### As of October 1

- This month we're focusing on **#RoadSafety**. No teen should die on Canadian roads. Make sure they **#KnowWhatImpairedMeans** ! Learn more: [parachute.ca/ntdsw](http://parachute.ca/ntdsw) **#NTDSW2019**
- This year National Teen Driver Safety Week is Oct 20 to 26! **#KnowWhatImpairedMeans** resources are available for communities & schools: [parachute.ca/ntdsw](http://parachute.ca/ntdsw) **#NTDSW2019**

## As of October 20 (First Day of National Teen Driver Safety Week)

- National Teen Driver Safety Week runs 'til Oct 26! Learn more on how young drivers can **#KnowWhatImpairedMeans: [parachute.ca/ntdsw](http://parachute.ca/ntdsw) #NTDSW2019**
- Speed is a factor in one third of teen driver deaths. Mind your speed and stay alive! **#KnowWhatImpairedMeans #NTDSW2019 [parachute.ca/ntdsw](http://parachute.ca/ntdsw)**
- Nearly one third of teens don't consider driving while high on cannabis to be as bad as alcohol. Don't be fooled, **#KnowWhatImpairedMeans #NTDSW2019 [parachute.ca/ntdsw](http://parachute.ca/ntdsw)**
- 11% of 13 to 18 year olds and 23% of 19 to 24 year olds report driving while under the influence of cannabis. Don't contribute to this statistic. Don't drive high. **#KnowWhatImpairedMeans #NTDSW2019 [parachute.ca/ntdsw](http://parachute.ca/ntdsw)**
- Driving high is not only dangerous, it is illegal and can be detected by Police. Don't risk losing your licence or going to jail. **#KnowWhatImpairedMeans #NTDSW2019 [parachute.ca/ntdsw](http://parachute.ca/ntdsw)**
- Cannabis impairs your ability to control your speed, maintain a proper following distance, stay in your lane, and causes you to react slower. Always drive sober. **#KnowWhatImpairedMeans #NTDSW2019 [parachute.ca/ntdsw](http://parachute.ca/ntdsw)**
- 1.4 million Canadians aged 15 and over have been in the car with a driver who used cannabis within the last 2 hours. Don't put your life at risk; never get in the car with a drug-impaired driver. **#KnowWhatImpairedMeans #NTDSW2019 [parachute.ca/ntdsw](http://parachute.ca/ntdsw)**
- Driving high is not worth losing your life or putting others lives at risk. Make arrangements to get home safe with a friend, family member, or cab. **This decision could save your life. #KnowWhatImpairedMeans #NTDSW2019 [parachute.ca/ntdsw](http://parachute.ca/ntdsw)**
- A drug-impaired driving incident is recorded every 3 hours in Canada, putting everyone on the road at risk. Drive sober to get to your destination safely. **#KnowWhatImpairedMeans #NTDSW2019 [parachute.ca/ntdsw](http://parachute.ca/ntdsw)**
- Teens between 16 and 19 years old account for 23% of fatalities, 18% of injuries and 11% of those arrested for alcohol-related driving offences. It is not worth risking your life; stay sober behind the wheel. **#KnowWhatImpairedMeans #NTDSW2019 [parachute.ca/ntdsw](http://parachute.ca/ntdsw)**
- More than one third of grade 9 to 12 students report riding with a driver who had been drinking. Don't get in the car with someone who has been drinking. Call them a cab to get home safely. **#KnowWhatImpairedMeans #NTDSW2019 [parachute.ca/ntdsw](http://parachute.ca/ntdsw)**

- When you choose to drink and drive, you are choosing to put your own life and the lives of others in danger. If you are going to drink, don't drive. # **KnowWhatImpairedMeans** # **NTDSW2019** [parachute.ca/ntdsw](http://parachute.ca/ntdsw)
- If you are planning a night out with friends, plan ahead. Make sure you have a designated driver, a lift from a friend or family member, or a plan to call a cab or take public transit. # **KnowWhatImpairedMeans** # **NTDSW2019** [parachute.ca/ntdsw](http://parachute.ca/ntdsw)
- Focus on the road, not on your phone. Drivers who text while driving are up to 8 times more likely to be involved in a crash. That text can wait. Don't text and drive. # **KnowWhatImpairedMeans** # **NTDSW2019** [parachute.ca/ntdsw](http://parachute.ca/ntdsw)
- The risk of a crash increases when you take your eyes off the road, even just for a second. Keep your phone out of reach while driving so you're not tempted to look. # **KnowWhatImpairedMeans** # **NTDSW2019** [parachute.ca/ntdsw](http://parachute.ca/ntdsw)
- Speeding is a factor in one third of teen driver deaths in Canada. Don't risk your life just because you are running late. # **KnowWhatImpairedMeans** # **NTDSW2019** [parachute.ca/ntdsw](http://parachute.ca/ntdsw)
- A 5% reduction in average speed can reduce fatalities by 30%. Slow down to keep yourself and others alive. # **KnowWhatImpairedMeans** # **NTDSW2019** [parachute.ca/ntdsw](http://parachute.ca/ntdsw)

## 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 [parachute.ca/ntdsw](http://parachute.ca/ntdsw), which you can add to the above posts.

## 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@parachute.ca](mailto:socialmedia@parachute.ca).