Hey parents! Crashes peak on weekdays between 3pm-7pm – right around school dismissal. School routes are everywhere. #DriveLikeIt

Hey [City name]! In the Portland Metro region, your trip will pass a school about every half mile. School routes are everywhere. #DriveLikeIt

or add specific date that school returns for your community #DriveLikeIt

Did you know? Many kids will be returning to in-person learning this Fall [or add specific date that school returns for your community] and will be walking, biking and rolling through your neighborhood. School routes are everywhere. #DriveLikeIt

Hey, [City Name]! Together, let’s keep our kids and streets safe. School routes are everywhere. #DriveLikeIt

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Hey, [School Mascot]! Drivers who text are 23 times more likely to be involved in a car crash. School routes are everywhere. #DriveLikeIt
Hey, drivers! The likelihood of pedestrian fatalities decrease from 40% to 5% when a car reduces speed from 30 mph to 20mph. Kids are everywhere. #DriveLikeIt

Hey, parents! The majority of crashes in the greater Portland region involving a person walking or riding a bike occur at intersections. School routes are everywhere. #DriveLikeIt

Hey, [Mascot Name] parents! Whether there's in-person school or not, our kids are still biking, walking and playing in our neighborhoods. School routes are everywhere. #DriveLikeIt

Hey, [City Name] drivers! In 2019, 545 people in the region suffered life-changing injuries in traffic crashes. School routes are everywhere. #DriveLikeIt

In the context of the COVID-19 pandemic, more families are walking and rolling during the pandemic to take care of their health. School routes are everywhere. #DriveLikeIt

oregonsaferoutes.org/DriveLikeIt

View the full campaign at oregonsaferoutes.org/DriveLikeIt

Social Media Best Practices

- Mark your calendar so you remember to post. Even better: Depending on the platform, you may be able to draft and schedule posts in advance.

- Add meaningful information about the location of the event or the community to your posts.

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• Add special information about your neighborhood, school district or city to the caption of your posts. This could include details such as when in-person school will restart, specific facts about the speed limit or other laws in your community, or encouraging drivers to keep an eye out for kids even during summer vacation.

• To improve accessibility, write the campaign hashtag with a capital letter at the start of each word: #DriveLikeIt

• When you see a #DriveLikeIt post come through on someone else’s feed, like it, re-share it, or comment on it. The more engagement a post gets, the more visibility it earns.