社交媒体标题 **(Social Media Captions)**

完全按照您喜欢的草稿文字示例进行操作，对其进行编辑以适合您自己的想法和观众，或者从头开始编写自己的文稿。

Use your favorite examples of draft text exactly as they're written, edit them to suit your own voice and audience, or start from scratch by writing your own.

各位家长好！ 平日发生车祸的高峰时间为下午 3 点至7 点之间 – 正好是放学的时候。 上学路线无处不在。 为了他们小心开车。 #DriveLikeIt

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

嘿，[City name]！ 在 Portland（波特兰）大都会区，您的行程每隔大约半英里就会经过一所学校。 上学路线无处不在。 为了他们小心开车。 #为了他们小心开车 #DriveLikeIt

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

您知道吗？ 今年级秋季，许多孩子将会返校复课 [或者添加您社区中具体的回校日期]，他们会以步行、骑车及旱滑的方式经过您的邻社。 上学路线无处不在。 为了他们小心开车。 #为了他们小心开车 #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

嘿， [城市名]! 让我们一起确保孩子和街道的安全。上学路线无处不在。为了他们小心开车。 #DriveLikeIt

- Hey, [City Name]! Together, let's keep our kids and streets safe. Kids are everywhere. #DriveLikeIt

嘿，[学校吉祥物]! 开车时发短信发生车祸的可能性会提高23倍。上学路线无处不在。为了他们小心开车。 #DriveLikeIt

- Hey, [School Mascot]! Drivers who text are 23 times more likely to be involved in a car crash. Kids are everywhere. #DriveLikeIt

嘿， 各位司机！ 当汽车速度从 30 mph降低到 20 mph时，行人死亡的可能性从40%降低到5%。上学路线无处不在。为了他们小心开车。 #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

嘿，各位父母！在大Portland地区，涉及步行或骑自行车的人的碰撞事故大部分发生在交叉路口。上学路线无处不在。为了他们小心开车。 #DriveLikeIt

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

嘿，[学校吉祥物] 的各位父母！无论是否有面授学校，我们的孩子仍在邻里附近骑自行车，散步和玩耍。上学路线无处不在。为了他们小心开车。 #DriveLikeIt

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

嘿，[城市名]! 2019 年，此地区有545人在交通事故中遭受了改变人生的伤害。上学路线无处不在。为了他们小心开车。 #DriveLikeIt

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

在新冠病毒（COVID-19）大流行期间，越来越多的家庭步行和骑自行车，以照顾自己的健康。上学路线无处不在。为了他们小心开车。 #DriveLikeIt

- More families are walking and rolling during the COVID-19 pandemic to take care of their health. Kids are everywhere. #DriveLikeIt

在 oregonsaferoutes.org/DriveLikeIt 网页上查看完整的广告系列

- View the full campaign at oregonsaferoutes.org/DriveLikeIt

社交媒体最佳做法 (Social Media Best Practices)

- 请标记您的行事历，以便您记得发布。更好的做法：根据不同的平台，您可能可以提前起草和安排帖子。
  - 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.

- 在您的帖子标题中添加有关您的社区，学区或城市的特殊信息。这可能包括详细的信息，例如面授学校何时重启，有关速度限制或社区中其他法律的特定事实，或鼓励驾驶员即使在暑假期间也要留意孩子。
  - 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.

- 为了提高可访问性，请在广告系列标签中每个单词的开头第一个字母使用大写 #为了他们小心开车 #DriveLikeIt

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

- 当您看到 #为了他们小心开车 #DriveLikeIt 帖子通过别人的供稿发布，请点赞、转发或对其发表评论。 帖子参与度越高，获得的知名度就越高。

  - 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.