

#DriveLikelt Social media captions

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.

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

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

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. Drive like it. #DriveLikelt

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

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

Hey, drivers! The likelihood of pedestrian fatalities decrease from 40% to 5% when a car reduces speed from 30 mph to 20mph. School routes are everywhere. #DriveLikelt

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. #DriveLikelt

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. #DriveLikelt

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

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

View the full campaign at oregonsaferoutes.org/DriveLikelt

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 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.