



Hello community partners!

Join us for **April's National Distracted Driving Awareness Month** with our fun and engaging “**Be Thumbbody**” social media campaign. Together, we can continue to work to stop the #1 killer of teens in the US—car crashes, particularly those caused by distracted driving. Crashes due to distracted driving are 100% preventable. “Be Thumbbody” and be part of the solution!

Everything you need to “speak up” with us during National Distracted Driving Awareness Month (NDDAM) is available at speakup4safety.org/nddam. Use hashtags #BeThumbbody and #NDDAM, and tag @impactdrivers (Instagram/Twitter) and @impactteendrivers (Facebook).



What do you have planned to recognize NDDAM this April? Our dynamic campaign is designed to feature you and your brand as part of the solution. Here are five easy steps you can take to collaborate with us:

Step 1: Update Your Story!

- Download our Instagram and Facebook story template [here](#).
- To learn how to update your Facebook story with the template, click [here](#).
- To learn how to update your Instagram story with the template, click [here](#).
- On either platform, use the text function to type in the white speech bubble. How do you make good choices and “Be Thumbbody?” Click [here](#) to see example for inspiration!

Step 2: Record Your Video!

- Download the virtual backgrounds [here](#). Feel free to place your organization’s logo on the bottom left-hand corner if you’d like!
- Record an 11-second PSA video (11 teens die every day in car crashes) dedicated to safe driving and speaking up for safety. You can use Zoom, Teams, Google Meet, or any platform you are comfortable with that supports virtual background usage. If you’re unsure what to use, follow the Panopto step-by-step recording guide [here](#).

- Don't know what to say? Click [here](#) for some suggestions that you're welcome to use!
- Throughout the month, post your video(s) on your social media channels. Tag us on Facebook (@impactteendrivers) and Instagram and Twitter (@impactdrivers). Use the hashtags: #BeThumbbody #NDDAM



Step 3: Post Our Content and Show Your Thumb!

- Post some of our Be Thumbbody social media graphics throughout the month of April on your social media channels. Click [here](#) to download the graphics.
- *Make your own content with your decorated thumb and include a caption. We want to see your Thumbbody! Feel free to use any background, or you can use our background templates found [here](#).*
- Tag us on Facebook (@impactteendrivers) and Instagram or Twitter (@impactdrivers). Use the hashtags: #BeThumbbody #NDDAM

Step 4: Update Your Photos

- Add our Be Thumbbody frame to your profile photo or image. (Requires an editing tool such as Photoshop.) Download the frame [here](#)!

Step 5: Spread the Word!

- Share your social media posts with your coalition members. Ask them to comment, share, and repost. **Let's spread the word! Together, we can save lives!**

If you have any questions or technical issues, feel free to reach out to us at: info@ImpactTeenDrivers.org.