Impact Teen Drivers

Hello Community Partners!

Join us for April's National Distracted Driving Awareness month with our "Eyes Up, Phones Down" social media campaign. Roadway safety is a shared responsibility for all who use the roadway. The campaign highlights pedestrians, cyclists, motorcyclists, and other roadway users, making it relatable across diverse communities. Together, we can make the roads safer for all.

This streamlined, ready-to-post campaign is available below. Please use the hashtags #EyesUpPhoneDown, #SpeakUp4Safety, and #DDAM and tag @impactdrivers (Instagram/X) and @Impact Teen Drivers (Facebook).







What do you have planned to recognize NDDAM? Encourage your social networks to keep their eyes up and their phones down throughout the month of April. Here are three easy steps you can take to collaborate with us.

Step 1: Post to Your Feed

- Download the square images to post to your feed here.
- Use the hashtags #EyesUpPhoneDown, #SpeakUp4Safety, and #DDAM and tag @impactdrivers (Instagram/X) and @Impact Teen Drivers (Facebook).

Step 2: Post to Your Story

- Download our vertical Instagram and Facebook stories 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.
- Use the hashtags #EyesUpPhoneDown, #SpeakUp4Safety, and #DDAM and tag @impactdrivers (Instagram/X) and @Impact Teen Drivers (Facebook).

Step 3: Spread the Word!

- Share your social media posts with your friends, family, and colleagues. Ask them to comment, share, and repost. Together, we can create a culture of safe and responsible roadway use.

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