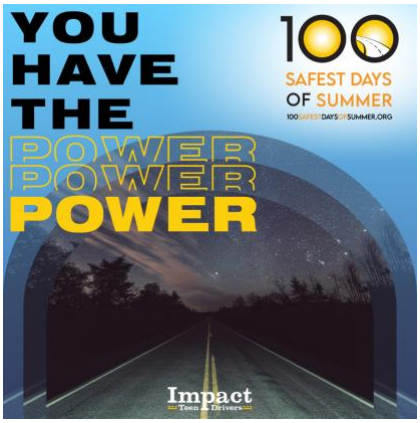
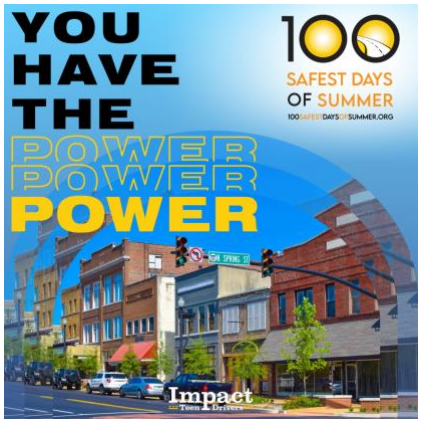
Hello community partners!

Partner with us during the **100 Safest Days of Summer** by posting our **"You Have the Power"** social media campaign. Between Memorial Day and Labor Day, teen driving-related fatalities increase significantly. Together, we can continue to work to stop the number one unintentional killer of teens in the US—car crashes, particularly those caused by distracted driving. Crashes due to distracted driving are 100% preventable.

Help make this summer the safest yet by posting our content. Use hashtags #YouHaveThePower, #100SafestDays, and tag @impactdrivers (Instagram/Twitter) and @impactteendrivers (Facebook). Find more resources at 100SafestDaysOfSummer.org.







What do you have planned to recognize the 100 Safest Days of Summer? 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 template as the background to a written or spoken message. Tag us on Facebook (@impactteendrivers) and Instagram and Twitter (@impactdrivers). Use the hashtags: #YouHavethePower #100SafestDaysOfSummer

Step 2: Represent in Video Meetings or Record a Video

- Download the virtual background here. Feel free to place your organization's logo on the bottom left-hand corner if you like!
- Use the background when you attend video meetings on your organization's preferred platform.
- Record a short PSA video. 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. Post your video(s) on your social media. Tag us on Facebook (@impactteendrivers) and Instagram and Twitter (@impactdrivers). Use the hashtags: #YouHavethePower #100SafestDaysOfSummer

- 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: #YouHavethePower #100SafestDaysOfSummer

Step 3: Post Our Content!

- Post one of our You Have the Power social media graphics on your social media channels. Click here to download the graphics.
- Tag us on Facebook (@impactteendrivers) and Instagram and Twitter (@impactdrivers). Use the hashtags: #YouHavethePower #100SafestDaysOfSummer

Step 4: Spread the Word!

- Share your social media posts with your friends, family, and colleagues. Ask them to comment, share, and repost. **Let's spread the word about the 100 Safest Days! Together, we can save lives!**

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