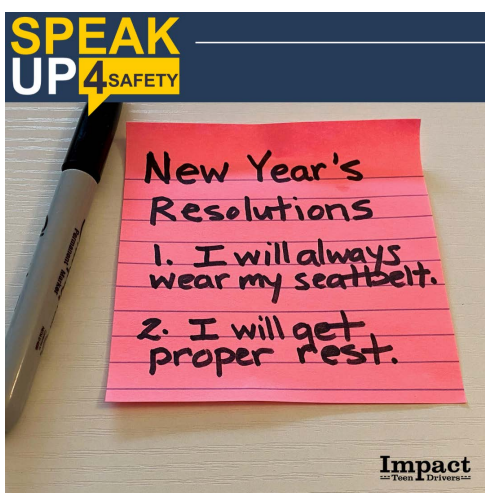


Hello community partners!

Partner with us as the new year arrives by participating in our “New Year's Resolutions” social media campaign. Together, we can continue to work to stop the number one killer of teens in the US—car crashes, particularly those caused by distracted driving. Crashes due to distracted driving are 100% preventable. You can be a part of the solution!

Everything you need to speak up with us for the “New Year's Resolutions” campaign is available at <https://speakup4safety.org/newyear>

Use the hashtags #SpeakUp4Safety and #NewYearsResolution.



What do you have planned for the New Year? 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 middle. What is your driving-related new year's resolution? Click [here](#) to see examples for inspiration!

Step 2: Record Your Video!

- Download the virtual background [here](#). Feel free to place your organization's logo in the middle of the bottom or in a top corner if you like!
- Record an 11-second PSA video (ex: As the new year begins, remember that you can stay safe in the car as a driver and passenger! Use your voice and speak up for safety!) dedicated to safe driving. 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!
- Post your video(s) on your social media channels. Tag us on Facebook (@impactteendrivers) and Instagram and Twitter (@impactdrivers). Use the hashtags: #SpeakUp4Safety and #NewYearsResolution

Step 3: Post Our Content!

- Post one of our New Year's Resolutions social media graphics on your social media channels. Click [here](#) to download the graphics.
- *Make your own content and include a caption. We want to see your New Year's Resolutions!*
- Tag us on Facebook (@impactteendrivers) and Instagram and Twitter (@impactdrivers). Use the hashtags: #SpeakUp4Safety and #NewYearsResolution

Step 4: Update Your Photos!

- Add our New Year's Resolution frame to your profile photo or image. (Requires an editing tool such as Photoshop or Canva.) 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.