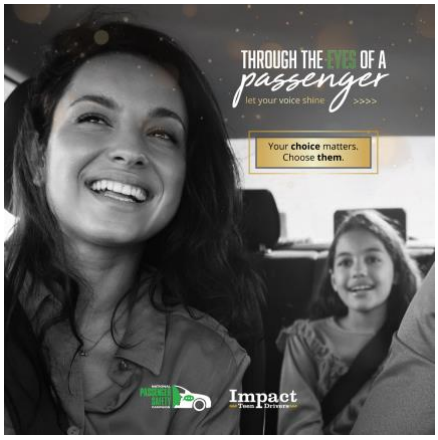
Hello community partners!

We're shining a light on the power passengers hold to keep everyone safe during National Passenger Safety Week. Through everyday moments and simple words, passengers can influence decisions that save lives. This campaign empowers passengers to speak up and reminds drivers that the choice they make behind the wheel impacts everyone in the vehicle.

National Passenger Safety Week is annually during the third week of January. Everything you need is available below. Use the hashtags #LetYourVoiceShine, #NPSW, #SpeakUp4Safety, and #PassengerSafety. Tag us @impactdrivers (Instagram and Twitter/X) and @Impact Teen Drivers (Facebook).







What do you have planned for National Passenger Safety Week?

Our campaign has more options than ever before, crafted to let you and your brand's voice shine. Here are four easy steps you can take to collaborate with us:

Step 1: Post to your Story

- Post the story images formatted for Instagram stories (1080x1920 pixels). Click here to download the graphics.
- Tag us on Facebook (@impactteendrivers) and Instagram and Twitter/X (@impactdrivers) or DM us the story.

Step 2: Use a Video Background

- Download one of the virtual backgrounds here. Feel free to place your organization's logo on the background.
- Use it for your video calls.

- Record an 11 second 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, try using Panopto.com! Follow our step-by-step Panopto recording guide here.
- Don't know what to say? Click here for some suggestions that you're welcome to use!
- Throughout the week, post your video(s) on your social media channels. Tag us on Facebook (@impactteendrivers) and Instagram and Twitter/X (@impactdrivers).

Step 3: Post to your Feed

- Post our social media videos and/or graphics on your social media channels. Click here to download the files.
- Tag us on Facebook (@impactteendrivers) and Instagram and Twitter/X (@impactdrivers). Use the hashtags: #LetYourVoiceShine, #NPSW, #SpeakUp4Safety, and #PassengerSafety.

Step 4: Spread the Word!

- Share your social media posts with your coalition members. Ask them to comment, share, and repost. Your voice will empower passengers, encourage driver responsibility, and save lives!