Impact Teen Drivers

“Back to School” Campaign Schedule and Captions

Step 1: Post to Your Feed

Week 1 | Back to School. Back to Safety.

Image Name: SU4S_BackToSchool_Post1 *Image Tagline: The Most Important School Supply? Your Voice.*

Caption

A new school year is the perfect time to build safe habits.
If a friend is speeding...
If a driver is distracted...
If someone forgets to buckle up...
Speak up. Your voice could save a life. How will you Speak Up 4 Safety this school year?
#SpeakUp4Safety #BackToSchool @impactdrivers @Impact Teen Drivers

Week 2 | Real Friends Speak Up

Image Name: SU4S_BackToSchool_Post2 *Image Tagline: Real Friends Look Out for Each Other.*

Caption

Speaking up isn't awkward.
It's caring.

- Safe friends remind each other to:
- Buckle up
- Put the phone away
- Slow down
- Stay focused

Because getting home safely is what matters most.
#SpeakUp4Safety #BackToSchool @impactdrivers @Impact Teen Drivers

Week 3 | Everyone Shares the Road

Image Name: SU4S_BackToSchool_Post3 *Image Tagline: Roadway Safety Is a Team Sport.*

Caption

Whether you're a:

- Driver
- Passenger
- Pedestrian
- Bicyclist
- Scooter rider

Every choice you make affects someone else. Together, we can build a culture of roadway safety.
#SpeakUp4Safety #BackToSchool @impactdrivers @Impact Teen Drivers

Week 4 | Be the Reason
Image Name: SU4S_BackToSchool_Post4 *Image Tagline: Be the Reason Someone Gets Home Safe.*

Caption
One reminder.
One conversation.
One decision.
Never underestimate the power of speaking up. Every voice matters. Every choice matters.
#SpeakUp4Safety #BackToSchool @impactdrivers @Impact Teen Drivers

Step 2: Post to Your Story

Week 1 | Back to School. Back to Safety.
Image Name: SU4S_BackToSchool_Story1 *Image Tagline: The Most Important School Supply? Your Voice.*

Caption
#SpeakUp4Safety #BackToSchool @impactdrivers @Impact Teen Drivers

Week 2 | Real Friends Speak Up
Image Name: SU4S_BackToSchool_Story2 *Image Tagline: Real Friends Look Out for Each Other.*

Caption
#SpeakUp4Safety #BackToSchool @impactdrivers @Impact Teen Drivers

Week 3 | Everyone Shares the Road
Image Name: SU4S_BackToSchool_Story 3 *Image Tagline: Roadway Safety Is a Team Sport.*

Caption
#SpeakUp4Safety #BackToSchool @impactdrivers @Impact Teen Drivers

Week 4 | Be the Reason
Image Name: SU4S_BackToSchool_Story4 *Image Tagline: Be the Reason Someone Gets Home Safe.*

Caption
#SpeakUp4Safety #BackToSchool @impactdrivers @Impact Teen Drivers

Week 4 | Story Poll Slide 1 and 2
Slide 1 -- Image Name: SU4S_BackToSchool_StoryPollSlide 1

Poll Text
Would you speak up if your driver was…
Texting
Speeding

Running a red light
Driving while tired

Caption
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Slide 2 -- Image Name: SU4S_BackToSchool_StoryPollSlide2
Caption
#SpeakUp4Safety #BackToSchool @impactdrivers @Impact Teen Drivers