



Hello community partners!

This Valentine's Week (February 8-14), share why you speak up to keep those you love safe. Joining our Valentine's campaign requires little effort. It is a simple yet effective way for you to say why teen driver safety is important to you and your organization.

Everything you need to "speak up" with us during Valentine's week is available at [speakup4safety.org/valentines](https://speakup4safety.org/valentines). Share the love!



### 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 speech bubble. Why do you speak up for safety? Click [here](#) to see an example for inspiration!

### Step 2: Record Your Video!

- Download the virtual background [here](#). Feel free to place your organization's logo on the bottom left-hand corner if you like!



- Record an 11 second PSA video (11 teens die every day in car crashes) dedicated to safe driving and speaking up for safety. 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! On Monday, February 8, post your video(s) on your social media channels. Tag us on Facebook (@impactteendrivers) and Instagram (@impactdrivers). Use the hashtags #DriveSafeValentine #SpeakUp4Safety

### **Step 3: Post Our Content!**

- Post one of our Drive Safe Valentine social media graphics daily from February 8-14, 2022 on your social media channels (7 posts total). Click [here](#) to download the graphics.
- Tag us on Facebook (@impactteendrivers), Instagram (@impactdrivers), and Twitter (@impactdrivers). Use the hashtags #DriveSafeValentine #SpeakUp4Safety

### **Step 4: Update Your Photos**

- Add our Valentine's frame on top of your photo or image. (Requires an editing tool, such as Photoshop) Download it [here](#)!

### **Step 5: Spread the Word!**

- Share your social media posts with your coalition members. Ask them to comment, share, and repost.

Thank you for being our Valentine. We are grateful to you for all you do to keep our loved ones safe on the road this Valentine's Day and beyond. Together we can save lives and stop the number one killer of teens—car crashes, particularly those caused by reckless and distracted driving.

If you have any questions or technical issues, feel free to reach out to us at:

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