

Social Media Guide

General Guidance

- Use #BeSafeTogether and tag @IBTTA on social media.
- Use whichever version of our creative collateral fits best.
- Highlight the campaign tagline: “The Little Things Add Up.”
- Share and promote other Global Road Safety Week campaign activities.

Suggested Social Copy

Ahead of Global Road Safety Week

We're thrilled to be a part of @IBTTA's new global road safety campaign: #BeSafeTogether! The campaign will showcase the little choices drivers make, which can make a real difference and keep the road safe for all users.

Global Road Safety Week will take place June 24-28! Read more at <https://www.ibtta.org/besafetogether!>

Global Road Safety Week: Monday, June 24

We're excited to kick-off Global Road Safety Week! Along with @IBTTA we will be promoting the #BeSafeTogether campaign. Together, we can make our roads a safer place for all.

Read more at <https://www.ibtta.org/besafetogether!>

Global Road Safety Week: Tuesday, June 25

It can wait. Your choices behind the wheel matter. We're all on the roads together, let's all arrive safely by keeping distractions away. #BeSafeTogether

Join us and @IBTTA for Global Road Safety Week – happening now! Read more at <https://www.ibtta.org/besafetogether>.

Global Road Safety Week: Wednesday, June 26

Your choices on the road affect lives. We're all on the roads together, don't drive impaired so we can all #BeSafeTogether.

Join us and @IBTTA for Global Road Safety Week – happening now! Read more at <https://www.ibtta.org/besafetogether>.

Global Road Safety Week: Thursday, June 27

Your choices on the road affect lives. Help us all arrive safely by driving sober or getting a ride. #BeSafeTogether

Join us and @IBTTA for Global Road Safety Week – happening now! Read more at <https://www.ibtta.org/besafetogether>.

Global Road Safety Week: Friday, June 28

As @IBTTA's Global Road Safety Week comes to a close, we want to highlight the incredible work of the tolling industry to make our roads safer for everyone. When we all make little choices, they add up to make a larger impact.

Want to get caught up on what happened during Global Road Safety Week? Check out their website: <https://www.ibtta.org/besafetogether>.

After Global Road Safety Week

We are still reflecting on @IBTTA's Global Road Safety Week. We heard from Shailen Bhatt, FHWA Administrator, Stacey Stewart, CEO of Mothers Against Drunk Driving, and many of IBTTA's members about the work they do every day to #BeSafeTogether.

Want to get caught up on what happened during Global Road Safety Week? Check out the campaign website: <https://www.ibtta.org/besafetogether>.