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OTS Go Safely Movement Toolkit Social Posts

Post 1



FB/IG Image



TW Image

COPY: Thousands of people are killed every year on California roads. Become a traffic safety champion 🏆 for your community and join the #GoSafelyMovement. Take a survey and share your perspective on what we can all do to make our roads safer. **Link in bio. (IG)**

Post 2



FB/IG Image



TW Image

COPY: In 2021, 4,285 people were killed on California roads, or nearly 12 people every day. Traffic safety deserves our undivided attention. Help make our roads safer and be a traffic safety champion 🏆 for your community. Take a survey and join the #GoSafelyMovement. **Link in bio. (IG)**



@gosafelyca #gosafelymovement

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Post 3



FB/IG Image



TW Image

COPY: We need your help to make roads safer for everyone. Children, parents, grandparents, friends and family. It's time to take action. Take a survey and join the #GoSafelyMovement as a traffic safety champion 🏆 in your community. **Link in bio. (IG)**

Post 4



FB/IG Image



TW Image

COPY: In 2021, 1,370 people were killed in the U.S. in drunk driving crashes. We need your help to make our roads safer. Take the survey and join the #GoSafelyMovement. Be a traffic safety champion 🏆 for your community. **Link in bio. (IG)**

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OTS Go Safely Movement Toolkit

Partner PSA Templates

Mandatories

- Say “Join the Go Safely Movement.”
- Say “Go Safely, California.”
- Say “California Office of Traffic Safety.”
- Say “We support/are committed to the Go Safely Movement.”
- Say “traffic safety champion.”
- Say “Share your thoughts. Take the survey.”
- Say “To get to zero deaths, we need your input.”
- Say “Creating a safety culture/
To create a safety culture.”

Optional

- Include personal story about traffic crash – as a victim or someone who knew a victim.
- Specific actions your department or agency is doing to make our roads safer.

Video Script 1

My name is [First/Last Name] with the (Enter Organization name) and we need your help. We are experiencing a crisis on our roads. We support the Go Safely Movement and so should you. Please visit go.safelyca.org and take a quick survey. The California Office of Traffic Safety wants to hear from YOU on what actions are needed to make roads safer in your community. Become a traffic safety champion and share your thoughts on how we create a safety culture, together. Go Safely, California.

Video Script 2

My name is [First/Last Name] with the (Enter Organization name). We have a roadway safety crisis on our hands. Each year, thousands of people are killed or seriously injured in PREVENTABLE crashes on California roads. The biggest toll is on people of color and people who do not have the same access to safe transportation options. Going about one's day while walking, biking, or driving should not be a life-or-death situation. We need your help. Join the Go Safely Movement. Take a survey at go.safelyca.org. Help improve traffic safety in YOUR community. Be a traffic safety champion and help us make YOUR neighborhoods, and communities across California, safer. We can't solve the roadway crisis without your help. To create a safety culture and reach zero deaths and serious injuries, we need your input. Go Safely, California.

Video Script 3

My name is [First/Last Name] with (Organization name) with an important request. We support efforts from the California Office of Traffic Safety to create a safety culture where everyone will go safely. The stark reality is that nearly 43,000 people were killed in traffic crashes in the U.S. in 2021. Over the same period in California, almost 12 people were killed in traffic crashes every day! We must not accept that traffic deaths and serious injuries are inevitable. And we need your help. Join the Go Safely Movement. Take a brief survey at go.safelyca.org. Let us know what traffic safety issues you are experiencing in your community. Become a traffic safety champion and help us make roads safer where you live. We value your input. Go Safely, California.

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OTS Go Safely Movement Toolkit Radio & TikTok

Radio Script :30

VO: We are experiencing a roadway safety crisis and need your help. Join the Go Safely Movement and share your thoughts on what actions are needed to make our roads safer. Visit [go safely c-a dot org](https://gosafelyca.org) and take a brief survey. Let us know what traffic safety issues you are experiencing in your community. Together, we can make a difference. Be a traffic safety champion and help make traveling in your community safer. Safe Drives. Save Lives. Join the Go Safely Movement, today.

Go Safely, California. From The California Office of Traffic Safety.

TikTok

Brand Name (20 char): Go Safely California

Copy (100 char, no #): Be a traffic safety champion & help make roads safer. Take the survey & join the Go Safely Movement.

CTA Button: Learn More

URL: forms.office.com/pages/responsepage.aspx?id=c78UGe7HzUWu2gLgSL8r1i8G33-FI-BPpBIPhjGEjopUREdPQ0czRldKNEEyOUVTSEZESjFIVVhFVy4u



@gosafelyca #gosafelymovement

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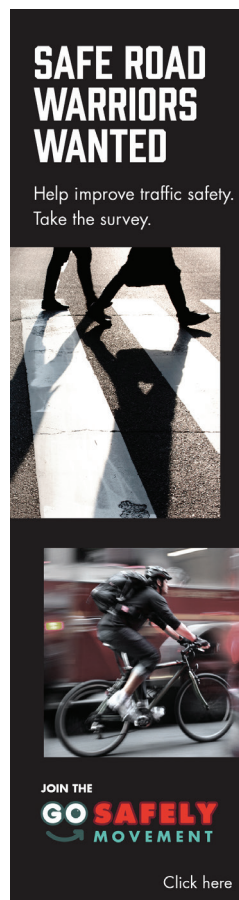
Digital Banners



728x90



300x600



160x600



300x250



@gosafelyca #gosafelymovement

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Virtual Backgrounds



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English

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Spanish

ÚNASE AL MOVIMIENTO



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