



# TRAFFIC SAFETY CHAMPION TOOLKIT

## SOCIAL POST

### POST 1



FB/IG IMAGE



X (TWITTER) IMAGE

Copy: When you become a #TrafficSafetyChampion, you make an impact in your community and help make the roads safer. Become part of the #GoSafelyMovement and pledge to be a traffic safety champion today. Link in bio. (IG)

### POST 2



FB/IG IMAGE



X (TWITTER) IMAGE

Copy: In 2021, 1,108 pedestrians were struck and killed in California. Join the Go Safely Movement and make our roads safer for everyone. Take the pledge and be a #TrafficSafetyChampion for your community. Link in bio. (IG)



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## SOCIAL POST

### POST 3



FB/IG IMAGE



X (TWITTER) IMAGE

Copy: By joining the traffic safety champion program, individuals can become advocates and promote a culture of safety and responsibility on our roads. Sign up to be a #TrafficSafetyChampion today. Link in bio. (IG)

### POST 4



FB/IG IMAGE



X (TWITTER) IMAGE

Copy: In 2021, 1,509 people were killed in speeding-related crashes in California. Help make our roads safer. Take the pledge and be a #TrafficSafetyChampion for your community. Link in bio. (IG)