



Social Media Guide

Parachute's National Teen Driver Safety Week (NTDSW) is an annual campaign to build awareness of teen driver safety issues and to encourage community and youth involvement as part of the solution.

Road crashes are the second-leading cause of death among young people in Canada. Young people are killed in crashes at a higher rate than any other age group under 80 years old.

Young drivers (ages 16 to 24) killed in a collision are more likely to be speeding at the time of the crash than other age groups. Parachute NTDSW wants to help put a stop to these preventable deaths by bringing awareness to the serious issue of **speeding** among teens. NTDSW 2020 will also focus on the issues of **drug-impaired, drunk, distracted and aggressive driving, and new this year – rail safety**.

Join the conversation on social media, using the hashtags **#SpeedIsNoGame**, **#NTDSW2020**, and **#KnowWhatImpairedMeans**.

Who should use this guide

This guide is for all community leaders and partners who use social media tools, or online communication media in a professional capacity; including, but not limited to the following: Facebook, Twitter, Instagram, YouTube or blogs.

Follow our lead

Throughout the month of October, including NTDSW Oct. 18 to 24, Parachute will remain active on all our social media platforms. Follow us and feel free to comment, share, like, re-post and re-tweet our content. We'll make sure to do the same with as many of our partners as possible.

Twitter: www.twitter.com/parachutecanada

Facebook: www.facebook.com/parachutecanada

Instagram: www.instagram.com/parachutecanada

Use hashtags!

Hashtags are the best way to track the activity across social media platforms. We encourage the use of the following hashtags in all social media channels in order to help us gain momentum, as we build a community of support.

Primary Hashtag: **#SpeedIsNoGame**

Additional Hashtags: **#NTDSW2020** & **#KnowWhatImpairedMeans**

When you should you start posting

Feel free to start as soon as possible. Tweeting and posting about NTDSW helps us boost the number of people we reach, raising awareness about the campaign ahead of October 18.

What you should share

Our NTDSW resources website will have plenty of information about our campaign, and it's a great link to share on social media. Here's the direct link to our 2020 resources: parachute.ca/ntdsw. The page contains free downloadable images developed for social media that you can share freely on your social media channels.

Quick, relevant facts you can use, to start conversations on your social media platforms:

- Road crashes are the second-leading cause of death among young people in Canada
- Young people are killed in crashes at a higher rate than any other age group under 80 years old
- Teens are more likely to speed when other teens are with them in the vehicle
- More than 20 per cent of deadly car crashes in Canada involve speeding
- 19% of youth said they have driven within 4 hours of using cannabis
- 35% of youth have been a passenger with a driver who used cannabis in the previous four hours
- Alcohol is a factor in almost half of fatal crashes among 16 - to 25 -year-olds
- Drivers who text while driving are up to 6 times more likely to be involved in a crash

Sample Tweets/Social Media Posts

Below are sample posts you can use as tweets or as posts on other social media channels (Facebook, Instagram). You are also welcome and encouraged to come up with your own tweets and messages that make sense for your organization and your community!

Please note that tweets can only be 280 characters in length (including links). We have images we encourage you to use which can be downloaded as a folder from parachute.ca/ntdsw-images.

Starting now

- Save the date! October 18 to 24 is National Teen Driver Safety Week! Join the conversation on social media, using the hashtags #SpeedIsNoGame, #NTDSW2020, #KnowWhatImpairedMeans parachute.ca/ntdsw
- We want teen drivers to know that #SpeedIsNoGame! Mark your calendars for #NTDSW2020 Oct. 18 to 24 & learn more here at parachute.ca/ntdsw
- Join the conversation with @ParachuteCanada for National Teen Driver Safety Week, October 18 to 24. Remind teens that #SpeedIsNoGame parachute.ca/ntdsw #NTDSW2020
- This month we're focusing on #RoadSafety. No teen should die on Canadian roads. Make sure they know that #SpeedIsNoGame! Learn more: parachute.ca/ntdsw #NTDSW2020 #KnowWhatImpairedMeans
- This year National Teen Driver Safety Week is Oct 18 to 24! #SpeedIsNoGame resources are available for communities & schools at parachute.ca/ntdsw #NTDSW2020 #KnowWhatImpairedMeans

As of October 18 (First Day of National Teen Driver Safety Week)

- National Teen Driver Safety Week runs 'til Oct 24! Remind young drivers that #SpeedIsNoGame. For more information and resources go to parachute.ca/ntdsw #KnowWhatImpairedMeans #NTDSW2020
- Young drivers (ages 16 to 24) killed in a collision are more likely to be speeding at the time of the crash than other age groups. #NTDSW2020 wants to help put a stop to these preventable deaths by bringing awareness to this serious issue of speeding: parachute.ca/ntdsw #SpeedIsNoGame #KnowWhatImpairedMeans
- #NTDSW this year will focus on the issues of speeding, drug-impaired, drunk, distracted and aggressive driving. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #KnowWhatImpairedMeans #NTDSW2020

- Let's bring awareness to the serious issue of speeding among teens this National Teen Driver Safety week. Join the conversation using the hashtags #SpeedIsNoGame #NTDSW2020 & #KnowWhatImpairedMeans parachute.ca/ntdsw

Higher Speeds = Higher Risks. Stop Speeding.

- Speeding is a factor in one third of teen driver deaths in Canada. Don't risk your life just for the thrill of driving faster than the limit. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020 #KnowWhatImpairedMeans
- Speeding kills. Slow down and help reduce traffic fatalities down to zero. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020 #ParachuteVZ
- Speed-related deaths on our roads are preventable. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020 #ParachuteVZ
- Teens are more likely to speed when other teens are with them in the vehicle. Don't put the lives of your friends and loved ones at risk by speeding. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020 #KnowWhatImpairedMeans
- There is no prize to be won for speeding – instead, the faster your speed, the more likely you are to be involved in a crash. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020 #KnowWhatImpairedMeans
- Crashes at higher speeds cause more severe injuries than crashes at lower speeds. Higher Speeds = Higher Risks. Stop Speeding. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020 #KnowWhatImpairedMeans
- Speed kills. At 50 km/h impact, the risk of a pedestrian dying is 29%: almost six times what it is at 30 km/h. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020
- Speed limits are put in place for a reason: follow posted limits. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020 #KnowWhatImpairedMeans
- Speeding kills. Always follow the speed limit and adjust speed to match the conditions of the road. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020
- More than 20 per cent of deadly car crashes in Canada involve speeding. Don't contribute to the statistic. Learn more at parachute.ca/ntdsw #SpeedIsNoGame, #NTDSW2020
- Keep your community safe. Lower your speed to protect pedestrians and cyclists in school zones and community safety zones. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020

- Keep your community safe. Lower your speed to protect workers in construction zones. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020
- As your speed increases, your chances of avoiding a collision decrease. It's not a game. Don't put your life and others in danger by speeding. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020
- Speeding is not just risky, it's illegal. You could end up paying a fine, face criminal charges, lose your licence or go to jail. Remember #SpeedIsNoGame. Learn more at parachute.ca/ntdsw #NTDSW2020
- Prevent fatal and severe crashes on our roads. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020 #ParachuteVZ #KnowWhatImpairedMeans
- Traffic deaths are preventable. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020 #ParachuteVZ #KnowWhatImpairedMeans
- Preventable injuries cause harm far beyond the individual. Families, friends and communities are affected. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020 #ParachuteVZ #KnowWhatImpairedMeans

Don't Drive High

- Cannabis impairs your ability to drive by affecting your balance and co-ordination, motor skills, attention, judgment, reaction time and decision-making skills. Don't risk your life or the lives of others. parachute.ca/ntdsw #NTDSW2020 #KnowWhatImpairedMeans
- 19% of youth said they have driven within 4 hours of using cannabis. Don't risk your life or the lives of others: never drive high. Learn more at parachute.ca/ntdsw #NTDSW2020 #KnowWhatImpairedMeans
- 35% of youth say they've been a passenger with a driver who used cannabis in the previous four hours. Don't put your life at risk; never get in the car with a drug-impaired driver. #NTDSW2020 #KnowWhatImpairedMeans parachute.ca/ntdsw
- Driving high is never worth losing your life or putting others' lives at risk. Make arrangements to get home safe with a friend, family member, cab or rideshare. This decision could save your life. #NTDSW2020 #KnowWhatImpairedMeans parachute.ca/ntdsw

If You Drink, Don't Drive

- Motor vehicle crashes are the second-leading cause of death among 16 to 25, and alcohol is a factor in almost half of those crashes. Stay sober behind the wheel. Learn more at parachute.ca/ntdsw #KnowWhatImpairedMeans #NTDSW2020
- When you choose to drink & drive, you are choosing not only to put your own life at risk, but the lives of others in danger, too. If you are going to drink, don't drive. Learn more at parachute.ca/ntdsw #KnowWhatImpairedMeans #NTDSW2020
- One third of Canadians who say they've driven impaired do most of their drinking with close friends, partners and family. Speak up. Tell your friends and family members it isn't cool to drink and drive. Learn more at parachute.ca/ntdsw #KnowWhatImpairedMeans #NTDSW2020
- Plan ahead if you or friends are going to drink. Make sure you have a designated driver, a lift from a friend or a plan to call a cab or take public transit. Learn more at parachute.ca/ntdsw #KnowWhatImpairedMeans #NTDSW2020
- If you're going to drink at a remote location with limited transportation options, make a plan to get home with friends or ask your host if you can stay over. Always have a plan: never drive home impaired. Learn more at parachute.ca/ntdsw #KnowWhatImpairedMeans #NTDSW2020

Put Down the Phone, Don't Drive Distracted

- Drivers who text while driving are up to 6 times more likely to be involved in a crash. That text message can wait. Don't text and drive. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020 #KnowWhatImpairedMeans
- When you use your cell phone, your eyes are not on the road and you miss seeing information needed to drive safely. Don't put yourself or others at risk; keep your focus on the road. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #KnowWhatImpairedMeans #NTDSW2020
- The risk of a crash increases when you take your eyes and attention off the road, even just for a second. Remove the temptation by keeping your phone out of reach while driving. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020

Trains move faster than you. Stay off railway tracks

- A moving train is often going faster than it seems. Trains can take up to 2 km to come to a complete stop and, unlike cars, can't swerve to avoid a collision. Always obey railway

signals, stand back and wait. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020 @CNRailway

- Always cross railway tracks at designated crossings. Taking shortcuts and crossing anywhere else is illegal and could be deadly. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020 @CNRailway
- Never try to drive past or walk around a closing gate. At railway crossings, gates start closing just 20 seconds before the train reaches the crossing. Obey the signals and wait. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020 @CNRailway
- In 2018, 50% of all rail incidents involving trespassers were fatal and >40% resulted in serious injury. Never trespass or choose a railway as a walking path or backdrop for photos. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2020 @CNRailway
- Trespassing on railways tracks and in railyards is illegal and extremely dangerous. You can be fined or, even worse, lose a limb or your life. #SpeedIsNoGame #NTDSW2020 @CNRailway

Questions?

Don't forget that we're always here to help. If you have any questions, feel free to contact Parachute's social media team by e-mailing Margarita at socialmedia@parachute.ca.

For more information, please visit parachute.ca/ntdsw

For the sources of the statistics used here, see parachute.ca/ntdsw-stats

