



## **Social Media Guide to Just Drive**

Social media is about interacting and engaging with others in order to learn or share ideas or interests. We want you and your colleagues to get involved with our Just Drive Campaign by liking, following, sharing and mentioning our social media channels. By helping us get the word out through social media, you and your colleagues will help people in the community, especially students, learn about distracted driving and why they should “Just Drive.”

### **Tips to help promote the Just Drive Campaign**

- Engage with us on social media through your organization and personal accounts
  - Like us on Facebook at: Just Drive TETAF
  - Follow us on Twitter: @JustDrive\_TETAF
  - Post on your Facebook and tag us in a post explaining what our campaign is working toward:
    - For example: Be sure to like @Just Drive TETAF (by putting the @ sign in front of our Facebook page name, you will be able to select and tag us in the post) to learn about distracted driving tips!
    - Or: Be sure to like @Just Drive TETAF, a campaign working toward teaching communities across Texas about how to reduce distracted driving and prevent motor vehicle crashes
    - Share our Facebook posts

- Tag your community's high school or school district Facebook page in a Facebook post about how their students can learn more about Just Drive
      - For example: @Bellville High School students – be sure to like the @Just Drive TETAF Facebook page to learn about distracted driving and how you can prevent motor vehicle crashes
  - If there is a national or regional news story about an accident in which distracted driving played a role, post the article/video or link it on Facebook or Twitter, or both. (It might be a bit too close to home to comment on a local accident and it could violate someone's privacy.)
  - Post links to online resources about distracted driving
    - For example: AT&T's take the pledge to never text and drive
      - <http://www.att.com/gen/press-room?pid=2964>
  - Post links to videos about dangerous driving behavior and its consequences
    - A few resources:
      - <http://www.distraction.gov/content/faces/>
      - <http://www.youtube.com/user/NatlSafetyCouncil?feature=watch>
  - Share local accident statistics or information from the trauma registry
  - Promote upcoming events in your community that focus on safe driving behavior (like a defensive driving course, a drunk driving simulation, etc.)
- Post on your Twitter and tag us in a tweet explaining what our campaign is working toward:

- For example: Follow @JustDriveTETAF to learn about distracted driving and why you should #JustDrive
- Retweet and favorite us, or mention us in a tweet by replying (@JustDrive\_TETAF)
  - Retweet: When you want to share a tweet with your followers, you simply hit the retweet button on our tweet, and it will repost our tweet onto your Twitter timeline for your followers to then view.
  - Favorite: If you really like one of our tweets, you can “favorite” it by simply clicking the star. When your followers view your Twitter account, they can see which tweets you liked by looking at your favorite tweets.



- In your community, mention the high school Twitter account in a tweet about how their students can learn more about Just Drive
  - For example the tweet would look like this: @BellvilleHS students: check out @JustDrive\_TETAF to learn about distracted driving tips. Please be safe & remember to #JustDrive