



**Drive Safe - Aggressive Driving Campaign 2021
Social Media Schedule – Facebook, Twitter, and Instagram**

BACKGROUND INFO

Objectives: To increase awareness regarding the dangers of aggressive driving by providing effective outreach materials to inform the public in Miami-Dade and Monroe counties about the laws and statistics.

Content Schedule

| Content | Photo |
|--|--|
| <p style="text-align: center;"><i>November 16</i></p> <p>Facebook, Twitter, and Instagram: Share the road. Be attentive. Drive responsibly. #DriveSafe</p> <p>Tag: @MyFDOT</p> |  <p style="text-align: center;">Post 1 – Campaign Poster</p> |
| <p style="text-align: center;"><i>November 18</i></p> <p>Facebook, Twitter, and Instagram: Plan ahead, do not rush, and avoid speeding. #DriveSafe</p> <p>Tag: @MyFDOT</p> |  <p style="text-align: center;">Post 2 – Leave early</p> |

November 23

Facebook, Twitter, and Instagram: With the high volume of holiday traffic, stay calm, be patient and #DriveSafe

Tag: @MyFDOT



STUCK IN TRAFFIC?

Be patient. Relax and enjoy the ride.



fdotmiamidade.com/drivesafe-md

Post 3 - Thanksgiving

November 30

Facebook, Twitter, and Instagram: Save tailgating for football games. Leave plenty of space between you and the vehicle ahead, including bicycles. #DriveSafe

Tag: @MyFDOT



TAILGATING

is an aggressive behavior



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Post 4 – Tailgating

December 2

Facebook, Twitter: We all have somewhere to go, so make sure you get there safely. Learn more about aggressive driving: <https://youtu.be/f2Myya-tGLs> #DriveSafe

Instagram: We all have somewhere to go, so make sure you get there safely. #DriveSafe (upload video from http://www.fdotsafetyresources.com/resources/psa/AD-PSA2019_Eng.zip)

Tag: @MyFDOT



Post 5 – PSA

December 7

Facebook, Twitter, and Instagram: Every time you get behind the wheel, it's important to obey all speed limits and signs. #DriveSafe

Tag: @MyFDOT



SPEEDING IS ONE OF THE MOST COMMON AGGRESSIVE BEHAVIORS



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Post 6 – Speeding

December 9

Facebook, Twitter, and Instagram: Always use your turn signals, pay attention to all signs and be aware of other drivers, including bicyclists and motorcyclists. #DriveSafe

Tag: @MyFDOT



BE COURTEOUS TO OTHER DRIVERS



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Post 7 – Be Courteous