



Put it Down – Distracted Driving Campaign 2022
Social Media Schedule – Facebook, Twitter, and Instagram

BACKGROUND INFO

Objectives: To increase awareness regarding the dangers of distracted 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>March 15</i></p> <p>Facebook, Twitter, and Instagram: NO text. NO call. NOTHING is worth losing a life over. Eliminate distractions and put your phone down while driving. #PutItDown #FocusOnDrivingFL</p> <p>Tag: @MyFDOT</p>	 <p style="text-align: center;">Post 1 – Campaign Poster</p>
<p style="text-align: center;"><i>March 17</i></p> <p>Facebook, Twitter, and Instagram: Keep luck on your side. Don't text and drive. It's a danger that's entirely preventable. #PutItDown #FocusOnDrivingFL</p> <p>Tag: @MyFDOT</p>	 <p style="text-align: center;">Post 2 – St. Patrick's Day</p>

March 22

Facebook, Twitter, and Instagram: In Florida, texting while driving is a primary offense. If a law enforcement officer sees you texting, they will pull you over and issue a traffic citation. #PutItDown #FocusOnDrivingFL

Tag: @MyFDOT

FLORIDA TEXTING AND DRIVING LAW

Texting while driving is a primary offense



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Post 3 - Law

March 24

Facebook, Twitter, and Instagram: Mobile device use is NOT allowed while operating a motor vehicle in school zones or work zones unless they are used handsfree. Put It Down when driving through school or construction zones. IT'S THE LAW. #PutItDown #FocusOnDrivingFL

Tag: @MyFDOT



Put it Down when driving through school or construction zones.

IT'S THE LAW.



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Post 4 – Law School/Construction

March 29

Facebook, Twitter: NO text. NO call. NOTHING is worth losing a life over. As a passenger, encourage distraction-free drivers. You can help save a life by offering to be a designated device handler, replying to texts, looking up directions, and changing radio stations.
<https://youtu.be/esjRX2W6UzQ> #PutItDown #FocusOnDrivingFL

Instagram: NO text. NO call. NOTHING is worth losing a life over. As a passenger, encourage distraction-free drivers. You can help save a life by offering to be a designated device handler, replying to texts, looking up directions, and changing radio stations.
#PutItDown #FocusOnDrivingFL
(use video from <http://www.fdotsafetyresources.com/resources/putitdown2017/psa/PSA-English.zip>)

Tag: @MyFDOT



Post 5 – PSA

March 31

Facebook, Twitter, and Instagram: Wireless communication devices are not permitted while driving. Prepare before you drive. Review maps, adjust your radio, eat, and make any necessary phone calls or send text messages before you drive. #PutItDown #FocusOnDrivingFL

Tag: @MyFDOT



Post 6 – Wireless Devices

April 5

Facebook, Twitter, and Instagram: April is National Distracted Driving Awareness Month. Avoid distractions like texting, talking on the phone, or playing games while driving. Pay attention. #PutItDown #FocusOnDrivingFL

Tag: @MyFDOT

APRIL IS



**National
Distracted
Driving
Awareness
Month**



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Post 7 – National Distracted Month

April 7

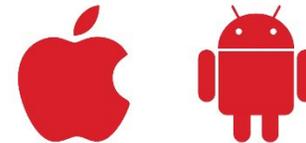
Facebook, Twitter, and Instagram: Turn your phone on 'Do Not Disturb' when driving. Whether you're using an iPhone or Android device, this feature is available in your phone's settings or by downloading an app. #PutItDown #FocusOnDrivingFL

Tag: @MyFDOT



**DO NOT DISTURB
WHILE DRIVING**

Activate this feature on your smart phone
BEFORE you drive.



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Post 8 – Do not Disturb

April 12

Facebook, Twitter, and Instagram: Do you think texting while driving is dangerous? Make a pledge to your family to never text or talk on the phone while driving #PutItDown #FocusOnDrivingFL

Tag: @MyFDOT



Post 9 – Statistic

April 14

Facebook, Twitter, and Instagram: NO text. NO call. NOTHING is worth losing a life over. When you get behind the wheel, focus fully on the task at hand and avoid distractions. Commit to focused driving and you could save a life! #PutItDown #FocusOnDrivingFL

Tag: @MyFDOT



Post 10 – Photo

April 19

Facebook, Twitter, and Instagram: NOTHING is more important than getting to your destination safely. Use your phone and other technology only when you are safely parked. #PutItDown #FocusOnDrivingFL

Tag: @MyFDOT



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Post 11 – Car Words

April 21

Facebook, Twitter, and Instagram: NO text. NO call. NOTHING is worth losing a life over. Stay focused on the road, the consequences of texting and driving can be deadly—especially for vulnerable road users like bicyclists. #PutItDown #FocusOnDrivingFL

Tag: @MyFDOT



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Post 12 – Photo