

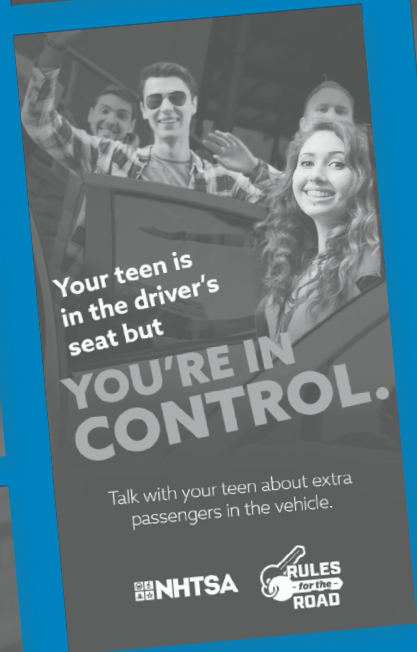


# SOCIAL MEDIA PLAYBOOK

# TEEN DRIVER SAFETY

# FOR MESSAGING TO PARENTS

2023



## How to Use This Playbook

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This document is a social media playbook for the 2023 Teen Driver Safety campaign. It includes specific content and assets, along with instructions, to address parents of teen drivers. The content in this playbook is designed for easy posting and seamless integration into your organization's current social media strategy. Your communication efforts throughout the year may help save lives.

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# Campaign Overview

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## Campaign Summary

Motor vehicle crashes remain the primary cause of death for teens between the ages of 15- and 18-years-old in the United States. While many teens understand the risks that come with driving, it is important for parents to reinforce the **#RulesForTheRoad**.

This campaign emphasizes seven key target behaviors that teens should practice:

1. Wear a seat belt and make sure all passengers do as well
2. No speeding
3. No distractions
4. No extra passengers
5. No alcohol
6. No drugs
7. No impairment-causing medications

In addition to these target behaviors, the campaign also emphasizes that parents and caregivers serve as role models to teens as they hit the roads and should practice these safe-driving techniques themselves.

## Objectives

- Educate parents/guardians on the risk factors of teen driving
- Motivate parents/guardians to be actively involved in their teen's driving education
- Encourage parents/guardians to enroll their teens in driver education training
- Encourage parents/guardians to serve as safe-driving role models for their teens

## Teen Driver Safety Posting Strategy

Teen Driver Safety is a year-round campaign that can be promoted at any time. There are always new teen drivers on the roads and parents who need to learn about the risks their teens may face. This content can be worked into your organization's existing content stream at any time throughout the year.

One week to especially emphasize teen driver safety is Teen Driver Safety Week from October 15–October 21, 2023. While Teen Driver Safety messaging can be used throughout the year, this week is a particularly relevant time for everyone to amplify the campaign.

There are some conventional periods, like prom, graduation or homecoming, when teens are often driving themselves and this safety message is more pertinent than ever. A concentrated effort to share safe-driving messages around these events may reach more parents of teens.

# Creating Your Own Content

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While standard social messages are offered within this playbook, we encourage you to create your own messages to accompany the graphics provided. Over the course of several campaigns, we've seen that messages that localize the campaign and speak to each organization's audience receive significantly more engagements.

There are countless ways to create your own messages or tailor our pre-written messages to your audience, but here are some suggestions to get you started:

- Include the state or city name within the message
- Utilize local crash or traffic stop data
- Mention local celebrations or events to draw a connection to the campaign

Here are some examples of a "create your own" style message:

- Your teen looks up to you more than you think. Set a good example for them when you're behind the wheel in San Antonio—don't drive distracted or impaired, don't speed and always wear a seat belt. **#TeenDriver**
- **#Parents:** We all know parenting **#teens** can be challenging. While some battles aren't worth fighting, protecting your teen behind the wheel is. Before you hand over the car keys, make sure they know the rules of the road in Illinois. [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving)

 Facebook/Instagram



## Social Media Content

This section contains shareable social media content for the 2023 Teen Driver Safety campaign. Provided on pages [\(13-34\)](#) are downloadable graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.

 Twitter



*On the left are two sample social media posts: one for Instagram and Facebook using a square-shaped graphic and one for Twitter using a rectangular graphic.*

On the following pages, you will see additional graphics and post examples in a variety of sizes for the campaign. Be sure to consider which social media platform your target audience typically uses when you choose the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.

## Content Organization

The social media content is organized into sections based on creative concept and social platform. Both English and Spanish versions are provided for this campaign.

### English

- General—p. [13](#)
- Seat Belts—p. [15](#)
- Speeding—p. [16](#)
- Distraction—p. [17](#)
- Extra Passengers—p. [18](#)
- Alcohol—p. [19](#)
- Drug-Impaired—p. [20](#)
- Medication Use—p. [21](#)
- Behavior Modeling—p. [22](#)

### Spanish

- General—p. [23](#)
- Seat Belts—p. [27](#)
- Speeding—p. [28](#)
- Distraction—p. [29](#)
- Extra Passengers—p. [30](#)
- Alcohol—p. [31](#)
- Drug-Impaired—p. [32](#)
- Medication Use—p. [33](#)
- Behavior Modeling—p. [34](#)





## Facebook Post Example

Here is an example of how a Facebook post should look when published.

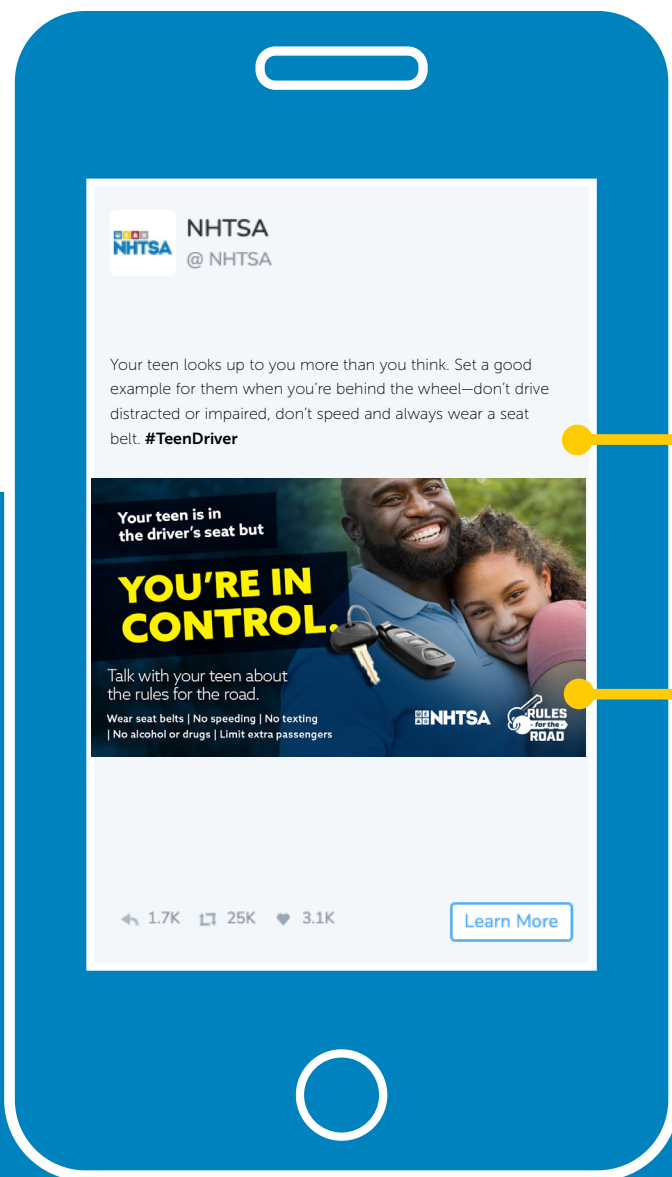
**1** Suggested copy from this playbook.

**2** Downloaded graphic from



## Twitter Post Example

Here is an example of how a Twitter post should look when published.



1

*Suggested copy from this playbook.*

2

*Downloaded graphic from*



Twitter

## Sizes Available

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook, we included different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the [website](#).



Facebook/Instagram Posts  
1200x1200 (square)



Facebook/Instagram Stories  
1080x1920 (vertical)



Facebook/Instagram Posts  
1000x1200 (vertical)



Twitter Posts  
1200x675

## Animation vs. Static

Alongside the static graphics you see in this playbook, NHTSA also offers animated versions of most campaigns in the same sizes. According to social media experts, posts with an animated graphic will see 55% more engagement than those without and often generate 1,200% more shares than text and static images combined. (Source: [Social Media Today](#)).



Animated graphics are uploaded to social platforms in the same way as static versions. Follow the step-by-step instructions provided by the platform during the upload process to easily incorporate animated graphics after downloading them from

# General

STEP

**1** Download graphics.

Download the “Parents” graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:

**f** **i** Facebook/Instagram Posts  
 1000x1200  
 1200x1200  
 Facebook/Instagram Stories  
 1080x1920

STEP

**2** Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Your teen looks up to you more than you think. Set a good example for them when you're behind the wheel—don't drive distracted or impaired, don't speed and always wear a seat belt.  
**#TeenDriver**
- **#Parents:** We all know parenting **#teens** can be challenging. While some battles aren't worth fighting, protecting your teen behind the wheel is. Before you hand over the car keys, make sure they know the rules of the road. [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving)
- Different states have different rules when it comes to how many passengers a **#TeenDriver** can have in the car. Get up to date with graduated driver licensing (GDL) restrictions and enforce state laws with your teen. <https://www.ghsa.org/state-laws/issues/teen%20and%20novice%20drivers>
- **#ParentsofTeenDrivers!** Add this message to your daily talks with your teen: Don't drive impaired or distracted, don't speed and always wear your seat belt.
- **#TeenDriverSafetyWeek** may be winding down, but that doesn't mean conversations about safe-driving practices have to end! Revisit this lifesaving conversation year-round—it will make them a safer driver. **#TeenDriver #TDSW** [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving)

# General

STEP

**1** Download graphics.

Download the “Parents” graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:

**Twitter Posts**  
1200x675

STEP

**2** Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

## Sample Twitter Messages

- Your teen looks up to you more than you think. Set a good example for them when you're behind the wheel—don't drive distracted or impaired, don't speed and always wear a seat belt. **#TeenDriver**
- **#Parents:** We all know parenting #teens can be challenging. While some battles aren't worth fighting, protecting your teen behind the wheel is. Before you hand over the car keys, make sure they know the rules of the road. [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving)
- Different states have different rules when it comes to how many passengers a **#TeenDriver** can have in the car. Get up to date with graduated driver licensing (GDL) restrictions and enforce state laws with your teen. <https://www.ghsa.org/state-laws/issues/teen%20and%20novice%20drivers>
- **#ParentsofTeenDrivers!** Add this message to your daily talks with your teen: Don't drive impaired or distracted, don't speed and always wear your seat belt.
- **#TeenDriverSafetyWeek** may be winding down, but that doesn't mean conversations about safe-driving practices have to end! Revisit this lifesaving conversation year-round—it will make them a safer driver. **#TeenDriver #TDSW** [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving)

# Seat Belts

All passengers must always wear a seat belt.

STEP

**1** Download graphics.

Download the "Parents" graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:

-  Facebook/Instagram Posts  
1000x1200  
1200x1200
- Facebook/Instagram Stories  
1080x1920
-  Twitter Posts  
1200x675

STEP

**2** Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Wondering what rules your teen needs to know on the road? Rule No. 1 is everyone needs to always wear a seat belt—passengers and drivers—every trip, every time. Get all the **#RulesForTheRoad** at [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving). **#TeenDriving**
- Establish rules with your teen that every person in the vehicle needs to always wear a seat belt—every trip, every time. Parents, you're in control of the **#RulesForTheRoad**.
- Rule No. 1 for teen drivers? Keep everyone in the car buckled up. **#RulesForTheRoad**

# Speeding

## No speeding


STEP

**1** Download graphics.

Download the "Parents" graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:

- 
**Facebook/Instagram Posts**  
 1000x1200  
 1200x1200
- Facebook/Instagram Stories**  
 1080x1920
- 
**Twitter Posts**  
 1200x675

STEP

**2** Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Your teen driver might think going fast is fun, but it's illegal and unsafe. Establish a no speeding rule for them. **#RulesForTheRoad #NoSpeeding**
- Speeding is against the law and unsafe. Make it against the rules in your home too. Parents, you're in control—set the **#RulesForTheRoad** your teen needs to be safe.
- Wondering what rules your teen needs to know on the road? Rule No. 2 is no speeding. You're in control, make sure your teen is safe on the road. **#RulesForTheRoad #NoSpeeding**
- Let your teen know speeding is unacceptable. You're in control and make the **#RulesForTheRoad #NoSpeeding**
- You don't want your teen driver to end up with a ticket, fine, increased insurance costs or worst of all—in a crash. Teach them not to speed. **#RulesForTheRoad #NoSpeeding**



# Distraction

No texting (or phone use in general) while driving.



STEP

1 Download graphics.

Download the "Parents" graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:

- 
**Facebook/Instagram Posts**  
 1000x1200  
 1200x1200
- Facebook/Instagram Stories**  
 1080x1920
- 
**Twitter Posts**  
 1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Phone use is dangerous while driving and can lead to crashes, fines and tickets. Teach your teen to put the phone down. **#RulesForTheRoad #NoTexting**
- Make sure your teen is safe on the road. Tell them no phone use while driving. **#RulesForTheRoad**
- Wondering what rules your teen needs to know on the road? Rule No. 3 is no phone use while driving. You're in control, make sure your teen is safe on the road.
- Rules for Teen Drivers No. 3: No texting while driving. Parents, make sure your teen knows the rules. You're in control. **#RulesForTheRoad #NoTexting**
- "Text me when you get there, not while you're driving." Make it clear to your teen they shouldn't use the phone while in the driver's seat. Parents, you're in control and you make the rules. **#RulesForTheRoad**

# Extra Passengers

No extra passengers.

STEP

1 Download graphics.

Download the "Parents" graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:

 Facebook/Instagram Posts  
 1000x1200  
 1200x1200

Facebook/Instagram Stories  
 1080x1920

 Twitter Posts  
 1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Distractions are everywhere for teen drivers, especially when there are extra passengers. Make sure your teen knows and follows your rule of "No extra passengers." **#RulesForTheRoad #NoExtraPassengers**
- Extra passengers mean extra distractions. Keep your teen driver focused on driving with Rule No. 4 **#NoExtraPassengers. #RulesForTheRoad**
- More passengers mean more distractions for young drivers. Make sure your teen knows the rules for the road includes no extra passengers. **#RulesForTheRoad #NoExtraPassengers**
- No extra passengers means no extra distractions. Make sure your teen knows the **#RulesForTheRoad**.

# Alcohol Use

## No drinking before driving (or at all).

### STEP

**1** Download graphics.

Download the "Parents" graphic below at:  
[Traffic Safety Marketing](#)



### Sizes Available:

**f** **i** Facebook/Instagram Posts  
 1000x1200  
 1200x1200

Facebook/Instagram Stories  
 1080x1920

**t** Twitter Posts  
 1200x675

### STEP

**2** Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Remind your teen that underage drinking is illegal and underage drinking and driving is deadly. **#RulesForTheRoad**
- Parents, make sure your teen knows the **#RulesForTheRoad**. Rule No. 5—**#NoAlcohol**.
- Alcohol is never a good choice when it comes to driving. Make sure your teen knows the consequences of Rule No. 5—no drinking and driving. **#RulesForTheRoad #NoAlcohol**
- Parents, you're in control when it comes to your teen driver. Besides setting a good example, talk to your teen about the risks and results of driving when impaired. **#RulesForTheRoad #NoAlcohol**
- Risky driving behavior puts everyone on the road in danger. Talk to your teen about the dangers of drinking alcohol, especially its effect on their ability to drive safely. **#RulesForTheRoad #NoAlcohol**
- Riding in a car with an impaired driver at the wheel is dangerous. Make sure your teen knows that they should never ride with a driver who has been drinking alcohol. **#RulesForTheRoad**

# Drug Use

No drugs before driving (or at all).

STEP

**1** Download graphics.

Download the "Parents" graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:

**f** **i** Facebook/Instagram Posts  
 1000x1200  
 1200x1200

Facebook/Instagram Stories  
 1080x1920

**t** Twitter Posts  
 1200x675

STEP

**2** Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Make no mistake, marijuana use impacts driving ability. Make sure your teen knows your **#RulesForTheRoad**: no drug-impaired driving.
- Parents, you hold the keys to safe teen driving. Make sure your teen understands how dangerous driving impaired can be with Rule No. 6—**#NoDrugs**. **#RulesForTheRoad**
- Driving impaired by drugs or alcohol is illegal and dangerous. Talk with your teen about safe-driving decisions. **#RulesForTheRoad** **#NoDrugs**
- Driving while impaired by any substance—legal or illegal—puts your teen driver and others in harm's way. Discuss drugs and their effects on driving skills with your teen and make sure they follow Rule No. 6—no drugs before driving. **#RulesForTheRoad**
- Parents, you're in control. Explain the **#RulesForTheRoad** and make it clear that driving while impaired by drugs is never an option.
- Drug-impaired driving is serious and dangerous. Teen drivers should be sober, focused and clear-headed. Set the **#RulesForTheRoad** with your teen and reinforce Rule No. 6, **#NoDrugs**.
- Parents, you're in control. Make it clear to your teen that driving while impaired by drugs or riding with someone impaired by drugs is never an option and one of the **#RulesForTheRoad**.

# Medication Use

No impairment-causing medications before driving.


STEP

1 Download graphics.

Download the "Parents" graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:

- 
**Facebook/Instagram Posts**  
 1000x1200  
 1200x1200
- Facebook/Instagram Stories**  
 1080x1920
- 
**Twitter Posts**  
 1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Make sure your teen knows that over-the-counter drugs can impair their ability to drive, too. Teach them the **#RulesForTheRoad**. **#YoureInControl**
- You're in control of teaching your teen to drive. Make sure they know to never get behind the wheel when taking drugs or medicine that can cause impairment. **#RulesForTheRoad** **#YoureInControl**
- Teens are risk-takers—make sure they don't bring that behavior behind the wheel. Teach your teens not to drive while under the influence of impairing over-the-counter drugs. **#RulesForTheRoad** **#YoureInControl**
- Over-the-counter and prescription drugs can impair your teen's ability to drive. Make sure your teen knows the possible side effects of any medication before they get behind the wheel. **#RulesForTheRoad**

# Behavior Modeling

## Be a role model for your teen.

STEP

**1** Download graphics.

Download the "Parents" graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:

- Facebook/Instagram Posts  
1000x1200  
1200x1200
- Facebook/Instagram Stories  
1080x1920
- Twitter Posts  
1200x675

STEP

**2** Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Be a role model for your teen, especially when you're behind the wheel. Follow the **#RulesForTheRoad** when driving and your teen will too. **#YoureInControl**
- Your behavior sets the example when your teen is learning to drive. When you use safe-driving practices and follow traffic laws when behind the wheel—your teen will too. **#RulesForTheRoad** **#YoureInControl**
- As a parent, you influence everything your teen does—even how they drive. Remember the **#RulesForTheRoad** and practice safe-driving behaviors so your teen will too. **#YoureInControl**

# General—Spanish

## STEP

**1** Download graphics.

Download the “Parents” graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:

Facebook/Instagram Posts  
 1000x1200  
 1200x1200

Facebook/Instagram Stories  
 1080x1920

## STEP

**2** Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- ¿Sabías que, como padre, eres una de las mayores influencias en las decisiones de tu hijo cuando está detrás del volante? Toma buenas decisiones al manejar y no manejes bajo la influencia o distraído, no aceleres, abróchate el cinturón de seguridad...y anima a tu hijo adolescente a hacer lo mismo! Hará que sea un conductor seguro. **#ConductorAdolescente**

*Translation: Did you know that, as a parent, you are one of the biggest influences on your teen's choices behind the wheel? Make safe choices while you're driving—don't drive impaired or distracted, don't speed, wear a seat belt...and encourage your teen to do the same! It will make them a safer driver. **#TeenDriver***

- Puede que **#LaSemanadelConductorAdolescente** esté llegando a su fin, ¡pero eso no significa que las conversaciones sobre prácticas seguras de manejo tengan que acabar! Continúa teniendo la conversación frecuentemente en el transcurso del año y recuérdales que manejar es un privilegio, NO un derecho. Las consecuencias por romper las reglas de tránsito pueden ser más serias que simplemente ser castigado. Visita <https://www.nhtsa.gov/es/seguridad-vial/conduccion-de-adolescentes>

*Translation: **#TeenDriverSafetyWeek** may be winding down, but that doesn't mean conversations about safe driving practices have to end! Revisit the conversation frequently throughout the year and remind them that driving is a privilege, NOT a right. The consequences for breaking the rules could be more serious than just being grounded. [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving)*

- Cada estado tiene reglas diferentes para los **#ConductoresAdolescentes**. Verifica las leyes locales sobre el toque de queda y averigua cuántos pasajeros puede llevar tu hijo en el auto. Familiarízate con las restricciones de los sistemas de Licencia Gradual Para Manejar (Gradual Driver Licensing, GDL) y asegúrate de que tu hijo adolescente cumpla con las leyes estatales. <https://www.ghsa.org/state-laws/issues/teen%20and%20novice%20drivers> (en inglés).

*Translation: Different states have different **#TeenDriver** rules. Check local curfew laws and look up how many passengers your teen can have in the vehicle. Familiarize yourself with graduated driver licensing (GDL) restrictions and enforce state laws with your teen. <https://www.ghsa.org/state-laws/issues/teen%20and%20novice%20drivers>*

# General—Spanish

STEP

**1** Download graphics.

Download the “Parents” graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:

- Facebook/Instagram Posts  
1000x1200  
1200x1200
- Facebook/Instagram Stories  
1080x1920

STEP

**2** Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- En el 2020, murieron cerca de 2,276 personas que murieron en choques en los que estaba implicado un conductor adolescente (30% fueron conductores adolescentes). Asegúrate de que tu hijo adolescente entienda la importancia de cumplir las Reglas de Tránsito: no manejar bajo la influencia o distraído, no acelerar, respetar el límite de pasajeros permitidos en el auto y abrocharse siempre el cinturón de seguridad. **#TDSW**  
  
*Translation: In 2020, there were nearly 2,276 people killed in crashes involving a teen driver (30% were the teen driver). Make sure your teen knows the importance of obeying the Rules of the Road: don't drive impaired or distracted, don't speed, limit passengers and always wear a seat belt. #TDSW*
- Ser padre de adolescentes puede ser un reto. Aunque algunas batallas no valen la pena, proteger a tu hijo al volante sí lo vale. Antes de entregarle las llaves del auto, asegúrate de que conozcan las normas de tránsito. Obtén más información en <https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescentes>  
  
*Translation: Parenting teens can be a challenge. While there are some battles that just aren't worth fighting, protecting them behind the wheel is worth the fight. Verify that they know and understand the rules before handing over the keys. Get more info at [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving).*



# General—Spanish

## STEP

**1** Download graphics.

Download the “Parents” graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:

**Twitter Posts**  
1200x675

## STEP

**2** Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

### Sample Twitter Messages

- Tu hijo adolescente te admira más de lo que te imaginas. Dale un buen ejemplo cuando estés detrás del volante y no manejes distraído o bajo la influencia de alcohol o drogas, no aceleres y siempre abróchate el cinturón de seguridad. **#ConductorAdolescente**

*Translation: Your teen looks up to you more than you think. Set a good example for them when you're behind the wheel—don't drive distracted or impaired, don't speed and always wear a seat belt. **#TeenDriver***
- #Padres:** Todos sabemos que educar a **#adolescentes** puede ser un reto. Aunque algunas batallas no valen la pena, proteger a tu hijo cuando va al volante sí lo vale. Antes de entregarle las llaves del auto, asegúrate de que conozca las reglas del tráfico. Visita <https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescentes>

*Translation: **#Parents:** We all know parenting **#teens** can be challenging. While some battles aren't worth fighting, protecting your teen behind the wheel is. Before you hand over the car keys, make sure they know the rules of the road. [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving)*
- Cada estado tiene reglas diferentes sobre el número de pasajeros que un **#ConductorAdolescente** puede llevar en el auto. Ponte al día con las restricciones de los sistemas de Licencia Gradual Para Manejar (Graduated Driver Licensing, GDL) y asegúrate de que tu hijo adolescente cumpla con las leyes estatales. <https://www.ghsa.org/state-laws/issues/teen%20and%20novice%20drivers> (en inglés).

*Translation: Different states have different rules when it comes to how many passengers a **#TeenDriver** can have in the car. Get up to date with graduated driver licensing (GDL) restrictions and enforce state laws with your teen. <https://www.ghsa.org/state-laws/issues/teen%20and%20novice%20drivers>*

# General—Spanish

## STEP

**1** Download graphics.

Download the “Parents” graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:

 **Twitter Posts**  
1200x675

## STEP

**2** Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

### Sample Twitter Messages

- **#PadresdeConductoresAdolescentes** Incluye este mensaje en tus conversaciones diarias con tu hijo adolescente: no manejes bajo la influencia de alcohol, drogas o distraído, no aceleres y siempre abróchate el cinturón de seguridad.  
*Translation: #ParentsofTeenDrivers! Add this message to your daily talks with your teen: Don't drive impaired or distracted, don't speed and always wear your seat belt.*
- Puede que **#LaSemanadelConductorAdolescente** esté llegando a su fin, pero eso no significa que las conversaciones sobre prácticas seguras de manejo tengan que acabar. Continúa teniendo esta conversación que salva vidas todo el año y los convertirá en conductores responsables. **#ConductorAdolescente #TDSW** Visita <https://www.nhtsa.gov/es/seguridad-vial/la-conduccion-de-adolescentes>  
*Translation: #TeenDriverSafetyWeek may be winding down, but that doesn't mean conversations about safe-driving practices have to end! Revisit this lifesaving conversation year-round—it will make them a safer driver. #TeenDriver #TDSW [NHTSA.gov/teendriving](https://www.nhtsa.gov/teendriving)*

# Seat Belts—Spanish

All passengers must always wear a seat belt.

STEP

1 Download graphics.

Download the “Parents” graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:

- Facebook/Instagram Posts**  
 1000x1200  
 1200x1200
- Facebook/Instagram Stories**  
 1080x1920
- Twitter Posts**  
 1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- ¿Te has preguntado cuales son las reglas que necesita saber tu hijo adolescente antes de manejar? La primera es que tanto ellos como sus pasajeros deben abrocharse el cinturón en cada viaje, todo el tiempo. Obtén las **#ReglasParaElCamino** en NTHSA.gov **#ConductorAdolescente**

*Translation: Wondering what rules your teen needs to know on the road? Rule No. 1 is everyone needs to always wear a seat belt—passengers and drivers—every trip, every time. Get all the **#RulesForTheRoad** at [NHTSA.gov/teendriving](#). **#TeenDriving***
- Cada vez que tu hijo adolescente vaya a manejar, que sea con la condición de que todas las personas dentro del vehículo se abrochen el cinturón de seguridad, en cada viaje, todo el tiempo. Padres, ustedes tienen el control de las **#ReglasParaElCamino**

*Translation: Establish rules with your teen that every person in the vehicle needs to always wear a seat belt—every trip, every time. Parents, you’re in control of the **#RulesForTheRoad**.*
- La primera regla para los conductores adolescentes es: Todos dentro del vehículo deben ponerse el cinturón de seguridad siempre. **#ReglasParaElCamino**

*Translation: Rule No. 1 for teen drivers? Keep everyone in the car buckled up. **#RulesForTheRoad***

# Speeding—Spanish

## No speeding

STEP

**1** Download graphics.

Download the “Parents” graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:

Facebook/Instagram Posts  
 1000x1200  
 1200x1200

Facebook/Instagram Stories  
 1080x1920

Twitter Posts  
 1200x675

STEP

**2** Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Tu hijo quizás piense que manejar rápido es divertido, pero es ilegal y puede ser fatal. Dile a tu adolescente que maneje despacio. **#ReglasParaElCamino**  
*Translation: Your teen driver might think going fast is fun, but it's illegal and unsafe. Establish a no speeding rule for them. **#RulesForTheRoad***
- Manejar a exceso de velocidad es ilegal y peligroso. Que le quede bien claro a tu hijo adolescente. Recuerda que eres tú quien tiene el control. **#ReglasParaElCamino**  
*Translation: Speeding is against the law and unsafe. Make it against the rules in your home too. Parents, you're in control—set the **#RulesForTheRoad** your teen needs to be safe.*
- ¿Te has preguntado cuales son las reglas que necesita saber tu hijo adolescente cuando vaya a manejar? La número 2 es respetar el límite de velocidad. Tú tienes el control, así que enséñale las **#ReglasParaElCamino**  
*Translation: Wondering what rules your teen needs to know on the road? Rule No. 2 is no speeding. You're in control, make sure your teen is safe on the road. **#RulesForTheRoad***

# Distraction—Spanish

No texting (or phone use in general) while driving.

STEP

**1** Download graphics.

Download the “Parents” graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:

Facebook/Instagram Posts  
1000x1200  
1200x1200

Facebook/Instagram Stories  
1080x1920

Twitter Posts  
1200x675

STEP

**2** Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Manejar y usar el celular es peligroso. Puede causar choques, multas y un mal record. Exígele a tus hijos adolescentes que no usen el celular mientras manejan. **#ReglasParaElCamino #NoTextear**  
*Translation: Phone use is dangerous while driving and can lead to crashes, fines and tickets. Teach your teen to put the phone down. #RulesForTheRoad #NoTexting*
- Asegúrate de que tus hijos adolescentes vayan seguros en el camino. Déjalos claro que el celular nunca se usa mientras manejan. **#ReglasParaElCamino #NoTextear**  
*Translation: Make sure your teen is safe on the road. Tell them no phone use while driving. #RulesForTheRoad #NoTexting*
- Regla número tres para conductores adolescentes: No manejar y textear. Asegúrate de que tus hijos conozcan las reglas. Tú tienes el control. **#ReglasParaElCamino #NoTextear**  
*Translation: Rules for Teen Drivers No. 3: No texting while driving. Parents, make sure your teen knows the rules. You're in control. #RulesForTheRoad #NoTexting*

# Extra Passengers—Spanish

## No extra passengers.



### STEP

**1** Download graphics.

Download the “Parents” graphic below at:  
[Traffic Safety Marketing](#)



### Sizes Available:

- Facebook/Instagram Posts**  
1000x1200  
1200x1200
- Facebook/Instagram Stories**  
1080x1920
- Twitter Posts**  
1200x675

### STEP

**2** Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Las distracciones para conductores adolescentes, están en todos lados, especialmente cuando llevan pasajeros. Asegúrate de que tus hijos sigan tus reglas **#SinPasajeros #ReglasParaElCamino**  
*Translation: Distractions are everywhere for teen drivers, especially when there are extra passengers. Make sure your teen knows and follows your rule of “No extra passengers.”*  
**#RulesForTheRoad #NoExtraPassengers**
- Entre más pasajeros, más distracciones. Mantén a tus hijos concentrados en el camino mientras manejan. La regla número 4: **#SinPasajeros #ReglasParaElCamino**  
*Translation: Extra passengers mean extra distractions. Keep your teen driver focused on driving with Rule No. 4* **#NoExtraPassengers. #RulesForTheRoad**
- No llevar pasajeros significa no llevar distracciones de más. Asegúrate de que tus hijos adolescentes sepan las **#ReglasParaElCamino**  
*Translation: No extra passengers means no extra distractions. Make sure your teen knows the* **#RulesForTheRoad.**

# Alcohol Use—Spanish

## No drinking before driving (or at all).

STEP

**1** Download graphics.

Download the “Parents” graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:

- Facebook/Instagram Posts  
1000x1200  
1200x1200
- Facebook/Instagram Stories  
1080x1920
- Twitter Posts  
1200x675

STEP

**2** Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Recuérdale a tus hijos adolescentes que tomar alcohol antes de los 21 años es ilegal y sobretodo, que tomar y manejar es mortal. **#ReglasParaElCamino**  
*Translation: Remind your teen that underage drinking is illegal and underage drinking and driving is deadly. #RulesForTheRoad*
- Papás, asegúrense de que sus hijos adolescentes conozcan la regla número 5: **#NoAlcohol #ReglasParaElCamino**  
*Translation: Parents, make sure your teen knows the #RulesForTheRoad. Rule No. 5—#NoAlcohol.*
- Además de dar el buen ejemplo, habla con tus hijos adolescentes sobre los riesgos y consecuencias de manejar después de tomar alcohol. **#ReglasParaElCamino #NoAlcohol**  
*Translation: Parents, you're in control when it comes to your teen driver. Besides setting a good example, talk to your teen about the risks and results of driving when impaired. #RulesForTheRoad #NoAlcohol*
- Advértele a tu hijo adolescente sobre el riesgo de subirse con un conductor borracho. Podría ser lo último que haga en su vida. **#ReglasParaElCamino #NoAlcohol**  
*Translation: Riding in a car with an impaired driver at the wheel is dangerous. Make sure your teen knows that they should never ride with a driver who has been drinking alcohol. #RulesForTheRoad #NoAlcohol*

# Drug Use—Spanish

## No drugs before driving (or at all).

### STEP

**1** Download graphics.

Download the “Parents” graphic below at:  
[Traffic Safety Marketing](#)



### Sizes Available:

**f** **i** Facebook/Instagram Posts  
 1000x1200  
 1200x1200

Facebook/Instagram Stories  
 1080x1920

**t** Twitter Posts  
 1200x675

### STEP

**2** Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- No te equivoques, la marihuana afecta la habilidad para manejar. Asegúrate de que tu hijo adolescente siga las **#ReglasParaElCamino**. No manejar bajo los efectos de las drogas.  
*Translation: Make no mistake, marijuana use impacts driving ability. Make sure your teen knows your **#RulesForTheRoad**: no drug-impaired driving.*
- Manejar bajo los efectos del alcohol o drogas es ilegal y peligroso. Habla con tus hijos adolescentes acerca de tomar decisiones correctas y seguras a la hora de manejar.  
**#ReglasParaElCamino #NoDrogas**  
*Translation: Driving impaired by drugs or alcohol is illegal and dangerous. Talk with your teen about safe-driving decisions. **#RulesForTheRoad #NoDrugs***
- Manejar bajo los efectos de las drogas es un asunto serio y peligroso. Los adolescentes deben estar sobrios, enfocados y con la mente clara. Exígeles las **#ReglasParaElCamino**, y destaca la número 6: **#NoDrogas**  
*Translation: Drug-impaired driving is serious and dangerous. Teen drivers should be sober, focused and clear-headed. Set the **#RulesForTheRoad** with your teen and reinforce Rule No. 6, **#NoDrugs***
- Papás, ustedes tienen el control de sus hijos adolescentes. Déjenles claro que manejar bajo los efectos de las drogas nunca es una opción, por eso es una de las **#ReglasParaElCamino**  
*Translation: Parents, you're in control. Make it clear to your teen that driving while impaired by drugs or riding with someone impaired by drugs is never an option and one of the **#RulesForTheRoad**.*



# Medication Use—Spanish

No impairment causing medications before driving.

STEP

1 Download graphics.

Download the “Parents” graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:

Facebook/Instagram Posts  
1000x1200  
1200x1200

Facebook/Instagram Stories  
1080x1920

Twitter Posts  
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Asegúrate que tu hijo adolescente sepa que los medicamentos también pueden afectar su capacidad para manejar. Enséñales las **#ReglasParaElCamino**. **#TúTienesElControl**  
*Translation: Make sure your teen knows that over-the-counter drugs can impair their ability to drive too. Teach them the **#RulesForTheRoad**. **#YoureInControl***
- Tú tienes el control de enseñarle a tu hijo adolescente a manejar. Asegúrate que entienda que nunca debe ponerse detrás del volante cuando este tomando drogas o medicamentos que puedan afectar su habilidad de manejar. **#ReglasParaElCamino**. **#TúTienesElControl**  
*Translation: You're in control of teaching your teen to drive. Make sure they know to never get behind the wheel when taking drugs or medicine that can cause impairment. **#RulesForTheRoad** **#YoureInControl***
- A los adolescentes les gusta tomar riesgos—asegúrate que no traigan esa actitud al volante. Enséñale a tu adolescente a no manejar bajo la influencia de medicamentos. **#ReglasParaElCamino** **#TúTienesElControl**  
*Translation: Teens are risk-takers—make sure they don't bring that behavior behind the wheel. Teach your teens to not drive while under the influence of impairing over the counter drugs. **#RulesForTheRoad** **#YoureInControl***
- Los medicamentos con o sin receta médica pueden afectar la habilidad de tus hijos adolescentes para manejar. Asegúrate de que tu hijo sepa los posibles efectos secundarios de cualquier medicamento antes de manejar. **#ReglasParaElCamino**  
*Translation: Over-the-counter and prescription drugs can impair your teen's ability to drive. Make sure your teen knows the possible side effects of any medication before they get behind the wheel. **#RulesForTheRoad***

# Behavior Modeling—Spanish

## Be a role model for your teen.


### STEP

**1** Download graphics.

Download the “Parents” graphic below at:  
[Traffic Safety Marketing](#)



### Sizes Available:

 Facebook/Instagram Posts  
1000x1200  
1200x1200

Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

### STEP

**2** Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Sé un modelo a seguir para tu hijo adolescente, especialmente cuando estás detrás del volante. Sigue las **#ReglasParaElCamino** cuando manejas y tu hijo adolescente también lo hará. **#TúTienesElControl**  
*Translation: Be a role model for your teen, especially when you're behind the wheel. Follow the **#RulesForTheRoad** when driving and your teen will too. **#YoureInControl***
- Tu comportamiento pone el ejemplo para tu hijo adolescente cuando está aprendiendo a manejar. Si practicas técnicas de manejo seguras y sigues las leyes de tráfico cuando estás detrás del volante, tu adolescente también lo hará. **#ReglasParaElCamino #TúTienesElControl**  
*Translation: Your behavior sets the example when your teen is learning to drive. If you use safe-driving practices and follow traffic laws when behind the wheel—your teen will too. **#RulesForTheRoad #YoureInControl***
- Como padre o madre, influyes en todo lo que hace tu hijo adolescente—hasta cómo maneja. Recuerda las **#ReglasParaElCamino** y practica técnicas de manejo seguras para que tu adolescente también lo haga. **#TúTienesElControl**  
*Translation: As a parent, you influence everything your teen does—even how they drive. Remember the **#RulesForTheRoad** and practice safe-driving techniques so your teen will too. **#YoureInControl***

## NHTSA Contact

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If you have questions about the Teen Driver Safety campaign, please contact Thomas Bayhi at [thomas.bayhi@dot.gov](mailto:thomas.bayhi@dot.gov).