



SOCIAL MEDIA PLAYBOOK

CLICK IT OR TICKET 2024

May 13–June 2, 2024



How to Use This Playbook

This document is a social media playbook for the 2024 Click It or Ticket (CIOT) seat belt safety campaign period. It includes specific content and assets, along with instructions, to address drivers and encourage them to always wear their seat belts. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts during this time of the year may help save lives.

Table of Contents

Campaign Overview [4](#)

- Campaign Summary [4](#)
- Objectives [4](#)
- Posting Strategy [5](#)

Creating Your Own Content [6](#)

Social Media Content [7](#)

- Content Organization [8](#)
- Post Examples [9](#)
- Content [13](#)

NHTSA Contact [20](#)

Campaign Overview

Click It Or Ticket Campaign Summary

One of the safest choices drivers and passengers can make is to buckle up. One in 10 Americans still don't wear their seat belt when they get in their vehicle. This campaign aims to remind them of what this choice can mean: a seat belt citation or even injury and death. Forty-seven percent of vehicle fatalities were those not wearing their seat belt. The goal of the 2024 CIOT campaign is to get drivers to wear their seat belt on every trip.

Objectives

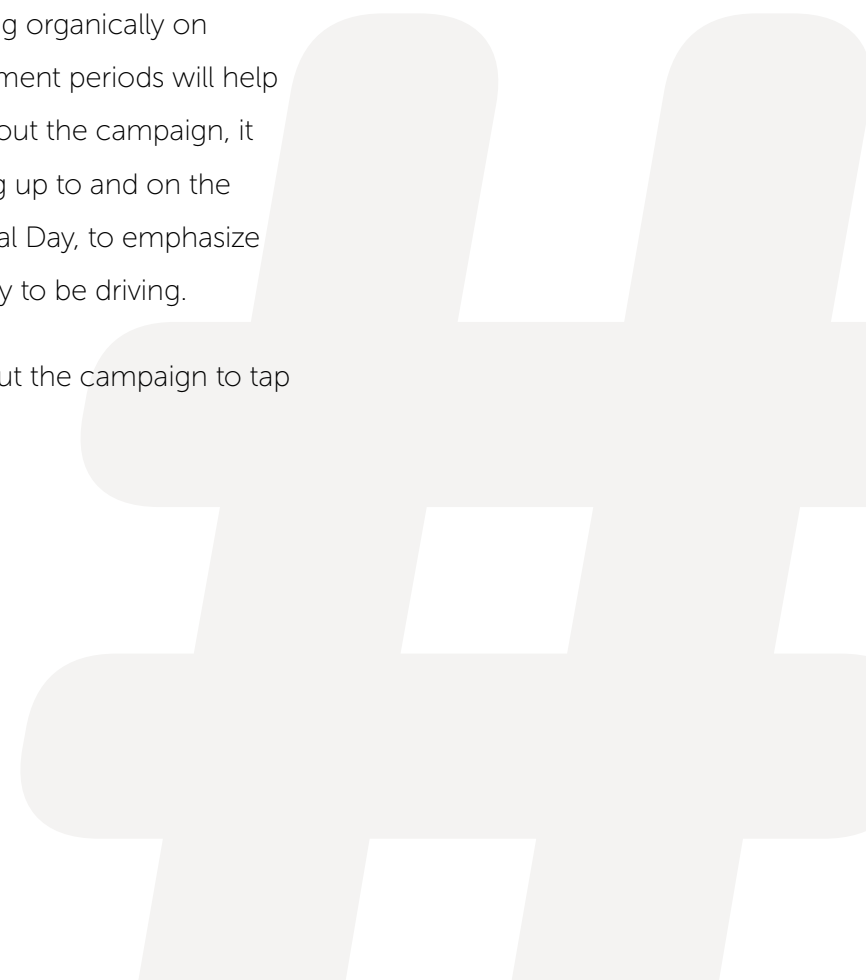
- Motivate drivers to use their seat belts every time they get in the vehicle
- Promote awareness of the costly consequences that go far beyond a ticket

Click It Or Ticket Posting Strategy

The CIOT campaign's high-visibility enforcement period runs from Monday, May 20, through Sunday, June 2, with paid media efforts running from Monday, May 13, through Sunday, June 2. Posting organically on social media during both the paid media and enforcement periods will help support the campaign. In addition to posting throughout the campaign, it is recommended to post especially in the days leading up to and on the weekends, as well as on key holidays such as Memorial Day, to emphasize the importance of the message when people are likely to be driving.

Below are relevant hashtags to use when posting about the campaign to tap into conversations related to the CIOT campaign:

- **#BuckleUp**
- **#ClickIt**
- **#ClickItOrTicket**
- **#SeatBeltSafety**
- **#ClickItDontRiskIt**



Creating Your Own Content

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 engagement.

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 state or city name within the message
- Utilize local crash or traffic stop data

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

- Seattle, one simple click could save you in a crash. **#ClickItOrTicket**
#ClickItDontRiskIt
- San Francisco, your seat belt doesn't just protect you in a crash. It could save you from a ticket, too. **#ClickItOrTicket** **#ClickItDontRiskIt**

Social Media Content

This section contains shareable social media content for the 2024 CIOT campaign period. Provided on pages [\(13-18\)](#) are downloadable graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.



Social Story 1080x1920



Social Post 1200x1200

On the left are two sample social media graphics: one for social stories on Instagram and Facebook and one for social feed posts that can be used on any platform.

On the following pages, you will see additional graphics and post examples 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. English and Spanish versions are provided for this campaign.

English

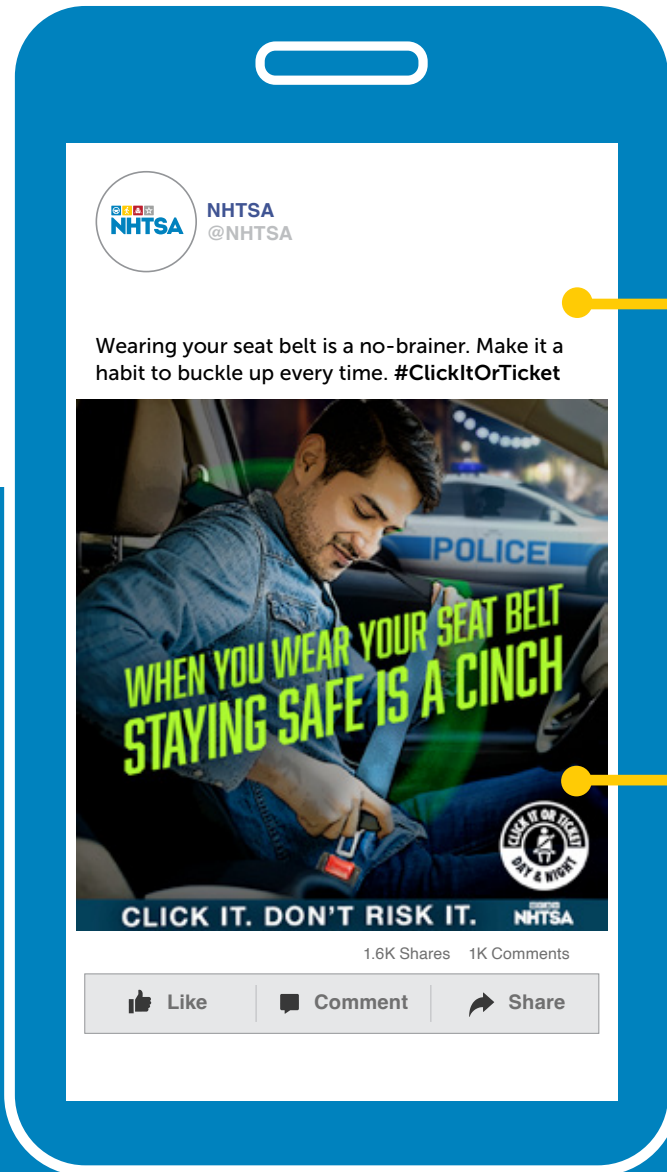
- Buckle–Rural—p. [13](#)
- Buckle–Urban—p. [14](#)
- Cinch—p. [15](#)

Spanish

- Cinch—p. [16](#)
- Greater Than—p. [18](#)

Social Post Example

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



- 1 Suggested copy from this playbook.
- 2 Downloaded graphic from trafficsafetymarketing.gov.



Social Story Example

Here is an example of how a social story should look when published.

- 1 Downloaded graphic from trafficsafetymarketing.gov.

Animation vs. Static

Alongside the static graphics you see in this playbook, NHTSA also offers animated versions of most campaign graphics. According to social media experts, posts with an animated graphic will see 95% viewer retention of the message compared to 10% retention without.

(Source: [LottieFiles](#))



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 into your content after downloading them from the trafficsafetymarketing.gov website.

Social Media & Accessibility

Creating inclusive content is of increasing priority on social media.

To make platforms more accessible, most have implemented the option to include alternative text (or alt text) along with images. This alt text allows for users who utilize screen readers to still understand what the graphics are presenting. In this playbook, you will find alt text provided for each graphic concept that can be used across the various sizes. For how to include alt text on each social media platform, visit these resources:



[Facebook](#)



[Instagram](#)



[X \(Formerly Twitter\)](#)



Alt Text Example

Image of a driver in his car buckling his seatbelt. A police car is parked in the background.

Buckle–Rural–English

STEP

1 Download graphics.

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

Alt Text: EMTs move a car crash victim into an ambulance. Text overlay says Click It. Don't Risk It.



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- You never know what’s coming around the next corner. Buckle your seat belt for every trip, no matter the distance. **#ClickItOrTicket #ClickItDontRiskIt**
- Your seat belt could be what saves you. Buckle up every time you get into your vehicle. **#ClickItOrTicket #ClickItDontRiskIt**
- Every day we make hundreds of choices. The easiest one should be wearing your seat belt. **#ClickItOrTicket #ClickItDontRiskIt**

Sample X (Formerly Twitter) Messages

- Make sure your next drive isn’t your last. Buckle up. **#ClickItOrTicket #ClickItDontRiskIt**
- Close calls can happen close to home. Wear your seat belt every time you get into your vehicle. **#ClickItOrTicket #ClickItDontRiskIt**
- Buckling into your vehicle could save you from being buckled into an ambulance. **#ClickItOrTicket #ClickItDontRiskIt**

Buckle–Urban–English

STEP

1 Download graphics.

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

Alt Text: EMTs move a car crash victim into an ambulance. Text overlay says Click It. Don't Risk It.



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Save your own life with one quick click. **#ClickItOrTicket #ClickItDontRiskIt**
- Buckling your seat belt could save you from a ticket and more. **#ClickItOrTicket #ClickItDontRiskIt**

Sample X (Formerly Twitter) Messages

- One simple click could save you in a crash. **#ClickItOrTicket #ClickItDontRiskIt**
- Your seat belt doesn't just protect you in a crash. It could save you from a ticket, too. **#ClickItOrTicket #ClickItDontRiskIt**

Cinch—English

STEP

1 Download graphics.

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

Alt Text: Image of a driver in his car buckling his seatbelt. A police car is parked in the background.



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Wearing your seat belt is a no-brainer. Make it a habit to buckle up every time. **#ClickItOrTicket**
- Buckle your seat belt or buckle down for a ticket. **#ClickItOrTicket**
- Buckle in every day, night, weekday and weekend. **#ClickItOrTicket**
- Not buckling your seat belt can lead to consequences that go far beyond a ticket. **#ClickItOrTicket**

Sample X (Formerly Twitter) Messages

- Get home safely and get home without a ticket. **#ClickItOrTicket**
- Buckle in every night. Every weekend. Every drive. **#ClickItOrTicket**
- Not buckling up could put you in a tight spot. Wear your seat belt every time. **#ClickItOrTicket**
- Getting a ticket isn't the worst thing that could happen if you don't buckle up. **#ClickItOrTicket**

Cinch—Spanish

STEP

1 Download graphics.

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

Alt Text: Imagen de un conductor abrochándose el cinturón de seguridad con un vehículo de la ley en el fondo.



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Abrochate el cinturón de seguridad es lo obvio. ¡Que se te haga un hábito!
#AbrochadoOMultado
Translation: Wearing your seat belt is a no-brainer. Make it a habit to buckle up every time.
#ClickItOrTicket
- Abróchate el cinturón de seguridad o prepárate para la multa. **#AbrochadoOMultado**
Translation: Buckle your seat belt or buckle down for a ticket. **#ClickItOrTicket**
- Abróchate el cinturón de seguridad en el día, en la noche, en la semana y los fines de semana.
#AbrochadoOMultado
Translation: Buckle in every day, night, weekday and weekend. **#ClickItOrTicket**
- No abrocharse el cinturón de seguridad puede traer consecuencias que van más allá de una multa **#AbrochadoOMultado**
Translation: Not buckling your seat belt can lead to consequences that go far beyond a ticket.
#ClickItOrTicket

Cinch—Spanish

STEP

1 Download graphics.

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

Alt Text: Imagen de un conductor abrochándose el cinturón de seguridad con un vehículo de la ley en el fondo.



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Sample X (Formerly Twitter) Messages

- Llega a casa sano y salvo. No llegues multado. **#AbrochadoOMultado**
Translation: Get home safely and get home without a ticket. #ClickItOrTicket
- Abrochate el cinturón de seguridad todas las noches. Todos los fines de semana. Cada vez que manejes. **#AbrochadoOMultado**
Translation: Buckle in every night. Every weekend. Every drive. #ClickItOrTicket
- No abrocharse el cinturón de seguridad puede ser un problemón. Abrochate siempre. **#AbrochadoOMultado**
Translation: Not buckling up could put you in a tight spot. Wear your seat belt every time. #ClickItOrTicket
- Que te multen no es lo peor que te puede pasar si no te abrochas el cinturón de seguridad... **#AbrochadoOMultado**
Translation: Getting a ticket isn't the worst thing that could happen if you don't buckle up. #ClickItOrTicket

Greater Than—Spanish

STEP

1 Download graphics.

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

Alt Text: Imagen de un conductor con cinturón de seguridad abrochado versus conductor herido por no usarlo.



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Ni lo pienses. Siempre es mejor ir abrochado que arriesgarte a ser lastimado. Además, es la ley. **#AbrochadoOMultado**

*Translation: Don't even think about it. It's always better to buckle up than to get hurt. Also, it's the law. **#ClickItOrTicket***
- ¿Sabes qué es lo mejor de ir abrochado? Que tu vida no corre peligro y que no te arriesgas a que te multen. **#AbrochadoOMultado**

*Translation: You know what's better than wearing a seat belt? That your life is not at risk and there's no risk of a ticket **#ClickItOrTicket***
- Es obvio. Abrochado > multado, lastimado o las dos cosas. Abróchate el cinturón de seguridad en el auto. **#AbrochadoOMultado**

*Translation: It's obvious. Click it > get a ticket, get hurt or both. Wear your seat belt when you're in a car. **#ClickItOrTicket***
- Que te haga clic. Cuando estés manejando asegúrate de abrocharte el cinturón de seguridad. Llega vivo. **#AbrochadoOMultado**

*Translation: Make it go click. Wear a seat belt while driving. Arrive alive. **#ClickItOrTicket***
- Aunque solo vayas a la vuelta a la esquina, asegúrate de abrocharte el cinturón de seguridad. Úsalo. **#AbrochadoOMultado**

*Translation: Even if it's just around the corner, make sure to wear your seat belt. Use it. **#ClickItOrTicket***
- Le dicen cinturón de seguridad por algo. Te mantiene seguro y mantiene tu dinero en tu bolsillo. Póntelo. **#AbrochadoOMultado**

*Translation: It's called a safety belt for a reason. Keeps you safe and keeps your money in your wallet. **#ClickItOrTicket***

Greater Than—Spanish

STEP

1 Download graphics.

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

Alt Text: Imagen de un conductor con cinturón de seguridad abrochado versus conductor herido por no usarlo.



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Sample X (Formerly Twitter) Messages

- Ni lo pienses. Siempre es mejor ir abrochado que arriesgarte a ser lastimado. Además, es la ley. **#AbrochadoOMultado**

*Translation: Don't even think about it. It's always better to buckle up than to get hurt. Also, it's the law. **#ClickItOrTicket***
- ¿Sabes qué es lo mejor de ir abrochado? Que tu vida no corre peligro y que no te multan. **#AbrochadoOMultado**

*Translation: You know what's better than wearing a seat belt? That your life is not at risk and there's no risk of a ticket **#ClickItOrTicket***
- Es obvio. Abrochado > multado, lastimado o las dos cosas. Abróchate el cinturón de seguridad en el auto. **#AbrochadoOMultado**

*Translation: It's obvious. Click it > get a ticket, get hurt or both. Wear your seat belt when you're in a car. **#ClickItOrTicket***
- Que te haga clic. Cuando estés manejando asegúrate de abrocharte el cinturón de seguridad. Llego vivo. **#AbrochadoOMultado**

*Translation: Make it go click. Wear a seat belt while driving. Arrive alive. **#ClickItOrTicket***
- Aunque solo vayas a la vuelta a la esquina, asegúrate de abrocharte el cinturón de seguridad. Úsalo. **#AbrochadoOMultado**

*Translation: Even if it's just around the corner, make sure to wear your seat belt. Use it. **#ClickItOrTicket***
- Le dicen cinturón de seguridad por algo. Te mantiene seguro y mantiene dinero en tu bolsillo. Póntelo. **#AbrochadoOMultado**

*Translation: It's called a safety belt for a reason. Keeps you safe and keeps your money in your wallet. **#ClickItOrTicket***

NHTSA Contact

If you have questions about the 2024 CIOT campaign, please contact Mike Joyce at mike.joyce@dot.gov.

