



SOCIAL MEDIA PLAYBOOK

HEATSTROKE

2024



How to Use This Playbook

This document is a social media playbook for the 2024 Heatstroke campaign period. It includes specific content and assets, along with instructions, to raise awareness of the risks posed to a child who has been forgotten or left behind in or gained access to a parked car. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts, especially during the hottest time of the year, may help save lives.

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Campaign Overview

Heatstroke Campaign Summary

More than 965 children have died due to pediatric vehicular heatstroke since 1998. In 2023, 29 children died because of vehicular heatstroke. All of these deaths could have been prevented.

The goal of the Heatstroke campaign is to remind parents and caregivers to always check for their children in the back seat and keep vehicles locked at all times and keys out of reach to prevent children from playing in cars.

Objectives

- Motivate parents and caregivers to always “Stop. Look. Lock.” and make it a habit to check all seating areas of the car before walking away.
- Remind parents and caregivers to lock car doors and place keys out of reach to prevent children from gaining access to vehicles on their own.
- Remind parents that heatstroke is a real risk that can happen to any parent or caregiver.

Heatstroke Posting Strategy

Heatstroke Prevention Day falls on a Wednesday this year, which makes posting throughout the week leading up to the holiday itself incredibly important to keep the messaging of Stop. Look. Lock. at the top of caregivers' minds no matter when they decide to celebrate. Increasing posting on May 1st will also emphasize the message to drivers who choose to celebrate the day of. Additionally, May 1 is National Heatstroke Prevention Day and posting throughout the month is a great way to boost messaging during a particularly relevant time.

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

- **#StopLookLock**
- **#PreventHotCarDeaths**
- **#ActFast**
- **#CheckTheBackSeat**



Creating Your Own Content

While this playbook offers standard social messages, 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 adjust our pre-written messages to be tailored to your audience, but here are some suggestions to get you started:

- Include the state or city name within the message
- Utilize local heatstroke data

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

- Hey Seattle! Even in temperatures as low as 60°F, the inside of a car can overheat quickly. No matter how quick the errand, never leave a child in a parked car – it could turn deadly fast.
#StopLookLock
- Hey, Orlando – a child's body temperature rises 3-5 times faster than an adult's does. Even when parked in the shade with the windows cracked, leaving them in a car can become deadly in a short time. Never leave a child behind in a car. **#StopLookLock**

Social Media Content

This section contains shareable social media content for the 2024 Heatstroke campaign period. Provided on pages [11-14](#) are downloadable graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.



On the left are two sample social media posts that can be utilized on Facebook, Instagram, or X (Formerly Twitter).

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

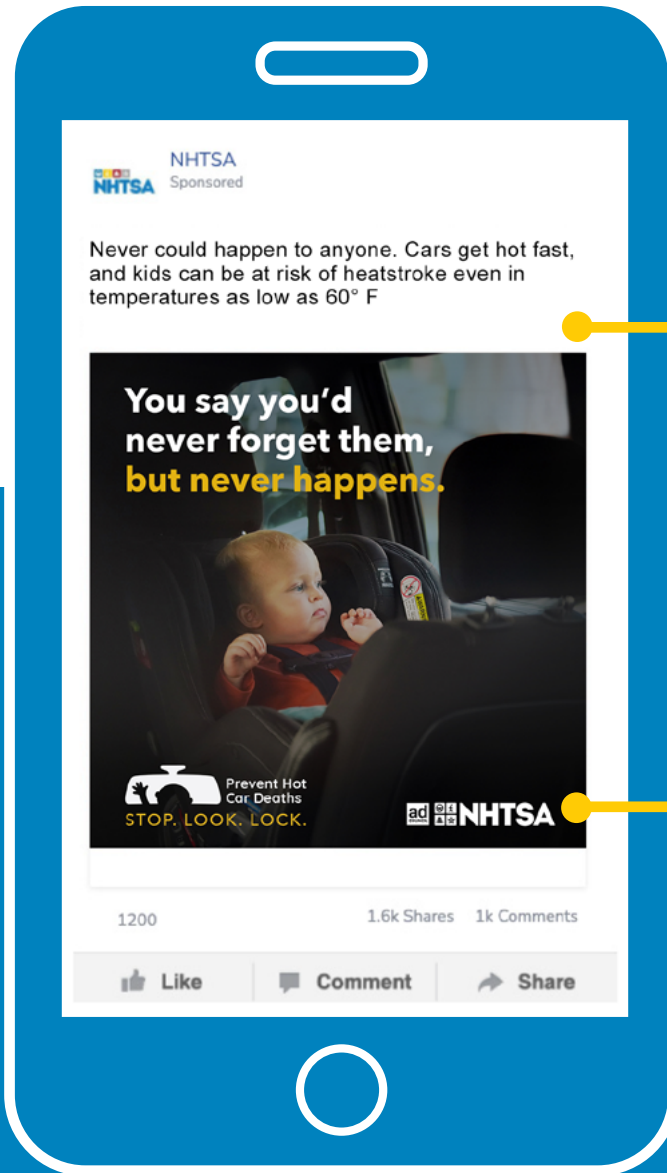
The social media content is organized into sections based on creative concept and social platform. Both English and Spanish versions are provided for this campaign.

English

- Forgotten/Left Behind (Facebook/Instagram and X, Formerly Twitter)—Pg. [11](#)
- Gained Access (Facebook/Instagram and X, Formerly Twitter)—Pg. [12](#)

Spanish

- Forgotten/Left Behind (Facebook/Instagram and X, Formerly Twitter)—Pg. [13](#)
- Gained Access (Facebook/Instagram and X, Formerly Twitter)—Pg. [14](#)



Social 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 trafficsafetymarketing.gov.



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 young child playing with a toy inside of a car unsupervised.

Forgotten/Left Behind

STEP

Download graphics.

Download the "Forgotten/Left Behind" graphic below at: [Traffic Safety Marketing](https://www.traffic-safety-marketing.com)



Sizes Available:

Social Posts
1200x1200

STEP

2

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

Copy/paste one of the suggested posts below.

Sample Social Messages

- Parked cars get hot, fast – and so do your children. Always check the back seat before leaving your car. **#StopLookLock**
- We've all forgotten something in the car. Every year, dozens of children are forgotten in the back seat of a car by a parent or caregiver. It can happen to anyone – especially if the child is sleeping or if you are out of your routine – and the outcome could be deadly. Always check the back seat before you leave the car. **#StopLookLock**
- Even in temperatures as low as 60°F, the inside of a car can overheat quickly. Accidentally leaving a sleeping child behind could be deadly. Make sure to always check the back seat before you leave the car. **#StopLookLock**
- Every year, dozens of children are forgotten or left behind in the back seat of a car by a parent or caregiver. Parked cars get hot, fast – and can be deadly to children. A cracked window isn't enough to prevent heatstroke.

Always check the back seat before leaving your car.
 If your routine changes, call to make sure your child arrived safely.
 Visit [NHTSA.gov/Heatstroke](https://www.nhtsa.gov/Heatstroke) to learn more.

#StopLookLock

Gained Access

STEP

Download graphics.

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



Sizes Available:

Social Posts
1200x1200

STEP

2

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

Copy/paste one of the suggested posts below.

Sample Social Messages

- 1 in 4 Hot Car Deaths happen when kids get into cars and can't get out.

Prevent heatstroke:

Always lock your car.

Keep keys out of children's reach.

Visit [NHTSA.gov/Heatstroke](https://www.nhtsa.gov/Heatstroke) to learn more.

#StopLookLock

Forgotten/Left Behind

STEP

Download graphics.

Download the "Forgotten/Left Behind" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Social Posts
1200x1200

STEP

2

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

Copy/paste one of the suggested posts below.

Sample Social Messages

- Los autos estacionados se calientan, y tus hijos también. Siempre revisa el asiento trasero antes de salir del auto. **#ParaMiraCierra**
 - *Translation: Parked cars get hot, fast – and so do your children. Always check the back seat before leaving your car. #StopLookLock*
- Todos hemos olvidado algo en el auto. Cada año, decenas de niños son olvidados en el asiento trasero de un auto por un padre, madre o cuidador. Puede ocurrirle a cualquiera –especialmente si el niño está durmiendo o si tú estás fuera de tu rutina- y el resultado puede ser mortal. Siempre revisa el asiento trasero antes de salir del auto. **#ParaMiraCierra**
 - *Translation: We've all forgotten something in the car. Every year, dozens of children are forgotten in the back seat of a car by a parent or caregiver. It can happen to anyone – especially if the child is sleeping or if you are out of your routine – and the outcome could be deadly. Always check the back seat before you leave the car. #StopLookLock*
- Incluso a temperaturas tan bajas como 60 °F, el interior de un auto puede sobrecalentarse rápidamente. Dejar accidentalmente a un niño dormido puede ser mortal. Asegúrate de revisar siempre el asiento trasero antes de salir del auto. **#ParaMiraCierra**
 - *Translation: Even in temperatures as low as 60°F, the inside of a car can overheat quickly. Accidentally leaving a sleeping child behind could be deadly. Make sure to always check the back seat before you leave the car. #StopLookLock*
- Cada año, decenas de niños son olvidados en el asiento trasero de un auto por un padre, madre o cuidador. Nunca pensaron que pudiera ocurrirles a ellos. No dejes que esta tragedia evitable le ocurra a tu familia.

Siempre revisa el asiento trasero antes de salir del auto.

Si tu rutina cambia, llama para asegurarse de que tu hijo llegó bien.

Visita [NHTSA.gov/Hipertermia](#) para saber más.

#ParaMiraCierra
 - *Translation: Every year, dozens of children are forgotten in the backseat of a car by a parent or caregiver. They never thought it could happen to them. Don't let this preventable tragedy happen to your family.*

Always check the back seat before leaving your car.

If your routine changes, call to make sure your child arrived safely.

Visit [NHTSA.gov/heatstroke](#) to learn more.

#StopLookLock

Gained Access

STEP

Download graphics.

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



Sizes Available:

Social Posts
1200x1200

STEP

2

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

Copy/paste one of the suggested posts below.

Sample Social Messages

- Para los niños, los autos estacionados pueden parecer un lugar divertido para jugar, pero se calientan rápido y pueden sobrecalentarse rápidamente.

Evita la hipertermia:

Cierra siempre el auto con llave.

Mantén las llaves fuera del alcance de los niños.

Visita [NHTSA.gov/Hipertermia](https://www.nhtsa.gov/Hipertermia) para saber más.

#ParaMiraCierra

- *Translation: To kids, parked cars may seem like a fun place to play, but they get hot, fast – and can overheat quickly.*

Prevent heatstroke:

Always lock your car.

Keep keys out of children's reach.

Visit [NHTSA.gov/heatstroke](https://www.nhtsa.gov/heatstroke) to learn more.

#StopLookLock

NHTSA Contact

If you have questions about the 2024 Heatstroke campaign, please contact Elizabeth Nilsson at Elizabeth.nilsson@dot.gov.

