



#VisionZeroMT

Help save lives by getting social

As part of the Montana Department of Transportation's Vision Zero goal to eliminate death and serious injury on Montana roads, MDT is asking organizations and individuals to use social media to encourage safe driving as part of their overall public outreach strategy. Social media is an effective tool to reach drivers, particularly our state's young drivers — the age group with the highest fatality and injury crash rate that is key to influence and inspire in order to save lives on our roads.

As part of this effort, MDT has introduced a new social media hashtag: **#VisionZeroMT**.

MDT requests that as members of Montana's public safety community that you adopt use of this hashtag when posting about highway safety to social media channels including Facebook, Twitter and Instagram. The great thing about using a hashtag is that it categorizes posts/Tweets by keyword. By using a hashtag, pound sign (#), before a relevant keyword or phrase (make sure there are no spaces), your keyword is turned into a searchable link. By clicking on the hashtag in a post, you can then see all the messages that use that keyword.

If you're already posting to social media, simply add **#VisionZeroMT** to the end of your post. If you're looking for ideas for content you could post on your Facebook page, Twitter feed or other social media channels, here are some examples:

Share a news story about a crash.



These lives were saved because they wore their seat belts. (link to news story)
#VisionZeroMT

Share an educational video to encourage sober driving.



See the world through beer goggles — when you're sober.

https://www.youtube.com/watch?v=Cl_hv54p7rA #VisionZeroMT

Share an inspirational video to encourage seat belt usage.



Don't let your mother suffer like this. Buckle up every time you get in a vehicle. <https://www.youtube.com/watch?v=DZo9QF5ACqo> #VisionZeroMT

Encourage interaction with your followers.



Share how a seat belt saved your life or the life of someone you know. #VisionZeroMT

Remind followers about extra patrols during busy travel periods.



Law enforcement ramping up patrols this long weekend. Avoid a ticket and save your life: buckle up and plan a sober ride.

http://plan2live.mt.gov/plan_your_ride.shtml #VisionZeroMT

Remind drivers to drive cautiously when inclement weather is approaching.



Looks like there's going to be a nasty blizzard tomorrow. Drive cautiously out there! (link to forecast) #VisionZeroMT

Post an inspirational photo.



Don't let your life be marked by a white cross. Buckle up every time. #VisionZeroMT

Invite your community to an event.



Join us at the game tonight to honor our athletes who are pledging not to text and drive. #VisionZeroMT

Plan2Live Resources

MDT has created lots of content on its Plan2Live website (<http://plan2live.mt.gov> and http://plan2live.mt.gov/plan_your_ride.shtml) and YouTube channel (<https://www.youtube.com/user/plan2live>) that makes for great social media posting. From these sites you can share links to MythCrasher videos that cleverly inspire and educate to encourage young people to driver sober and buckle up. You can also share the latest MDT TV spots, shattered and saved audio stories about real Montana crash survivors, seat belt and child restraint laws, tips to plan a sober ride home and a downloadable blood alcohol calculator. You can also share posts from MDT's Facebook page at <https://www.facebook.com/plan2live>.