



Prevent Trauma: The Road Ahead

GEORGIA TRAUMA SYSTEM
SOCIAL MEDIA RESOURCES



WWW.PREVENTTRAUMAGEORGIA.ORG

SOCIAL MEDIA RESOURCES

This guide includes sample posts and graphics for your use, or you can create your own messages tailored to your organization and community. As Trauma System Partners, you are welcome to select various versions of the graphics and co-brand the materials to suit your needs. If you find you need any assistance with making color modifications, size manipulations, or co-branding, feel free to email outreach@preventtraumageorgia.org. Additional resources and tools can be accessed online at: www.preventtraumageorgia.org.

Be sure to use **#PreventTrauma** and **#SafeTeenDriver** in all your posts to strengthen our collective voice and raise awareness!

Sample Social Media Posts:

General -

»»» Only 25% of parents have talked seriously with their kids about the importance of driving safely.

Let's get the conversation started! Join us for Prevent Trauma: The Road Ahead. Visit preventtraumageorgia.org to learn more and register for our FREE Teen Driver Safety Virtual Event. **#PreventTrauma #SafeTeenDriver**

»»» Some of the greatest dangers to teen drivers include: not using seat belts, distracted driving, drowsy driving, speeding, impaired driving, and driving with passengers.

Join us for Prevent Trauma: The Road Ahead to discover strategies for safely navigating teen driving risks. Visit preventtraumageorgia.org to learn more and register for this FREE Teen Driver Safety Virtual Event. **#PreventTrauma**

»»» The risk of motor vehicle crashes is higher among teens aged 16–19 than among any other age group. However, there are proven ways to help teens become safe drivers. Learn what YOU can do to keep teen drivers safe from these risks.

Join us on 10.27.22 for a FREE Teen Driver Safety Virtual Event. Visit preventtraumageorgia.org to register. **#PreventTrauma #SafeTeenDriver #TeenDriverSafetyWeek**





Seat Belts -

»»» Not wearing a seat belt makes you 30x more likely to be thrown from a vehicle during a crash. More than 3 out of 4 people who are ejected during a crash die from their injuries.

Join us for Prevent Trauma: The Road Ahead, a FREE virtual event. Together we can empower teens to Buckle Up Every Trip, Every Time. Learn more at preventtraumageorgia.org. #PreventTrauma #SafeTeenDriver #TeenDriverSafetyWeek

»»» Seat belts are the best way to protect yourself in a crash and your best defense against impaired, aggressive, and distracted drivers. Unfortunately, teens buckle up far less frequently than adults do - the lowest of any age group.

Our Virtual Teen Driver Safety Event is the perfect opportunity to chat with their teens about the dangers and rules of the road. Learn more at preventtraumageorgia.org. #PreventTrauma #SafeTeenDriver #TeenDriverSafetyWeek



SEAT BELTS REDUCE THE RISK OF SERIOUS INJURY OR DEATH BY 50%



Nighttime and Drowsy Driving -

»»» Sleep-deprived is no way to drive! Drowsy driving can be just as dangerous as driving under the influence of drugs or alcohol. Like alcohol, sleepiness can slow down your reaction time, decrease your awareness of your surroundings, impair judgment, and increase your risk of a crash.

Plan to attend Prevent Trauma: The Road Ahead on 10.27.22 with your teen to learn how to safely navigate the top teen driving risks together. Register at preventtraumageorgia.org. #PreventTrauma #SafeTeenDriver #TeenDriverSafety

»»» Forty-eight percent of teen driving deaths occur at night. Join us for Prevent Trauma: The Road Ahead to discover why driving at night is especially dangerous for teens. Visit us at preventtraumageorgia.org to learn more and register for this FREE Teen Driver Safety Virtual Event. #PreventTrauma



Speeding -

Speeding is a critical safety issue for teen drivers. It was a factor in 43% of fatal teen crashes from 2015-2019.

Join us to discuss the biggest roadway risks and great resources for teen drivers. Educators, parents, and teens are encouraged to tune in to PREVENT TRAUMA: THE ROAD AHEAD for some great insight from our Georgia Trauma System partners. Register at preventtraumageorgia.org. #PreventTrauma #SafeTeenDriver #TeenDriverSafety

Speed-related crashes, injuries, and fatalities are on the rise. We encourage parents and teens to have serious discussions about speeding and staying safe while driving.

Let us help you start the conversation. Make plans with your teen to attend Prevent Trauma: The Road Ahead on 10.27.22. Register at preventtraumageorgia.org. #PreventTrauma



Distracted Driving -

ANYTHING that takes your HANDS off the wheel, your EYES off the road, or your MIND off driving IS DISTRACTED DRIVING. Learn more about the types of distracted driving and how to FOCUS on safe driving behaviors by tuning in to our FREE Teen Driver Safety virtual event Prevent Trauma: The Road Ahead. Register at preventtraumageorgia.org. #PreventTrauma #SafeTeenDriver #TeenDriverSafety

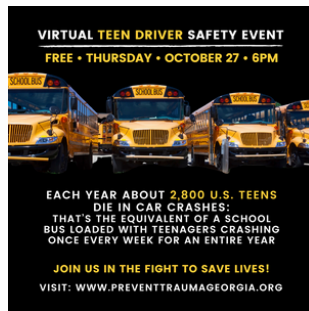
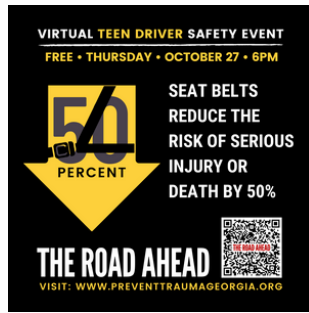
For teens, finally being in the driver's seat is exciting. Help empower teen drivers to drop the distractions and focus on developing safe driving habits. Join us for The Road Ahead, a FREE Teen Driver Safety virtual event. Register now at preventtraumageorgia.org. #PreventTrauma

**DON'T
DRINK
AND
DRIVE**

Impaired Driving -

Teens who drink or ride with impaired drivers are more likely to drive impaired themselves. In a 2019 nationwide survey, 17% of high school students reported riding with a driver who had been drinking. Alcohol and driving don't mix. Attend the Road Ahead on 10.27.22 with your teen to learn how to handle impaired driving and navigate other top teen driving risks together. Register at preventtraumageorgia.org. #PreventTrauma #SafeTeenDriver #TeenDriverSafety

Sample Social Media Graphics:



Partnering organizations are welcome to utilize and cobrand the fall prevention resources available at www.preventtraumageorgia.org. In addition, there are several variations of social media graphics available for your use.

ACCESS GRAPHICS AND PROMOTIONAL RESOURCES ONLINE. VISIT WWW.PREVENTTRAUMAGEORGIA.ORG.

PREVENT TRAUMA PARTNERS

- Georgia Bureau of Investigation - Child Fatality Review Unit
- Georgia Chapter of the American Academy of Pediatrics
- Georgia Committee on Trauma Excellence
- Georgia Department of Human Services
- Georgia Department of Public Health
- Georgia Emergency Medical Services for Children
- Georgia Hospital Association
- Georgia Office of Emergency Medical Services and Trauma
- Georgia Public Safety Educators Association
- Georgia Society of the American College of Surgeons
- Georgia Trauma Centers
- Georgia Trauma Commission
- Georgia Trauma Foundation
- Injury Prevention Research Center at Emory
- Safe Kids Georgia

