

Canada's Safest Driver Contest

Social Media Guide



Canadian residents with a valid driver's licence are eligible to participate in this skills-based contest run by Parachute and sponsored by Desjardins, which offers a grand prize of \$10,000 and several other smaller prizes to those who score the highest number of points for safe driving behaviours. The contest launches Thursday, October 1 and runs to November 26, 2020.

This guide is to help communities and partners use social media to support and promote Canada's Safest Driver Contest 2020!

Who is this guide for?

This guide is for all community leaders and partners who use social media tools or online communication media in a professional capacity, including, but not limited to, the following: Facebook, Twitter, Instagram, Snapchat, YouTube or blogs.

Use hashtags!

Use hashtags in all social media channels in order for us to gain momentum and build a community of support leading up to and during **Canada's Safest Driver Contest**, October 1 - November 26, 2020.

Primary Hashtag: #CanadasSafestDriver

Secondary Hashtag: #ParachuteVZ

How do we engage?

Follow us and comment, share, like, re-post and retweet relevant content. We'll be doing the same, with as many of you as possible, leading up to and during Canada's Safest Driver Contest!

Twitter: @parachutecanada

Facebook: facebook.com/parachutecanada

Instagram: instagram.com/parachutecanada

LinkedIn: linkedin.com/company/parachute---leaders-in-injury-prevention

When should we start posting?

Start posting and tweeting about Canada's Safest Driver Contest any time!

We want to boost the number of people who are aware of the Canada's Safest Driver Contest dates and start engaging your community partners and the public as soon as possible.

What do we share?

Please share the link to Canada's Safest Driver Contest page and any of the information/key messages available there: parachute.ca/canadassafestdriver.

Sample Tweets/Social Media Posts

Below are sample posts you can use as tweets or as posts on other social media channels (Facebook, Instagram). You are also welcome and encouraged to come up with your own tweets and messages that make sense for your organization and your community!

Please note that tweets can only be 280 characters in length (including links). We have images we encourage you to use which can be downloaded as a folder from parachute.ca/csdimages.

Before and during Canada's Safest Driver Contest (September 14 - November 26, 2020)

We encourage you to use this set of posts to promote the contest prior to Sept. 18

Our new Canada's Safest Driver contest launches Thursday, October 1! Canadian residents who have reached the age of majority in their province with a valid driver's licence are eligible to participate! Stay tuned! #CanadasSafestDriver



Canadian residents with a valid driver's licence are eligible to participate in our skills-based contest, which offers a grand prize of \$10,000 and several other smaller prizes! Stay tuned for more details! #CanadasSafestDriver

Canada's Safest Driver is an initiative to support Vision Zero road safety strategies in Canada.

Prove you've got what it takes to be crowned Canada's Safest Driver! This new contest launches Thursday, October 1! Stay tuned for more information!
#CanadasSafestDriver



This skills-based contest run by Parachute and sponsored by @DesjardinsGroup, offers a grand prize of \$10,000 & other smaller prizes to those who score the highest number of points for safe driving behaviours! Stay tuned! #CanadasSafestDriver



Starting Sept. 18, please use this set of posts to drive app download/ contest registration

Download the #CanadasSafestDriver app on your phone & activate it to measure your driving skills during October 1 to November 26, 2020 for a chance to win a grand prize of \$10,000 and more: parachute.ca/canadassafestdriver

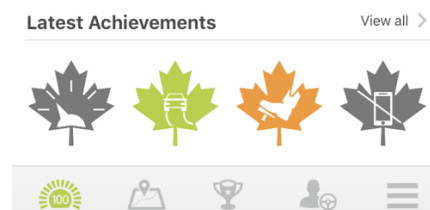
DOWNLOAD THE APP: CANADA'S SAFEST DRIVER

Prove you've got what it takes to be crowned Canada's Safest Driver! Download the app and track your driving skills. This new contest launches October 1!
parachute.ca/canadassafestdriver
#CanadasSafestDriver

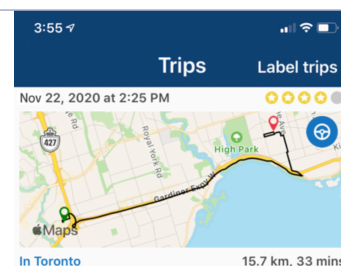


Drive well and accumulate badges for achieving safety milestones. Download the app and track your driving skills for a chance to win \$10,000!

parachute.ca/canadassafestdriver
#CanadasSafestDriver



Most people want to be safe drivers, but often cars and roads are full of distractions that lead to unsafe behaviours. Prove you've got what it takes to be #CanadasSafestDriver! parachute.ca/canadassafestdriver



The #CanadasSafestDriver app, built by Cambridge Mobile Telematics, accurately measures driving quality with smartphone and IoT sensors such as GPS, and provides behavioural feedback. parachute.ca/canadassafestdriver

Streaks			View all >
	No Distraction	Best 24 trips	Current 11 trips
	No Speeding	Best 19 trips	Current 8 trips
	No Hard Braking	Best 54 trips	Current 36 trips

#CanadasSafestDriver runs October 1 to November 26, 2020! Overall Canadian driving behaviour insights will be shared at the end of the #CanadasSafestDriver contest, but individual records remain private parachute.ca/canadassafestdriver

Canada's Safest Driver records:

- Location, speed, and heading
- Accelerometer data
- Gyroscope data
- Magnetometer data
- Barometer data
- Time

Take part in our #CanadasSafestDriver Contest during October 1 to November 26, 2020 for a chance to win \$10,000 and more! parachute.ca/canadassafestdriver #CanadasSafestDriver

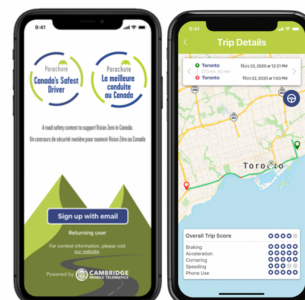
What you can win

- \$10,000 grand prize for best overall score for the duration of the contest, October 1 to November 26, 2020.
- \$5,000 second-place prize for overall score, October 1 to November 26, 2020.
- \$2,000 third-place prize for overall score, October 1 to November 26, 2020.
- \$500 "Early Bird" prize for the best score in the first 10 days of the contest, from October 1 to October 15
- \$500 prize for "Least Distracted Driver", as measured from October 15 to October 29
- \$500 prize for driver who best obeys speed limits, as measured from October 29 to November 12
- \$500 prize for driver who scores highest on the "smooth braking" criteria, as measured from November 12 to November 26

We encourage you to actively promote the contest Sept. 28 to Oct. 2

Prove you've got what it takes to be crowned Canada's Safest Driver! Download the app & track your driving skills for a chance to win a grand prize of \$10,000!

parachute.ca/canadassafestdriver
#CanadasSafestDriver



Our new Canada's Safest Driver contest runs to November 26, 2020! Canadian residents with a valid driver's licence are eligible to participate! Learn more:

parachute.ca/canadassafestdriver

#CanadasSafestDriver



One injury, one fatality on our road is one too many. Together with @DesjardinsGroup we are committed Vision Zero and #roadsafety and keeping Canadians safe! parachute.ca/canadassafestdriver #ParachuteVZ



We want all Canadians committed to the #VisionZero vision that there should be no serious injuries/ deaths on our roadways.

Learn about #CanadasSafestDriver Contest, our new Vision Zero initiative: parachute.ca/canadassafestdriver #ParachuteVZ



The #CanadasSafestDriver contest starts tomorrow! Download the app now and

track your driving skills for a chance to win a grand prize! Learn more: parachute.ca/canadassafestdriver #ParachuteVZ



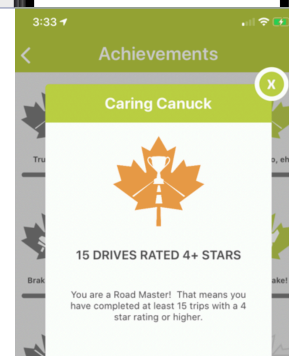
Download the app to participate in #CanadasSafestDriver contest for a chance to win a grand prize of \$10,000! Learn more: parachute.ca/canadassafestdriver



Today is the day! Download our #CanadasSafestDriver app to participate in our new contest for a chance to win a grand prize of \$10,000! parachute.ca/canadassafestdriver #ParachuteVZ



Do you have a valid driver's licence & reached the age of majority in your province? If yes, download the app & join our #CanadasSafestDriver contest to win \$10,000! parachute.ca/canadassafestdriver #ParachuteVZ



When the car is moving, if your screen unlocked and on and the app determines that the phone is being handled, your score will be negatively affected. Learn more: parachute.ca/canadassafestdriver



#CanadasSafestDriver

The #CanadasSafestDriver app also has a family sharing feature where contestants can invite small groups of peers, colleagues or family members as a "Challenge" – keep track of each other's scores and see who's being the safest driver. Learn more: parachute.ca/canadassafestdriver



Want to know more about what skills get measured in #CanadasSafestDriver app? For all the details visit parachute.ca/canadassafestdriver

- Speed: are you obeying the speed limits on your trip?
- Braking: are you screaming to a halt or braking safely in advance of your stop?
- Acceleration: do you "gun it" or accelerate at a steady pace?
- Cornering: are you taking your turn smoothly or cutting around at a dangerous angle?

Together with @DesjardinsGroup we commit to putting the safety of all road users first and foremost! <https://parachute.ca/en/professional-resource/vision-zero-collection>

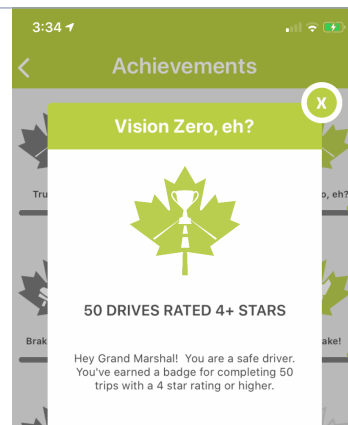
SIGN UP TO BECOME A MEMBER OF THE PARACHUTE VISION ZERO NETWORK

#ParachuteVZ #CanadasSafestDriver

All #CanadasSafestDriver contest participants can win game badges when they achieve higher scores in the 5 measurement areas & overall score: You can be a "Caring Canuck", get "Km/h Kudos" and win the ultimate accolade: "Vision Zero, eh?"

parachute.ca/canadassafestdriver

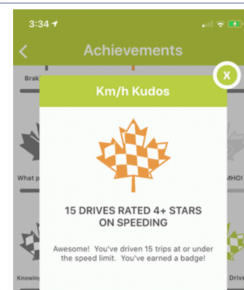
#ParachuteVZ



What skills get measured in #CanadasSafestDriver app? Speed ✓

Are you obeying the speed limits on your trip? More at parachute.ca/canadassafestdriver

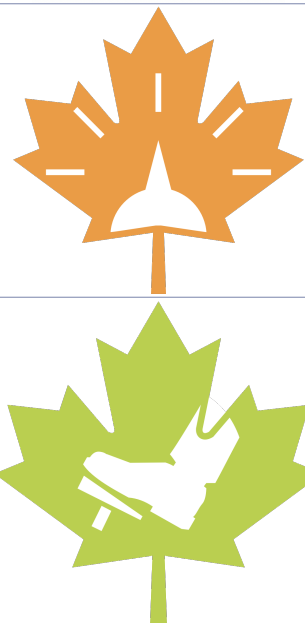
#ParachuteVZ



What skills get measured in #CanadasSafestDriver app? Acceleration ✓

Do you "gun it" or accelerate at a steady pace? parachute.ca/canadassafestdriver


#ParachuteVZ



What skills get measured in #CanadasSafestDriver app? Braking ✓

Are you screeching to a halt or braking safely in advance of your stop? parachute.ca/canadassafestdriver

#ParachuteVZ

What skills get measured in #CanadasSafestDriver app? Cornering  Are you taking your turn smoothly or cutting around at a dangerous angle? parachute.ca/canadassafestdriver #ParachuteVZ



Invite your friends and family to #CanadasSafestDriver app and win bragging rights over your friends and leaderboard competitors. Learn more: parachute.ca/canadassafestdriver #ParachuteVZ

Leaderboards[View all >](#)

Overall

24

Top 10%

Distraction

4

Top 20%

Friends

2

Top 10%

Congratulations to the winner of Canada's Safest Driver Contest 2020! parachute.ca/canadassafestdriver

#CanadasSafestDriver #ParachuteVZ



Ask Our Advice

If you have any questions or need some guidance, please feel free to direct them to Margarita at mboichuk@parachute.ca