



Social Media Guide

Parachute is excited to hold our ninth annual NTDSW from October 17 to 23, 2021, where we hope to keep the great momentum going from the 2020 campaign. Keeping with the same theme, this year the primary focus is on the critical issue of **speeding among teens**. Our additional messaging is around drug-impaired, drunk, distracted and aggressive driving, and rail safety. We will encourage teens, parents and community partners to join the conversation on social media, using the hashtags **#SpeedIsNoGame** and **#NTDSW2021**.

Similar to NTDSW 2020, this year, due to physical distancing restrictions and limits on in-person gatherings, we will be holding a **virtual campaign**. Please visit parachute.ca/ntdsw or email info@parachute.ca for more information on how you can participate in NTDSW 2021.

Who should use this guide?

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, YouTube or blogs.

Follow our lead

Throughout the month of October, including NTDSW Oct. 17 to 23, Parachute will remain active on all our social media platforms. Follow us and feel free to comment, share, like, re-post and re-tweet our content. We'll make sure to do the same with as many of our partners as possible.

Twitter: www.twitter.com/parachutecanada

Facebook: www.facebook.com/parachutecanada

Instagram: www.instagram.com/parachutecanada

Use hashtags!

Hashtags are the best way to track the activity across social media platforms. We encourage the use of the following hashtags in all social media channels in order to help us gain momentum, as we build a community of support.

Primary Hashtag: **#SpeedIsNoGame**

Additional Hashtags: **#NTDSW2021**

When you should you start posting

Feel free to start as soon as possible. Tweeting and posting about NTDSW helps us boost the number of people we reach, raising awareness about the campaign ahead of October 17.

What you should share

Our NTDSW resources website will have plenty of information about our campaign, and it's a great link to share on social media. Here's the direct link to our 2021 resources: parachute.ca/ntdsw. The page contains free downloadable images developed for social media that you can share freely on your social media channels.

Quick, relevant facts you can use, to start conversations on your social media platforms:

- Speeding means driving faster than the speed limit, but also driving too fast for road conditions. Nearly a quarter of fatal collisions in Canada involve excessive speed or driving too fast for conditions
- Young drivers (aged 16 to 24) killed in a collision are more likely to be speeding at the time of the crash than other age groups
- Speeding is a factor in one third of teen driver deaths in Canada
- Excessive speeders, those who drive 25 km/h or more over the speed limit, are more likely to be young and male
- Drivers who speed excessively are at higher risk for crashes and are associated with other risky behaviours such as drinking and not wearing a seatbelt
- Pedestrians struck by a driver at higher speeds are less likely to survive than when struck at lower speeds. At 30 km/h, the risk of pedestrian fatality is 5 per cent. At 50 km/h, the risk of fatality is nearly six times higher, at 29 per cent.
- Teen drivers killed in a crash are more likely than any other age group to test positive for cannabis
- Alcohol is a factor in almost half of fatal crashes among 16- to 25-year-olds
- Drivers under 25 are more likely than any other age group to use a device while driving, increasing the risk of a collision.

- Trespassing on a railway is illegal and is a leading factor in railway-related deaths and injuries. In 2020, 67 per cent of all rail incidents involving trespassers were fatal and 33 per cent resulted in serious injury.

Sample tweets/Social Media posts

Below are sample posts you can use as tweets or as posts on other social media channels (Twitter, 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/ntdsw-images.

Starting now

- Save the date! October 17 to 23 is National Teen Driver Safety Week! Join the conversation on social media, using the hashtags #SpeedIsNoGame, #NTDSW2021 parachute.ca/ntdsw
- We want teen drivers to know that #SpeedIsNoGame! Mark your calendars for #NTDSW2021 Oct. 17 to 23 & learn more here at parachute.ca/ntdsw
- Join the conversation with @parachutecanada for National Teen Driver Safety Week, October 17 to 23. Remind teens that #SpeedIsNoGame parachute.ca/ntdsw #NTDSW2021
- This month we're focusing on #RoadSafety. No teen should die on Canadian roads. Make sure they know that #SpeedIsNoGame! Learn more: parachute.ca/ntdsw #NTDSW2021
- This year National Teen Driver Safety Week is October 17 to 23! #SpeedIsNoGame resources are available for communities & schools at parachute.ca/ntdsw #NTDSW2021

As of October 17 (First Day of National Teen Driver Safety Week)

Higher Speeds = Higher Risks. Stop Speeding.

- Speeding is a factor in one third of teen driver deaths in Canada. Don't risk your life just for the thrill of driving faster than the limit. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021
- Teens are more likely to speed when other teens are with them in the vehicle. Don't put the lives of your friends and loved ones at risk by speeding. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021
- There is no prize to be won for speeding – instead, the faster your speed, the more likely you are to be involved in a crash. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021

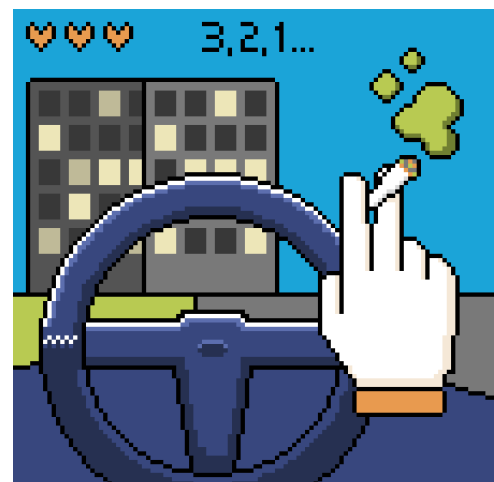


- Crashes at higher speeds cause more severe injuries than crashes at lower speeds. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021
- Speed kills. With each increase of 1 km/h, the risk of pedestrian fatality and serious injury during a collision increases. At 50 km/h impact, the risk of a pedestrian dying is 29%: almost six times what it is at 30 km/h. parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021
- Speed limits are put in place for a reason: follow posted limits. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021
- Open or empty roads are **not** an invitation to speed. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021
- Speeding kills. Follow the speed limit and adjust speed to match the conditions of the road. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021
- Nearly a quarter of deadly car crashes in Canada involve speeding. Don't contribute to the statistic. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021
- Keep your community safe. Lower your speed to protect vulnerable road users in school zones, community safety zones and construction zones. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021
- As your speed increases, your chances of avoiding a collision decrease. It's not a game. Don't put your life and others in danger by speeding. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021
- Speeding is not just risky, it's illegal. You could end up paying a fine, face criminal charges, lose your licence, or go to jail. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021



Don't Drive High.

- Cannabis impairs your ability to drive by affecting your balance and co-ordination, motor skills, attention, judgment, reaction time & decision-making skills. Don't risk your life or the lives of others by driving high. parachute.ca/ntdsw #NTDSW2021 #KnowWhatImpairedMeans
- 19% of youth said they have driven within four hours of using cannabis. Don't risk your life or the lives of others: never drive high. Learn more at parachute.ca/ntdsw #KnowWhatImpairedMeans #NTDSW2021
- 35% of youth have been a passenger with a driver



who used cannabis in the previous four hours. Don't put your life at risk; never get in the car with a drug-impaired driver. parachute.ca/ntdsw #KnowWhatImpairedMeans #NTDSW2021

- Driving high is never worth losing your life or putting others' lives at risk. Make arrangements to get home safe with a friend, family member, cab, or rideshare. This decision could save your life. parachute.ca/ntdsw #KnowWhatImpairedMeans #NTDSW2021

If You Drink, Don't Drive.

- Motor vehicle crashes are the third-leading cause of death among 16- to 25-year-olds, and alcohol is a factor in almost half of those crashes. It's not worth risking your life; stay sober behind the wheel. parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021
- When you choose to drink and drive, you're choosing not only to put your own life at risk, but the lives of others in danger too. If you are going to drink, don't drive. Learn more at parachute.ca/ntdsw #KnowWhatImpairedMeans #NTDSW2021
- One third of Canadians who say they've driven impaired do most of their drinking with close friends, partners or family members. Speak up; tell your friends and family members it isn't cool to drink and drive. parachute.ca/ntdsw #KnowWhatImpairedMeans #NTDSW2021
- Plan ahead if you or friends are planning to drink. Make sure you have a designated driver, a lift from a friend or family member, a plan to call a cab or ride service/ take public transit. #KnowWhatImpairedMeans parachute.ca/ntdsw #NTDSW2021
- If you're going to drink at a remote location with limited transportation options, make a plan to get home with friends/ ask your host if you can stay over. Always have a plan: never drive home impaired. parachute.ca/ntdsw #KnowWhatImpairedMeans #NTDSW2021



Put Down the Phone, Don't Drive Distracted.

- Drivers who text while driving are up to 6 times more likely to be involved in a crash. That text message can wait. Don't text and drive. parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021
- When you use your cell phone, your eyes are not on the road, and you miss seeing information needed to drive safely. Don't put yourself or others at risk; keep your focus on the road. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021



- The risk of a crash increases when you take your eyes and attention off the road, even just for a second. Remove the temptation by keeping your phone out of reach while driving. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021

Trains move faster than you think. Stay off railway tracks.

- A moving train may be going faster than it seems. Trains can take up to 2 kilometres to come to a complete stop and, unlike cars, can't swerve to avoid a collision. A train can't avoid you, but you can avoid a train. parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021 @CNRailway
- Only cross railway tracks at designated crossings. Taking shortcuts and crossing anywhere else could be deadly. Learn more at parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021 @CNRailway
- Many people who have been injured or killed in railway incidents didn't think it would happen to them. Stay off railway tracks and remember #SpeedIsNoGame. Learn more at parachute.ca/ntdsw #NTDSW2021 @CNRailway
- Never try to drive or walk under, around or over lowered or closing gates. At railway crossings, gates start closing almost immediately before the train reaches the crossing. Obey the signals, stay back and wait. parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021 @CNRailway
- In 2020, 67% of all rail incidents involving trespassers were fatal and 33% resulted in serious injury. Never choose a railway as a walking path or the backdrop for photos. parachute.ca/ntdsw #SpeedIsNoGame #NTDSW2021 @CNRailway



Questions?

Don't forget that we're always here to help. If you have any questions, feel free to contact Parachute's social media team by e-mailing Margarita at socialmedia@parachute.ca.

For the sources of the statistics used here, see parachute.ca/ntdsw-stats