Ride SMART Florida 2021
Social Media Schedule – Facebook, Twitter, and Instagram

BACKGROUND INFO

Objectives: To increase awareness regarding the motorcycle safety for both motorcyclists and vehicle drivers. Expand on the existing Ride SMART Florida campaign branding in a tailored effort for District Six. Specifically promoting the campaign during Motorcycle Safety Awareness Month and Ride to Work Day in June.

Content Schedule

Content	Photo
Date May 25 **Facebook, Twitter, and Instagram:** Keeping the roadway safe for all users is the responsibility of both motorists and motorcyclists - everyone can do their part. Visit ridesmartflorida.com. #RideSmartFL #motorcyclesafetymonth ***Tag:*** *@RideSmartFL*	 **Post 1 - May is Motorcycle Safety Awareness Month**
Date May 27 **Facebook, Twitter, and Instagram:** With the added traffic on the roads, motorist actions can impact the safety of motorcyclists greatly! A large portion of motorcycle crashes involve two key components – poor speed and spatial judgment of other drivers and poor motorcyclist visibility. #RideSmartFL #motorcyclesafetymonth #MemorialDay ***Tag:*** *@RideSmartFL*	 **Post 2 - Memorial Day**

Date June 1 **Facebook, Twitter, and Instagram:** The most common motorcycle/motorist crash is at an intersection when a motorist makes a left turn in front of a motorcycle. Often motorists turn left into the path of an oncoming motorcyclist because they're hidden by roadway features or the motorist didn't see them. #RideSmartFL #motorcyclesafety ***Tag:*** *@RideSmartFL*	 **Post 3 – Left Turn Crashes**
Date June 3 **Facebook, Twitter, and Instagram:** The road is not a racetrack. Riding the speed limit may allow other drivers to gauge your speed and distance properly. Give them a chance to see you—give yourself a chance to ride another day. https://bit.ly/2R7BnWe #RideSmartFL #motorcyclesafety ***Tag:*** *@RideSmartFL*	 **Post 4 – Speeding (Video)**

Date June 8 **Facebook, Twitter, and Instagram:** The National Highway Traffic Safety Administration says a non-helmeted motorcyclist is 15 percent more likely to suffer a nonfatal head injury and 40 percent more likely to suffer a fatal head injury than a helmeted rider if involved in a crash. #RideSmartFL ***Tag:*** *@RideSmartFL NHTSA @NHTSAgov*	 **Post 5 - Helmets**
Date June 10 **Facebook, Twitter, and Instagram:** On average, riders have less than four seconds to avoid a crash after observing a potential hazard. An advanced motorcycle training course is an exciting way for you to practice crash-avoidance techniques, and to enhance your overall riding experience. Visit ridesmartflorida.com/training to find courses near you! #RideSmartFL #motorcyclesafety ***Tag:*** *@RideSmartFL*	 **Post 6 - Training**

Date June 15 **Facebook, Twitter, and Instagram:** Wearing a properly fitted, USDOT compliant motorcycle helmet can make a difference in a crash. It is recommended to try on a new helmet in a store rather than buying online. Visit bit.ly/3sTcKKb to help find your fit. #RideSmartFL #motorcyclesafety ***Tag:*** *@RideSmartFL @USDOT*	 **Post 7 – Helmet fitting**
Date June 17 **Facebook, Twitter, and Instagram:** Make yourself visible! The use of lights, reflective materials and bright colors makes it easier for you to be seen. #RideSmartFL #motorcyclesafety ***Tag:*** *@RideSmartFL*	 **Post 8 – Gear**

Date June 21 **Facebook, Twitter, and Instagram:** Today marks the 30th annual "Ride to Work Day" event. On this day, two-wheeled commuters help demonstrate that riding is an efficient, economical form of personal transportation. #ridetowork #RideSmartFL ***Tag:*** *@RideSmartFL*	 **Post 9 - Ride to Work Day**