

Social Media Toolkit

#StayOnTheRoad



STAY ON THE ROAD.



Center for
Transportation Safety



TABLE OF CONTENTS

I. Social Media Tool Kit

III. Table of Contents

IV. Campaign Statistics:

- Speed-related crashes
- Harsh braking
- Harsh acceleration
- Speed-related citations
- Crash-related injuries





Social Media Caption

Did you know? The crash rate for someone driving 20 to 25 mph over the posted speed limit is **37% HIGHER** than someone driving the posted speed limit. Even if you beat the statistic, you'll be disqualified from driving a CMV for at least 60 days if you're caught driving that fast over the speed limit.

#StayOnTheRoad and help keep our roads safe. Learn more:

<https://csa.fmcsa.dot.gov/safetyplanner/MyFiles/SubSections.aspx?ch=23&sec=67&sub=158>.



Social Media Caption

Drive fast, finish last. Driving 15 to 20 mph over the posted speed limit not only **increases** your risk of crashing but can cause you to lose your CDL for at least 60 days. #StayOnTheRoad

Learn more about what can get you disqualified:
<https://csa.fmcsa.dot.gov/safetyplanner/MyFiles/SubSections.aspx?ch=23&sec=67&sub=158>.



Social Media Caption

Driving more than 25 mph over the posted speed limit is more consequential than you may think.

- The rate of **harsh braking events is over 4.5 times** the rate for segments with no speed differential. --> Braking can cause your wheels to lock up resulting in skidding.
- Even if you don't have to brake harshly, if you're caught driving that fast, you'll be disqualified from driving a CMV for at least 60 days.

#StayOnTheRoad and help keep our roads safe. Learn more: <https://csa.fmcsa.dot.gov/safetyplanner/MyFiles/SubSections.aspx?ch=23&sec=67&sub=158>.

**THE ODDS AREN'T
IN YOUR FAVOR.**

#STAYONTHEROAD



TTI

Center for
Transportation Safety



Social Media Caption

Accelerating slowly can be the difference between arriving to your destination or not arriving at all. Did you know that **frequent harsh accelerating** can **DOUBLE** your chances of getting in a crash?

Don't be a danger and #StayOnTheRoad.



Social Media Caption

Drive fast, finish last. Did you know that when going 25 mph over the posted speed limit, CMV operators were **14 times MORE likely** to receive a DPS citation?

This also means you'll be disqualified from driving a CMV for at least 60 days.

Obey the rules of the road to #StayOnTheRoad. Learn more:

<https://csa.fmcsa.dot.gov/safetyplanner/MyFiles/SubSections.aspx?ch=23&sec=67&sub=158>.



Social Media Caption

When you go 20 mph over the speed limit and crash, someone, *whether it's the driver, passengers, pedestrians or other occupants*, is **300% more likely to die or be seriously injured**. And even if you don't crash, you're risking a speeding citation which would disqualify you from driving a CMV for a least 60 days.

#StayOnTheRoad and help keep our roads safe. Learn more:

<https://csa.fmcsa.dot.gov/safetyplanner/MyFiles/SubSections.aspx?ch=23&sec=67&sub=158>.



Social Media Caption

If you get into a crash while driving 15 to 20 mph over the posted speed limit, the **chances of death or serious injury increases by 95%**. And if you're caught driving that fast, your chances of being disqualified from driving a CMV is 100%.

Obey the rules of the road to #StayOnTheRoad. Learn more:

<https://csa.fmcsa.dot.gov/safetyplanner/MyFiles/SubSections.aspx?ch=23&sec=67&sub=158>.

#StayOnTheRoad



Center for
Transportation Safety

