**Sample Social Media Messaging**

*Twitter*

Does your teen know the #5toDrive rules of the road? They include no cell phone while driving. #teendriver

Parents: Your teens look to you as a role model, so buckle up, and they will too. #5toDrive

Here’s a rule of the road for your #teendriver from @NHTSAgov: Always wear a seatbelt. #5toDrive

Here’s a rule of the road for your #teendriver from @NHTSAgov: No extra passengers. #5toDrive

Here’s a rule of the road for your #teendriver from @NHTSAgov: No cell phones, period. #distracteddriving #5toDrive

Check out this rule of the road for your #teendriver from @NHTSAgov: No alcohol. #5toDrive

Check out this rule of the road for your #teendriver from @NHTSAgov: No speeding! #5toDrive

2,614 teen drivers were involved in fatal crashes in 2013. Get your teens involved in the #5toDrive campaign. <http://www.safercar.gov/parents/TeenDriving/fivetodrive.htm>

You are the top influence on your teens. Follow the rules of the road and they’ll follow your lead. #5toDrive <http://www.safercar.gov/parents/TeenDriving/fivetodrive.htm>

If you exhibit good safety habits on the road, such as never using your phone, chances are your teens will do the same. #5toDrive

Your teens may not appear like they’re listening or paying attention, but they are. Follow the rules of the road & they will too. #5toDrive

Motor vehicle crashes are a leading cause of death for teens 15-19 in America. Don’t let your teen be a statistic. #5toDrive <http://www.safercar.gov/parents/TeenDriving/fivetodrive.htm>

Take time to sit down and talk to your teen about the risks they face as drivers. #5toDrive <http://www.safercar.gov/parents/TeenDriving/fivetodrive.htm>

Parents: talk to your teens about safe driving. You’re the number one influencer. #5toDrive <http://www.safercar.gov/parents/TeenDriving/fivetodrive.htm>

Before you hand them the keys, set the rules of the road. #5toDrive #teendriver <http://www.safercar.gov/parents/TeenDriving/fivetodrive.htm>

In 2013, almost 1 out of 5 teen drivers in fatal crashes had alcohol in their system. #5toDrive <http://www.safercar.gov/parents/TeenDriving/fivetodrive.htm>

64% of all young passengers (13-19) who died while riding with teen drivers in 2013 weren’t wearing their seat belt. #5toDrive

It’s Teen Driver Safety Week: help us make some noise with #5toDrive! Join us and @NHTSAgov to spread the word.

Help us get the word out to parents of kids soon to be reaching for the steering wheel this Teen Driver Safety Week. #5toDrive

Even if your kids are grown, they still need protecting. Give them the #5toDrive from @NHTSAgov and keep them safe on the road.

*Facebook*

Sure, their phone seems to be physically attached to them most days, but let your teen know that their social lifeline will be a death wish if they use it while driving. No cellphones while driving, period. #5toDrive <http://www.safercar.gov/parents/TeenDriving/rules-4.htm>

In 2013, 2,614 teen drivers were involved in fatal crashes. Don’t let your teen become a statistic: give them the #5toDrive rules of the road. <http://www.safercar.gov/parents/TeenDriving/fivetodrive.htm>

A #5toDrive rule: No extra passengers. The more people in the car with a teen driver, the higher the risk of a fatal crash. <http://www.safercar.gov/parents/TeenDriving/spellrules-2.htm>

Do you know about graduated driver licensing programs? They’re there to help you as a parent of a teen driver. Get the facts from NHTSA: <http://www.safercar.gov/parents/TeenDriving/graduated.htm>

Parents: YOU are the number one influence on your kids. If you engage in risky behavior, such as not buckling up or using your phone while you drive, chances are your kids will do the same when it’s their turn behind the wheel. <http://www.safercar.gov/parents/TeenDriving/groundrules.htm>

Talk to your kids early about safe driving behavior, even before they’re at driving age. What you say matters. NHTSA has tips on how to start the conversation: <http://www.safercar.gov/parents/TeenDriving/rules-1.htm>

Join us and NHTSA in our outreach this Teen Driver Safety Week. If you’re a parent, whether your children are in car seats or behind the wheel, this information is for you. Help us share it! <http://www.safercar.gov/parents/TeenDriving/fivetodrive.htm>

Speeding is a big factor in teen deaths: in 2013, 29% of teen drivers in fatal crashes were speeding. Talk to your teens about always obeying the speed limit, even if they’re late. <http://www.safercar.gov/parents/TeenDriving/spellrules-3.htm>

We need your help spreading the word about Teen Driver Safety Week. Join us and NHTSA for facts, tips, and the #5toDrive rules of the road that every parent and teen should know. <http://www.safercar.gov/parents/TeenDriving/fivetodrive.htm>

Have you parented a teen driver to a full grown adult? Help us spread the word about the #5toDrive rules of the road that parents and teens need to hear. <http://www.safercar.gov/parents/TeenDriving/fivetodrive.htm>

It takes two seconds to buckle up. Don’t let your teens try to tell you otherwise. Make buckling up a ground rule for driving. #5toDrive <http://www.safercar.gov/parents/TeenDriving/spellrules-5.htm>

You’ve been keeping them safe their whole life. Don’t hand them the keys to a two ton machine and walk away. Set ground rules for your teen driver first with #5toDrive road rules from NHTSA. <http://www.safercar.gov/parents/TeenDriving/fivetodrive.htm>

Lack of experience is a huge factor in teen crashes. Help your teen gain that experience safely with #5toDrive rules from NHTSA. <http://www.safercar.gov/parents/TeenDriving/fivetodrive.htm>

Did you know? The age group of 15 to 19 year olds has the highest percentage of drivers distracted by phone use. Give them the #5toDrive rule: no cell phones while driving. <http://www.safercar.gov/parents/TeenDriving/rules-4.htm>

It’s hard to have a conversation with a teenager, but if that conversation could save a life, isn’t it worthwhile? Find out how you can start the safe driving conversation with your teen. <http://www.safercar.gov/parents/TeenDriving/fivetodrive.htm> #5toDrive

Motor vehicle crashes are a leading cause of death for 15 to 19 year olds. Take the time: talk to them about the #5toDrive rules of the road. <http://www.safercar.gov/parents/TeenDriving/fivetodrive.htm>

When teens have peers riding with them, the risk of a fatal crash goes up in direct relation to the number of teens in a car. The more teens, the higher the risk. Give your teens the #5toDrive from NHTSA: <http://www.safercar.gov/parents/TeenDriving/fivetodrive.htm>

Set a good example by not driving after drinking. Remind your teen that drinking before the age of 21 is illegal, and alcohol and driving should never mix, regardless of age. #5toDrive <http://www.safercar.gov/parents/TeenDriving/fivetodrive.htm>

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