Road Safety Week 2023 – social media toolkit

* *Communications messaging and assets for Road Safety Week 2023 for use from 20 November-24 November.*

Brake’s Road Safety Week takes place annually to raise awareness about dangerous driving and in particular, the dangers associated with speeding.

This year, following 64 fatalities on Greater Manchester’s roads in 2022, we are highlighting the devastating consequences of dangerous and careless driving and the relationship between the ‘Fatal 4’ – speeding, distractions, drink and drug driving, and failure to wear a seatbelt – and serious incidents.

Four people from across the North West who have lost loved ones in road crashes – Calvin Buckley, Paula Allen, Mike Peters and Ann Marie Hornsby – have shared their heartbreaking stories to educate drivers of all ages.

The social media plan below includes videos with each of the four individuals and details the tragic impacts of serious incidents.

Key messages

* Drivers of all ages need to think about the consequences of their decisions and actions when getting behind the wheel.
* The ‘Fatal 4’ – speeding, distractions, drink and drug driving, and failure to wear a seatbelt - are the predominant causes of serious incidents.
* We all need to take responsibility and work together to reduce the number of fatalities on our roads.

Audiences

* Drivers of all ages
* Passengers of all ages
* People learning how to drive

Channels

* X/Twitter - @greatermcr, @deputymayorofgm, @manchesterfire
* Facebook - @greatermcr, @manchesterfire
* Instagram - @greatermcr, @manchesterfire

Social media copy

You will find suggested social content, video titles and YouTube links in the table below. The social media cuts of each video can be downloaded via this [WeTransfer link](https://we.tl/t-k7kaOLsNmL), with longer forms of each video being published on the [GMFRS YouTube channel](https://www.youtube.com/user/GMFRSVideoChannel) at 9 AM on the specified day below. Please do not share the YouTube links before 9 AM on the specified days as they will not work.

YouTube links:

* Calvin: <https://youtu.be/xl19LPqqv9M>
* Paula: <https://youtu.be/aF87w4Z3Tk0>
* Mike: <https://youtu.be/EgjHJMLoN1Q>
* Ann Marie: <https://youtu.be/iQz6s8xMmnU>

If you are having trouble accessing the videos or have any other queries, please email dylan.childs@greatermanchester-ca.gov.uk

If you are using your own social media content, please tag us so we can support you by sharing your messaging across our channels.

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| --- | --- | --- |
| Asset | Social media copy | Date |
| Twitter |
| Calvin Road Safety Week with subs (MP4 file) | 🗣 “My world ended that day.”Calvin lost his pregnant partner Frankie after a car crash in May.Frankie was killed by a driver who was filming himself speeding at 123mph.When you’re behind the wheel, think about the potential impacts of your actions.#RoadSafetyWeek | 20 Nov PM |
| Paula Road Safety Week with subs (MP4 file) | 🗣 “It was the most horrifying thing I've ever seen."Paula lost her son Marcus following a road traffic collision.Marcus was crossing the road when he was hit by a speeding car.When you're behind the wheel, think about the potential impacts of your actions.#RoadSafetyWeek | 21 Nov PM |
| Mike Road Safety Week with subs (MP4 file) | 🗣 “It’s not worth the death of somebody to read that message on your phone."Mike lost his daughter Vicky in a road traffic collision outside of their family home.Vicky was a passenger in a speeding car that crashed.#RoadSafetyWeek | 22 NovPM |
| Ann Marie Road Safety Week with subs (MP4 file) | 🗣 "I never, ever thought that I would be burying my son."Ann Marie’s son Colin passed away after a car he was passenger in lost control and crashed into another vehicle.When you are behind the wheel, think about the potential impacts of your actions.#RoadSafetyWeek | 23 Nov PM |
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| Calvin Road Safety Week with subs (MP4 file) | 🗣 “My world ended that day.”Calvin lost his 17-week pregnant partner Frankie after a car crash in May.Frankie was killed by a driver who was filming himself speeding at 123mph on the M66 in Bury.When you’re behind the wheel, think about the potential impacts of your actions.To hear more about Calvin’s story 👉 <https://youtu.be/xl19LPqqv9M>#RoadSafetyWeek | 20 Nov PM |
| Paula Road Safety Week with subs (MP4 file) | 🗣 “It was the most horrifying thing I've ever seen."Paula lost her son Marcus following a road traffic collision in October 2021.Marcus was crossing the road with his friend when he was hit by a car travelling around twice the speed limit.When you're behind the wheel, think about the potential impacts of your actions.To hear more about Paula’s story 👉 <https://youtu.be/aF87w4Z3Tk0>#RoadSafetyWeek | 21 Nov PM |
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| Ann Marie Road Safety Week with subs (MP4 file) | 🗣 "I never, ever thought that I would be burying my son."Ann Marie’s son Colin passed away in October 2018 after a car he was passenger in lost control and crashed into another vehicle.When you are behind the wheel, think about the potential impacts of your actions.To hear more about Ann Marie’s story 👉 <https://youtu.be/iQz6s8xMmnU> #RoadSafetyWeek | 23 Nov PM |
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