



STREET SMART NJ DIGITAL TOOLKIT

New Jersey's incidence of injury and fatal motor vehicle crashes involving pedestrians is more than double the national average. Ensuring that all roadways are safe for walkers, bicyclists, transit riders and drivers is critical. The Federal Highway Administration has identified New Jersey as a "pedestrian focus" state and Newark as a "pedestrian focus" city due to the high incidence of pedestrian injuries and fatalities.

For this reason, The North Jersey Transportation Planning Authority (NJTPA) along with the Federal Highway Administration, New Jersey Department of Transportation and New Jersey Division of Highway Traffic Safety are working together to expand the state's pedestrian safety education program, Street Smart NJ.

This campaign heavily utilizes social media to spread the message of pedestrian safety – however, our efforts alone are not enough. If you are running a Street Smart campaign in your community or just an interested citizen who wants to raise awareness, you can help.

We need you to help us generate awareness about the campaign and spread these lifesaving messages.

This guide provides best practices for sharing Street Smart NJ content on various platforms: Facebook, Twitter, websites, blogs, email, newsletters, etc. You can find more resources at <http://bestreetsmartnj.org/resources/>.

Social Media Posting Tips

If you have a Twitter or Facebook account, you can help promote the Street Smart NJ campaign in several ways. You can tweet/post about your community's participation in the campaign or you can use the library of content provided on our resources webpage. One way to promote the campaign is by retweeting content from @njstreetsmart on Twitter or sharing content from Street Smart NJ on Facebook.

If you would like to post organic content from your own account that promotes the campaign, here are some best practices on how to promote your local campaign:

- Use the hashtag #BeStreetSmartNJ to help unify campaign efforts and show your involvement.
- Tag @njstreetsmart on Twitter or Street Smart NJ on Facebook in your post.
- Tag local officials or townships if your post mentions them – that way they may see and repost your content.
- Share pre-made content and graphics directly from the Street Smart NJ resources webpage by clicking “Social Media.” We have provided pre-written, branded content that is ready for you to share to your Twitter or Facebook accounts. All you have to do is click to share and paste in the content that we have provided for each graphic.
- If you want to share your own images, make sure you adhere to the following dimensions so the picture displays correctly: *1200x628 pixels*.
- Link to the Street Smart NJ website so your followers can learn more.
- Utilize the campaign tagline: *Walk Smart. Drive Smart. Be Street Smart.*
- Utilize the core campaign messages:
 - We look before crossing.
 - Heads up, phones down.
 - We slow down for safety.
 - We stop for people – it's the law.
 - We use crosswalks.
 - We cross at corners.
 - We cross at the light.
 - We wait for the walk.