



So, you have the #SafelyThere ambassador kit – now what?

This kit will help you share the message with your friends and family that **40,000 lives lost on the roads in the U.S. each year is too many** – and technologies exist today that can help reduce this number. With the steady integration of automated safety technologies, we can put car crashes in a museum.

- 1) **Tell your story.** We'd love to hear from you – tell us of a time when automotive technology potentially saved your life, or the life of someone you love. Fill out the storytelling form located in the Ambassador Kit and send it to our [#SafelyThere Mailbox](#). With your permission, your testimonial can become part of our internal and/or external campaign.
- 2) **Use the hashtag #SafelyThere.** Take your story to your personal social media channels – share it on Facebook or Twitter and use the hashtag #SafelyThere. Hashtags are social media tools that categorize posts into one group, so you can take part in a conversation that is larger than your own community. View the #SafelyThere conversation on [Facebook](#) and [Twitter](#).
- 3) **Share the facts.** Review the key statistics found in this ambassador kit and share them with your social network. Consider pairing them with a personal experience or message – see a few examples on **page 2**. Many crashes are avoidable – our goal is to educate the public and show them how each technology contributes to Vision Zero.
- 4) **Connect with our partners.** Our partner organizations work hard to research new technology and spread the message of safety first. Follow our partners, engage with their content, and credit their statistics when sharing on social media.
 - National Safety Council ([Facebook](#)/[Twitter](#))
 - [My Car Does What](#)
 - Insurance Institute for Highway Safety ([Facebook](#)/[Twitter](#))
 - Governors Highway Safety Association ([Facebook](#)/[Twitter](#))
- 5) **Don't forget to follow Continental USA on [Facebook](#) and [Twitter](#).** Like, comment and share our #SafelyThere posts – and encourage your friends and family to do the same!



Example Social Media Posts

Using Statistics:

*According to **@NSCsafety**, an estimated 40,000 people lost their lives to car crashes last year alone. **@ContiPress** believes that automated safety technologies can decrease this number. **#SafelyThere** Learn more: www.continental-corporation.com/en-us*

- Tag the source of the statistic on the social platform that you are using
- Tag Continental USA @ContiPress when you mention our name
- Don't forget the hashtags! #SafelyThere #VisionZero
- Link to learn more – whether you are talking about a particular technology, or the overall campaign, you can link to our website for your followers to learn more.

Telling your story:

*My **#SafelyThere** story: I'll never forget that day – it was just a normal Tuesday when my morning commute almost ended in disaster. I-75 was backed up as usual when, out of nowhere, traffic came to a halt. I could not brake fast enough, and I thought for sure that I would rear-end the vehicle in front of me – but my **automatic emergency braking** kicked in and saved my life. I cannot imagine ever purchasing a vehicle without this technology – not only for myself, but also for my teenage drivers. In case you're wondering, **learn all about automatic emergency braking here: www.continental-corporation.com/en-us**.*

- Name the technology – a large focus of this campaign is educating the public and helping to alleviate confusion in the market.
- Your friends want to hear from YOU – include a picture of yourself, your family, or your car. This personalizes the story and helps to beat the algorithm, meaning your friends are more likely to see your post.
- If it feels natural, link to learn more! This is especially helpful for the more confusing technologies, like lane departure warning or lane keeping assist.
- Don't forget the hashtag!

Participate in National Safety Campaigns:

*In honor of **National Child Passenger Safety Week**, we did a check of our daughter's car seat! Check out this great resource from **@SafeKidsWorldwide** to see if your child's car seat is installed correctly – and post a picture when you're done! www.safekids.org/ultimate-car-seat-guide/basic-tips/installing/*



- You can participate in national safety awareness holidays on social media, such as those listed below:
 - Distracted Driving Awareness Month (April)
 - National Safety Month (June)
 - National Pedestrian Safety Month (August)
 - National Child Passenger Safety Week (September 15-21)
 - National Teen Driver Safety Week #NTDSW (October 20-26)
 - World Day of Remembrance for Road Traffic Victims (November 18)
 - Drowsy Driving Prevention Week (November 4-11)
 - Older Driver Safety Awareness Week (December 1-7)
- Tag your source and share a resource to help your friends to prioritize safety in their vehicles.
- Post a picture! Again, photos personalize the message and help beat the Facebook algorithm. Win-win.