

COUNTRY ROADS CAMPAIGN 2018

SOCIAL MEDIA

Through the Don't Risk It (Road Safety Scotland) Facebook and Twitter accounts, we will make digital content available, including information about the campaign and key facts.

It would be much appreciated if you could support our campaign and expand the reach of this content by sharing and retweeting from your own social media channels.

We are looking to support partners and stakeholders on social media, which would include us retweeting/sharing your information through our Facebook and Twitter accounts. In order to help us do so, please tag us using the below handles on Facebook and Twitter, and use the hashtag #dontriskit.

- Our Facebook page is here - [facebook.com/roadsafetyscotland](https://www.facebook.com/roadsafetyscotland)
- Our Twitter handle is @RoadSafetyScot
- The campaign hashtag is #dontriskit
- A shortened URL which links to the website is <http://bit.ly/2IUmKki>
- A shortened URL which links to the film is <http://bit.ly/2LGs60i>

Here are some example of tweets you might want to send out to your followers to show your support:

- Prepare for the unexpected on country roads. We're supporting @RoadSafetyScot's new campaign #dontriskit <http://bit.ly/2L9iytQ>
- Immerse yourself in this brand new 360 film and prepare for the unexpected on country roads #dontriskit <http://bit.ly/2L9iytQ>
- Prepare for the unexpected on country roads, there's no telling what could happen #dontriskit <http://bit.ly/2L9iytQ>

Here are some examples of Facebook posts you might want to use too:

- Country roads account for over half of all deaths on Scotland's roads. Immerse yourself in this brand new 360 video from @RoadsafetyScotland and prepare for the unexpected on country roads #dontriskit <http://bit.ly/2JfHZfP>
- Latest figures show that in a 12 month period, 789 people were killed or seriously while driving on country roads. Prepare for the unexpected on country roads, there's no telling what could happen #dontriskit <http://bit.ly/2JfHZfP>
- Almost 800 people were killed or seriously injured over a 12 month period while driving on country roads. Prepare for the unexpected on country roads, there's no telling what could happen #dontriskit <http://bit.ly/2JfHZfP>

- We're backing @RoadsafetyScotland's new Prepare for the Unexpected campaign, find out more here #dontiriskit <http://bit.ly/2JfHZfP>

References – Transport Scotland 2016