



NATIONAL  
**CHILD PASSENGER  
SAFETY** BOARD

A program managed by the National Safety Council

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rear facing • forward facing • booster seat • seat belts

## Social Media Tips: Top 10

1. Less is more ... use whitespace
2. Know your audience (demographics/habits)
3. Scheduling/timing of posts
4. Select and use best-practice photos
5. Share content from partners to amplify messages and create engagement
6. Be sure to make use of attention-grabbers
7. Use research and data to support messages
8. Play nice (don't feed the trolls)
9. Secure your accounts; don't get hacked
10. Your goal is to save lives, prevent injuries – not go viral



## Try These Free Resources

1. canva.com and other free software programs are available to create graphics
2. National Child Passenger Safety Board social media library: [cpsboard.org/social](http://cpsboard.org/social)
3. NHTSA image library: [nhtsaimages.zenfolio.com/f119551032](http://nhtsaimages.zenfolio.com/f119551032)
4. Open source images
5. [trafficsafetymarketing.gov](http://trafficsafetymarketing.gov)
6. All social media platforms
7. Sprout Social/Hootsuite (analytics)

