

SOCIAL MEDIA / MARKETING

TOP 10 TIPS TO CREATE ENGAGING CONTENT

1. Images/videos/graphics: Seek out attention-grabbers
2. Less is more ... use white space on graphics
3. Know your audience
4. Scheduling/timing of posts
5. Share content from partners to boost engagement
6. Follow best practice guidelines; use photos and graphics sized correctly for all of your channels
7. Stick with evidence-based safety messaging and cite sources when/if necessary
8. Don't feed the trolls
9. Secure your accounts ... don't get hacked
10. Keep your goal front and center: You're doing this to save lives, not to go viral

FREE AI TOOLS FOR CONTENT CREATION, SCHEDULING, ANALYTICS

- **ChatGPT:** Steer a conversation toward a desired length, format, style, level of detail and language. [OpenAI.com/ChatGPT](https://openai.com/chatgpt)
- **Buffer:** Software to schedule and analyze effectiveness of social media posts. [Buffer.com](https://buffer.com)
- **Jasper:** Create copy for blogs, case studies, social media, product descriptions and sales emails. [Jasper.ai](https://jasper.ai)
- **Flick:** Generate texts, schedule posts, find useful hashtags and analyze customer data. [Flick.social](https://flick.social)
- **Canva:** Produce visual content for social media, presentations, flyers and more. [Canva.com](https://canva.com)
- **Grammarly:** AI writing partner helps you find the right words. [Grammarly.com](https://grammarly.com)
- **Murf:** Text-to-speech platform for voiceover production. [Murf.ai](https://murf.ai)
- **Hootsuite Heyday:** Chatbot designed to help boost ecommerce sales and customer satisfaction rates. [Hootsuite.com](https://hootsuite.com)
- **ContentStudio:** Create AI-generated copy and captions for social media. [Contentstudio.io](https://contentstudio.io)
- **Synthesia:** Convert text into audio/video content. [Synthesia.io/](https://synthesia.io/)



Free Resources

National Child Passenger Safety Board

Graphics and text:

[CPSboard.org/resource-center/social-media-library/](https://cpsboard.org/resource-center/social-media-library/)

NHTSA Image Galleries

- Child passenger safety: [NHTSAimages.zenfolio.com/f119551032](https://nhtsaimages.zenfolio.com/f119551032)
- Native American car seat safety: [NHTSAimages.zenfolio.com/p1061034013](https://nhtsaimages.zenfolio.com/p1061034013)
- School bus safety: [NHTSAimages.zenfolio.com/p180722639](https://nhtsaimages.zenfolio.com/p180722639)
- Teen driving: [NHTSAimages.zenfolio.com/f212138306](https://nhtsaimages.zenfolio.com/f212138306)

NHTSA Marketing Tools

Child passenger safety:

[TrafficSafetyMarketing.gov/safety-topics/child-safety](https://trafficsafetymarketing.gov/safety-topics/child-safety)

NATIONAL
**Child Passenger
Safety** BOARD

an nsc managed program

