# **2019 CIOT Enforcement State & Partner Messaging**

**Download the static & animated infographics from the** [**Seat Belts | Click It or Ticket Marketing Page**](https://www.trafficsafetymarketing.gov/get-materials/seat-belts/click-it-or-ticket/national-enforcement-mobilization) **to include in these posts and tweets.**

**Instructions and descriptions are in red and should not be posted.**

***Twitter -* Use 840x440**

Click it or Ticket Infographic

The image shows a seat belt across the infographic with icons for a man and women partially colored to match the percentages. The text reads, Hey guys: Think you don't need a seat belt? In 2017, 51% of male passenger vehicle occupants killed in crashes weren't buckled, Compared to 39% for women.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA


(Insert CIOT Infographic: ciot\_info\_males\_840x440.jpg)

Social messages that could accompany the CIOT infographic

* **Nobody looks cool without a seat belt. #ClickItOrTicket** [**http://ow.ly/OHTn30owylK**](http://ow.ly/OHTn30owylK)
* **The odds really aren’t in your favor. ##ClickItOrTicket** [**http://ow.ly/OHTn30owylK**](http://ow.ly/OHTn30owylK)
* **It’s so easy to do. Just #BuckleUp.** [**http://ow.ly/OHTn30owylK**](http://ow.ly/OHTn30owylK)
* **There’s no good reason not to do it. Just #BuckleUp.** [**http://ow.ly/OHTn30owylK**](http://ow.ly/OHTn30owylK)
* **Listen up guys. Statistically, you’re bad at this. #BuckleUp #ClickItOrTicket** [**http://ow.ly/OHTn30owylK**](http://ow.ly/OHTn30owylK)

Click it or Ticket Infographic

The image shows a seat belt across the infographic with icons for people buckled or unbuckled to match the percentages. The text reads, A pickup truck won't keep you safe from a deadly crash. 59% of pickup truck occupants killed in crashes in 2017 weren't wearing seat belts.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert CIOT Infographic: ciot\_info\_pickup\_840x440.jpg)

Social messages that could accompany the CIOT infographic

* **Your pickup truck is nothing without a seat belt. #ClickItOrTicket** <http://ow.ly/VmAP30owys7>
* **#BuckleUp in your pickup.** <http://ow.ly/VmAP30owys7>
* **If you’re in a pickup truck, remember to #BuckleUp.** <http://ow.ly/VmAP30owys7>

Click it or Ticket Infographic

The image shows a seat belt across the infographic with icons for people along the bottom. The text reads, Seat belts work and we've got proof. In 2017, seat belts saved nearly 15,000 lives.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert CIOT Infographic: ciot\_info\_proof\_1200x628.jpg)

Social messages that could accompany the CIOT infographic

* **The numbers don’t lie. #BuckleUp** <http://ow.ly/tlCW30owyte>
* **We’ve got the stats to back it up. #ClickItOrTicket** <http://ow.ly/tlCW30owyte>
* **Seat belts save lives. #ClickItOrTicket** <http://ow.ly/tlCW30owyte>

Click it or Ticket Infographic

The image shows a seat belt across the infographic with 57% between the buckle and clasp. The text reads, Two words for young adults: Buckle Up. 57% of passenger vehicle occupants ages 18-34 killed in crashes in 2017 were unrestrainted.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert CIOT Infographic: ciot\_info\_2words\_1200x628.jpg)

Social messages that could accompany the CIOT infographic

* **Play it safe. Drive smart. #BuckleUp** <http://ow.ly/n3kA30owyuK>
* **The seat belt is there for a reason. #BuckleUp** <http://ow.ly/n3kA30owyuK>
* **Remember these words. #BuckleUp** <http://ow.ly/n3kA30owyuK>

Click it or Ticket Infographic

The image shows a line graph using a seat belt as the line. The text reads, Buckle up & stay alive. In 2017, there were 10,076 unbuckled passenger vehicle occupants killed in crashes, a decrease from 10,428 in 2016.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert CIOT Infographic: ciot\_info\_seatbelt\_1200x628.jpg)

Social messages that could accompany the CIOT infographic

* **Buckle your seat belt. It’s for your own good. #BuckleUp #ClickItOrTicket** <http://ow.ly/yvmb30owyy2>
* **The number might be lower, but it’s still not low enough. #BuckleUp** <http://ow.ly/yvmb30owyy2>
* **A seat belt can make all the difference. #ClickItOrTicket** <http://ow.ly/yvmb30owyy2>
* **The number might be decreasing, but it’s still far too high. #BuckleUp** <http://ow.ly/yvmb30owyy2>

Click it or Ticket Infographic

The image shows a seat belt with text between. The text reads, 54% of teens ages 13-15 killed in crashes weren't wearing seat belts. Buckle up and grow-up safely.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert CIOT Infographic: ciot\_info\_teens\_1200x628.jpg)

Social messages that could accompany the CIOT infographic

* **Your seat belt is not just for show. #BuckleUp** <http://ow.ly/1FN630owyzU>
* **Drive smart. #BuckleUp** <http://ow.ly/1FN630owyzU>
* **Driving without a seat belt is reckless driving. #ClickItOrTicket** <http://ow.ly/1FN630owyzU>
* **Your mind’s still growing, but this is one thing you should know. #ClickItOrTicket** <http://ow.ly/1FN630owyzU>

Click it or Ticket Infographic

The image shows a rural setting of a road  through the hills on the left and high rise buildings on the right. The text reads, No matter where you drive, buckle up to stay alive. In 2017, there were 12,786 passenger vehicle fatalities in rural locations compared to 10,316 in urban locations.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert CIOT Infographic: ciot\_info\_rural\_1\_1200x628.jpg)

Social messages that could accompany the CIOT infographic

* **It doesn’t matter where you’re driving, always #BuckleUp** <http://ow.ly/XjX730owyBs>
* **Safety is a universal concept. #BuckleUp #ClickItOrTicket** <http://ow.ly/XjX730owyBs>
* **Your safety doesn’t depend on your geography. #BuckleUp** <http://ow.ly/XjX730owyBs>

Click it or Ticket Infographic

The image shows a rural setting of a road  through the hills on the left and high rise buildings on the right. The text reads, Buckle up wherever you drive. Of all passenger vehicle fatalities in 2017, 49% of those killed in rural locations were unrestrained compared to 44% in urban locations.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert CIOT Infographic: ciot\_info\_rural\_2\_1200x628.jpg)

Social messages that could accompany the CIOT infographic

* **Even if the road’s aren’t busy, you still need to #BuckleUp** <http://ow.ly/tw3B30owyDj>
* **#BuckleUp, no matter where you drive. #ClickItOrTicket** <http://ow.ly/tw3B30owyDj>
* **Whether in the city or rural areas, always remember to #BuckleUp** <http://ow.ly/tw3B30owyDj>

Click it or Ticket Infographic

The image shows a moon in the night sky. The text reads, Buckle up Day & Night. In 2017, 55% of passenger vehicle occupants killed at night were not wearing seat belts.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert CIOT Infographic: ciot\_info\_night\_1200x628.jpg)

Social messages that could accompany the CIOT infographic

* **It’s always a good time to remember to #BuckleUp.** <http://ow.ly/7DE030owyEO>
* **Sunrise or sundown. Remember to #BuckleUp.** <http://ow.ly/7DE030owyEO>
* **It’s always a must to #BuckleUp.** <http://ow.ly/7DE030owyEO>
* **Wearing your seatbelt should be a 24/7 activity. #BuckleUp** <http://ow.ly/7DE030owyEO>



(Insert YouTube link to No Good Excuse TV spot: https://youtu.be/stzrWDJ66MQ)

Social messages that could accompany the CIOT No Good Excuse video

* **No way around it. There’s no excuse to not #BuckleUp. #ClickItOrTicket** <http://ow.ly/W7PK30owKMa>
* **You won’t have to make excuses if you just #BuckleUp.** <http://ow.ly/W7PK30owKMa>
* **You might be a smooth talker, but you won’t talk your way out of this one. #ClickItOrTicket** <http://ow.ly/W7PK30owKMa>
* **No excuse makes up for not wearing your seat belt. #BuckleUp** <http://ow.ly/W7PK30owKMa>



(Insert YouTube link to Friendly Cop TV spot: https://youtu.be/hzzQa9v79r8)

Social messages that could accompany the CIOT Friendly Cop video

* **Wearing a seat belt is no laughing matter. #BuckleUp** <http://ow.ly/C2pI30owKNf>
* **Some things will get you a warning. Not wearing a seat belt will get you a ticket. #ClickItOrTicket** <http://ow.ly/C2pI30owKNf>
* **Just lookin’ out for you. #ClickItOrTicket** <http://ow.ly/C2pI30owKNf>

***Facebook –*****Use1200x628**

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Source: NHTSA

(Insert CIOT Infographic: ciot\_info\_males\_1200x628.jpg)

Social messages that could accompany the CIOT infographic

* **Nobody looks cool without a seat belt. #ClickItOrTicket** <http://ow.ly/mu2430owzjW>
* **The odds really aren’t in your favor. ##ClickItOrTicket** <http://ow.ly/mu2430owzjW>
* **It’s so easy to do. Just #BuckleUp.** <http://ow.ly/mu2430owzjW>
* **There’s no good reason not to do it. Just #BuckleUp.** <http://ow.ly/mu2430owzjW>
* **Listen up guys. Statistically, you’re bad at this. #BuckleUp #ClickItOrTicket** <http://ow.ly/mu2430owzjW>

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(Insert CIOT Infographic: ciot\_info\_pickup\_1200x628.jpg)

Social messages that could accompany the CIOT infographic

* **Your pickup truck is nothing without a seat belt. #ClickItOrTicket** <http://ow.ly/lv9L30owzlT>
* **#BuckleUp in your pickup.** <http://ow.ly/lv9L30owzlT>
* **If you’re in a pickup truck, remember to #BuckleUp.** <http://ow.ly/lv9L30owzlT>

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Source: NHTSA

(Insert CIOT Infographic: ciot\_info\_proof\_1200x628.jpg)

Social messages that could accompany the CIOT infographic

* **The numbers don’t lie. #BuckleUp** <http://ow.ly/tHIt30owzo8>
* **We’ve got the stats to back it up. #ClickItOrTicket** <http://ow.ly/tHIt30owzo8>
* **Seat belts save lives. #ClickItOrTicket** <http://ow.ly/tHIt30owzo8>

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Source: NHTSA

(Insert CIOT Infographic: ciot\_info\_2words\_1200x628.jpg)

Social messages that could accompany the CIOT infographic

* **Play it safe. Drive smart. #BuckleUp** <http://ow.ly/w4Cw30owzq3>
* **The seat belt is there for a reason. #BuckleUp** <http://ow.ly/w4Cw30owzq3>
* **Remember these words. #BuckleUp** <http://ow.ly/w4Cw30owzq3>

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Source: NHTSA

(Insert CIOT Infographic: ciot\_info\_seatbelt\_1200x628.jpg)

Social messages that could accompany the CIOT infographic

* **Buckle your seat belt. It’s for your own good. #BuckleUp #ClickItOrTicket** <http://ow.ly/uAWO30owzrC>
* **The number might be lower, but it’s still not low enough. #BuckleUp** <http://ow.ly/uAWO30owzrC>
* **A seat belt can make all the difference. #ClickItOrTicket** <http://ow.ly/uAWO30owzrC>
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Source: NHTSA

(Insert CIOT Infographic: ciot\_info\_teens\_1200x628.jpg)

Social messages that could accompany the CIOT infographic

* **Your seat belt is not just for show. #BuckleUp** <http://ow.ly/2Oq930owzs2>
* **Drive smart. #BuckleUp** <http://ow.ly/2Oq930owzs2>
* **Driving without a seat belt is reckless driving. #ClickItOrTicket** <http://ow.ly/2Oq930owzs2>
* **Your mind’s still growing, but this is one thing you should know. #ClickItOrTicket** <http://ow.ly/2Oq930owzs2>

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(Insert CIOT Infographic: ciot\_info\_rural\_1\_1200x628.jpg)

Social messages that could accompany the CIOT infographic

* **It doesn’t matter where you’re driving, always #BuckleUp** <http://ow.ly/gENm30owztk>
* **Safety is a universal concept. #BuckleUp #ClickItOrTicket** <http://ow.ly/gENm30owztk>
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(Insert CIOT Infographic: ciot\_info\_rural\_2\_1200x628.jpg)

Social messages that could accompany the CIOT infographic

* **Even if the road’s aren’t busy, you still need to #BuckleUp** <http://ow.ly/tcj430owzuJ>
* **#BuckleUp, no matter where you drive. #ClickItOrTicket** <http://ow.ly/tcj430owzuJ>
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Source: NHTSA

(Insert CIOT Infographic: ciot\_info\_Night\_1200x628.jpg)

Social messages that could accompany the CIOT infographic

* **It’s always a good time to remember to #BuckleUp** <http://ow.ly/yQAY30owzyg>
* **Sunrise or sundown. Remember to #BuckleUp** <http://ow.ly/yQAY30owzyg>
* **It’s always a must to #BuckleUp** <http://ow.ly/yQAY30owzyg>
* **Wearing your seat belt is a 24/7 activity if you’re driving. #BuckleUp** <http://ow.ly/yQAY30owzyg>



(Insert YouTube link to No Good Excuse TV spot: https://youtu.be/stzrWDJ66MQ)

Social messages that could accompany the CIOT No Good Excuse video:

* **No way around it. There’s no excuse to not #BuckleUp. #ClickItOrTicket** <http://ow.ly/bW0E30owKRs>
* **You won’t have to make excuses if you just #BuckleUp.** <http://ow.ly/bW0E30owKRs>
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(Insert YouTube link to Friendly Cop TV spot: https://youtu.be/hzzQa9v79r8)

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* **Wearing a seat belt is no laughing matter. #BuckleUp** <http://ow.ly/mfub30owKSg>
* **Some things will get you a warning. Your seat belt will get you a ticket. #ClickItOrTicket** <http://ow.ly/mfub30owKSg>
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***Instagram –*** Use 1080x1080

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* **Nobody looks cool without a seat belt. #ClickItOrTicket** <http://ow.ly/sf1x30owyJq>
* **The odds really aren’t in your favor. ##ClickItOrTicket** <http://ow.ly/sf1x30owyJq>
* **It’s so easy to do. Just #BuckleUp.** <http://ow.ly/sf1x30owyJq>
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(Insert CIOT Infographic: ciot\_info\_pickup\_1080x1080.jpg)

Social messages that could accompany the CIOT infographic

* **Your pickup truck is nothing without a seat belt. #ClickItOrTicket** <http://ow.ly/dAMa30owyMT>
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* **The numbers don’t lie. #BuckleUp** <http://ow.ly/bj0430owySQ>
* **We’ve got the stats to back it up. #ClickItOrTicket** <http://ow.ly/bj0430owySQ>
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* **Play it safe. Drive smart. #BuckleUp** <http://ow.ly/I3K930owyZY>
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* **Your seat belt is not just for show. #BuckleUp** <http://ow.ly/nfES30owz4C>
* **Drive smart. #BuckleUp** <http://ow.ly/nfES30owz4C>
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* **It doesn’t matter where you’re driving, always #BuckleUp** <http://ow.ly/tMP430owz7i>
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* **#BuckleUp, no matter where you drive. #ClickItOrTicket** <http://ow.ly/GJqY30owzbO>
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* **Sunrise or sundown. Remember to #BuckleUp.** <http://ow.ly/8pQB30owzeB>
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