***Click It or Ticket* Social Media Messages**

**Download the static infographics from the** [**Click it or Ticket Traffic Safety Marketing campaign page**](http://www.trafficsafetymarketing.gov/ciot) **to include in these posts and tweets.**

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

***Facebook***

1. Don’t leave a loved one behind. Save your life by wearing a seat belt. #BuckleUp #ClickItOrTicket [**http://ow.ly/HdI73003atl**](http://ow.ly/HdI73003atl)

2. Wearing a seat belt can make all the difference. Don’t wait until ‘next time’, start buckling up now! #ClickItOrTicket [**http://ow.ly/DdZ43003aVr**](http://ow.ly/DdZ43003aVr)

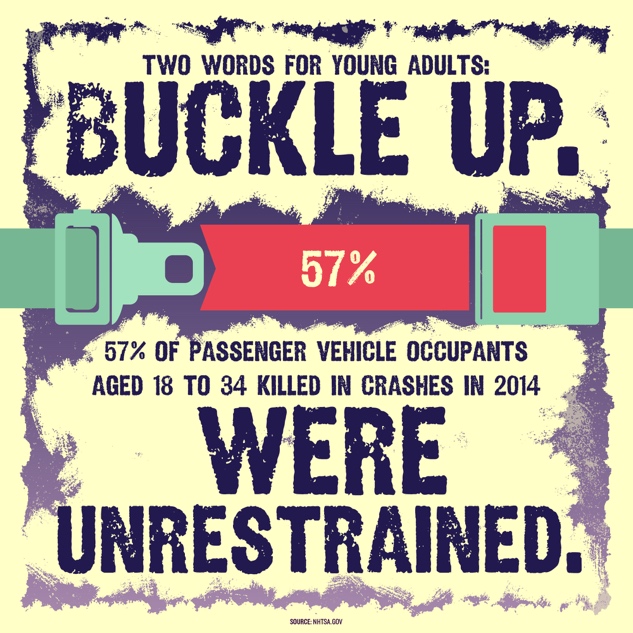
3. That pickup truck works a lot better with a seat belt. Don’t wait for a cop to tell you: always #buckleup. #ClickItOrTicket [**http://ow.ly/qkGl3003b9H**](http://ow.ly/qkGl3003b9H)

4. You don’t get a second chance in life: that’s why officers make sure you’re buckled up the first time. #ClickItOrTicket [**http://ow.ly/IR7L3003bfy**](http://ow.ly/IR7L3003bfy)

5. Did you know? More than half of people killed in crashes at night weren’t wearing a seat belt. Don’t make the night dangerous: #buckleup. #ClickItOrTicket (Insert CIOT Infographics\_V2-2c STATIC-01.jpg)



6. Young adults: #BuckleUp! In 2014, 57% of 18 to 34 year olds killed in crashes weren’t buckled up. #ClickItOrTicket (Insert CIOT Infographics\_V2-2a STATIC-01.jpg)



7. A pickup truck isn’t enough to keep you safe: 61% of pickup truck occupants killed in crashes weren’t wearing a seat belt. #ClickItOrTicket (Insert CIOT Infographics\_V1d STATIC-01.jpg)



8. Getting killed by an asteroid isn’t likely. Getting killed in a car crash because you’re not wearing a seat belt, however, is very likely. Don’t play the odds: #buckleup. #ClickItOrTicket

[**http://ow.ly/SPEu300dfYu**](http://ow.ly/SPEu300dfYu)

9. You have a 98% chance of surviving a shark attack. You only have a 50% chance of surviving a car crash if you’re not wearing a seat belt. #ClickItOrTicket [**http://ow.ly/pEaU300dg0d**](http://ow.ly/pEaU300dg0d)

10. What’s more likely: surviving a lighting strike, or surviving a car crash without a seat belt? You might be surprised. Always #buckleup every single time. #ClickItOrTicket [**http://ow.ly/VZkC300dg3A**](http://ow.ly/VZkC300dg3A)

11. Would you gamble with your life if the odds of dying were 50/50? That’s what you’re doing when you don’t #buckleup. #ClickItOrTicket [**http://ow.ly/j4kp300dg4O**](http://ow.ly/j4kp300dg4O)

***Twitter***

1. Any drive could be your last. Don’t forget to #buckleup. #ClickItOrTicket [**http://ow.ly/Dr8U3003aYy**](http://ow.ly/Dr8U3003aYy)

2. Life doesn’t give do-overs. #Buckleup the first time. #ClickItOrTicket [**http://ow.ly/s2LJ3003b24**](http://ow.ly/s2LJ3003b24)

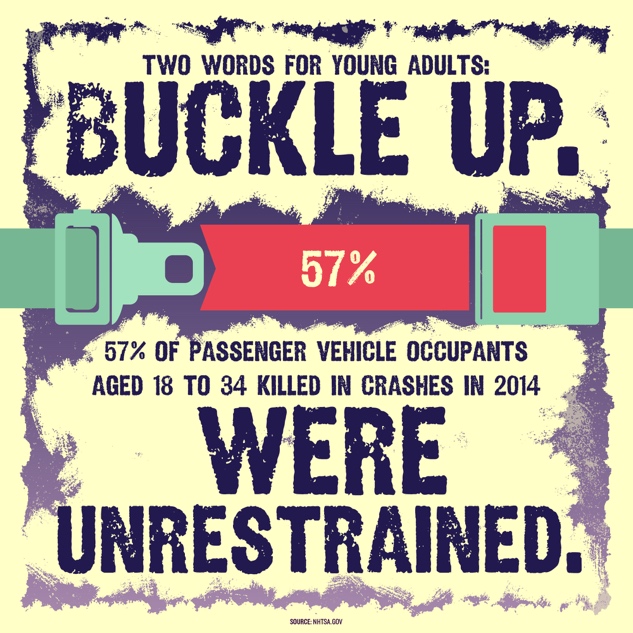
3. Seat belts save lives, and cops know it. Don’t forget to #buckleup. #ClickItOrTicket [**http://ow.ly/8Fde3003bij**](http://ow.ly/8Fde3003bij)

4. A pickup truck on its own isn’t as safe as a truck and a seat belt. #ClickItOrTicket [**http://ow.ly/9zL13003bkp**](http://ow.ly/9zL13003bkp)

5. The night can be deadly when it comes to driving. Keep yourself safe and #buckleup. #ClickItOrTicket (Insert CIOT Infographics\_V2-2c STATIC-01.jpg)



6. Hey young drivers: be smart and #buckleup. #ClickItOrTicket (Insert CIOT Infographics\_V2-2a STATIC-01.jpg)



7. Pickup trucks keep you safest when you’re wearing your seat belt. #ClickItOrTicket (Insert CIOT Infographics\_V1d STATIC-01.jpg)



8. Odds of surviving a poisonous snake: 99%. Odds of surviving a car crash without a seat belt: 50%. #ClickItOrTicket [**http://ow.ly/kE1G300dg6z**](http://ow.ly/kE1G300dg6z)

9. Don’t play the odds: #buckleup every single ride, every single time. #ClickItOrTicket [**http://ow.ly/ofkV300dg7V**](http://ow.ly/ofkV300dg7V)

10. You have a better chance of surviving a lightning strike than you do a crash without a seat belt. #ClickItOrTicket [**http://ow.ly/TvVF300dga8**](http://ow.ly/TvVF300dga8)

11. Skydiving may seem scary and dangerous, but riding around without a seat belt is even more dangerous. #ClickItOrTicket [**http://ow.ly/hqmi300dgdD**](http://ow.ly/hqmi300dgdD)

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