







# Blind Spots


## Facebook Examples

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Motorcycles aren't magicians, they're just trying to be seen.



 20

562 Comments 311 Shares

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The 4 biggest words you'll want to avoid? "I didn't see him."



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Make sure motorcyclists are seen and not hurt.



 20

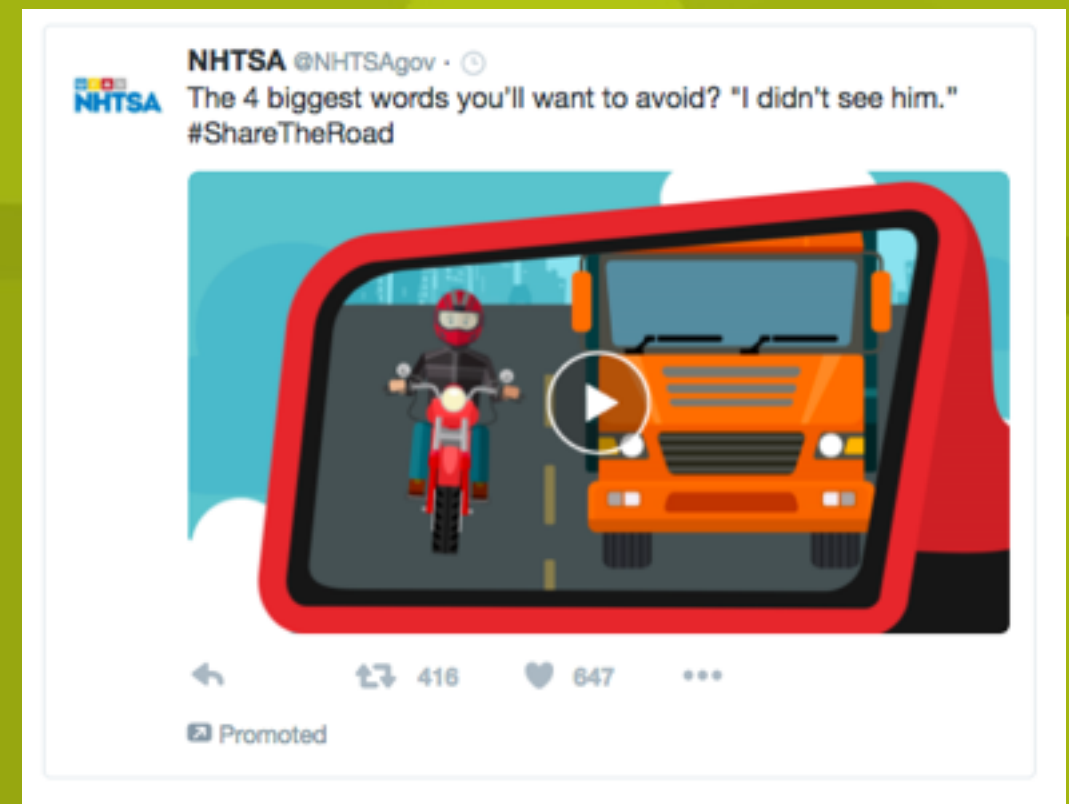
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# Blind Spots

## Twitter Examples





# Blind Spots

## Instagram Examples

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NHTSA Make sure motorcyclists are seen and not hurt.  
#ShareTheRoad #MotorcycleSafety  
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NHTSA Motorcycles aren't magicians, they're just trying to be seen. #ShareTheRoad #MotorcycleSafety



# Blind Spots

## Facebook Examples

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Motorcyclists are everywhere, so until you've checked your blindspots, assume they're there, as well.



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Improve your knowledge of blind spots and improve your odds of avoiding a collision!



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Motorcycles: coming soon to a blindspot near you.



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They call them blindspots for a reason. Look twice for motorcycles.



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# Blind Spots

## Twitter Examples

**NHTSA** @NHTSAgov ·

Motorcycles: coming soon to a blindspot near you. #ShareTheRoad

**YOUR CAR HAS ALMOST 40% BLIND SPOTS.**

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**NHTSA** @NHTSAgov ·

Motorcyclists are everywhere, so until you've checked your blindspots, assume they're there, as well. #ShareTheRoad

**YOUR CAR HAS ALMOST 40% BLIND SPOTS.**

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**NHTSA** @NHTSAgov ·

They call them blindspots for a reason. Look twice for motorcyclists. #ShareTheRoad

**YOUR CAR HAS ALMOST 40% BLIND SPOTS.**

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**NHTSA** @NHTSAgov ·

Improve your knowledge of blind spots and improve your odds of avoiding a collision! #ShareTheRoad

**YOUR CAR HAS ALMOST 40% BLIND SPOTS.**

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# Blind Spots

## Instagram Examples

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NHTSA They call them blindspots for a reason. Look twice for motorcyclists! [#ShareTheRoad](#) [#MotorcycleSafety](#)

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NHTSA Motorcycles: coming soon to a blindspot near you. [#ShareTheRoad](#) [#MotorcycleSafety](#) [#LookTwiceSaveALife](#)

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NHTSA Improve your knowledge of blind spots and improve your odds of avoiding a collision! [#ShareTheRoad](#)



# Braking Issues

## Facebook Examples

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They don't always use breaks when slowing down. So you should always use caution.



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Like Page

Don't look for brake lights when slowing down with motorcycles.




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 **NHTSA**  
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IMPORTANT: Always allow a larger braking cushion around motorcycles.



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Don't assume motorcyclists will use brake lights when they slow down. Always take caution.



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# Braking Issues

## Twitter Examples

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They don't always use breaks. So you should always use caution. #ShareTheRoad



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**NHTSA** @NHTSAgov ·

IMPORTANT: always allow a larger braking cushion around motorcycles. #ShareTheRoad




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**NHTSA** @NHTSAgov ·

Don't look for brake lights when slowing down with motorcyclists. #ShareTheRoad



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**NHTSA** @NHTSAgov ·

Don't assume motorcyclists will use brake lights when they slow down - take caution. #ShareTheRoad



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# Braking Issues



## Instagram Examples

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NHTSA Don't look for brake lights when slowing down with motorcyclists. [#ShareTheRoad](#) [#MotorcycleSafety](#)

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NHTSA Don't assume motorcyclists will use brake lights when they slow down - take caution. [#ShareTheRoad](#) [#MotorcycleSafet](#)




# Braking Issues

## Instagram Examples



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SO YOU MAY NOT  
SEE BRAKE LIGHTS.


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NHTSA They don't always use breaks, so you should always use caution. [#ShareTheRoad](#)  
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SO YOU MAY NOT  
SEE BRAKE LIGHTS.

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NHTSA IMPORTANT: Always allow for a larger braking cushion around motorcycles. [#ShareTheRoad](#)  
[#MotorcycleSafety](#)



# Braking Issues

## Twitter Examples







# Braking Issues


## Twitter Examples





# Braking Issues

## Twitter Examples

**NHTSA** @NHTSAgov ·   
Taking just an extra second can save a life. #ShareTheRoad



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**NHTSA** @NHTSAgov ·   
Don't risk it - let motorcycles pass before making a turn. #ShareTheRoad



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# Braking Issues

## Instagram Examples

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IT'S HARD TO JUDGE THE  
DISTANCE OF A MOTORCYCLE.



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**NHTSA** Of all the vehicles on the road, motorcyclists are the most vulnerable. Always keep an eye out.  
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IT'S HARD TO JUDGE THE  
DISTANCE OF A MOTORCYCLE.



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**NHTSA** Taking just an extra second can save a life.  
[#ShareTheRoad](#) [#MotorcycleSafety](#)  
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IT'S HARD TO JUDGE THE  
DISTANCE OF A MOTORCYCLE.



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**NHTSA** Motorcycles are easy to misjudge.  
[#ShareTheRoad](#) [#MotorcycleSafety](#)  
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# Braking Issues



## Instagram Examples

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NHTSA Don't risk it - let motorcycles pass before making a turn. [#ShareTheRoad](#) [#MotorcycleSafety](#)

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NHTSA Rule of thumb: always assume motorcyclists are closer than they appear. [#ShareTheRoad](#) [#MotorcycleSafety](#)






# Hard to See

## Facebook Examples

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They're trying to stay out of your blindspots – let 'em weave, and 'em be.



### CYCLISTS WEAVE


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Like


Comment

Share

**NHTSA**  
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Like Page

When they weave, they want to be seen. Always watch for motorcyclists!



### CYCLISTS WEAVE


20

562 Comments 311 Shares

Like


Comment

Share

**NHTSA**  
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Like Page

Keep your eyes open, motorcyclists are trying to be seen.



### CYCLISTS WEAVE


20

562 Comments 311 Shares

Like


Comment

Share

**NHTSA**  
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They're not trying to be cool. They're trying to be seen.



### CYCLISTS WEAVE

20

562 Comments 311 Shares

Like

Comment

Share



# Hard to See

## Twitter Examples

**NHTSA** @NHTSAgov · 🌐  
They're trying to stay out of your blindspots - let 'em weave, and 'em be. #ShareTheRoad



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**NHTSA** @NHTSAgov · 🌐  
They're not trying to be cool. They're trying to be seen. #ShareTheRoad



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**NHTSA** @NHTSAgov · 🌐  
When they weave, they want to be seen. Always watch for motorcyclists! #ShareTheRoad



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**NHTSA** @NHTSAgov · 🌐  
Keep your eyes open, motorcyclists are trying to be seen. #ShareTheRoad



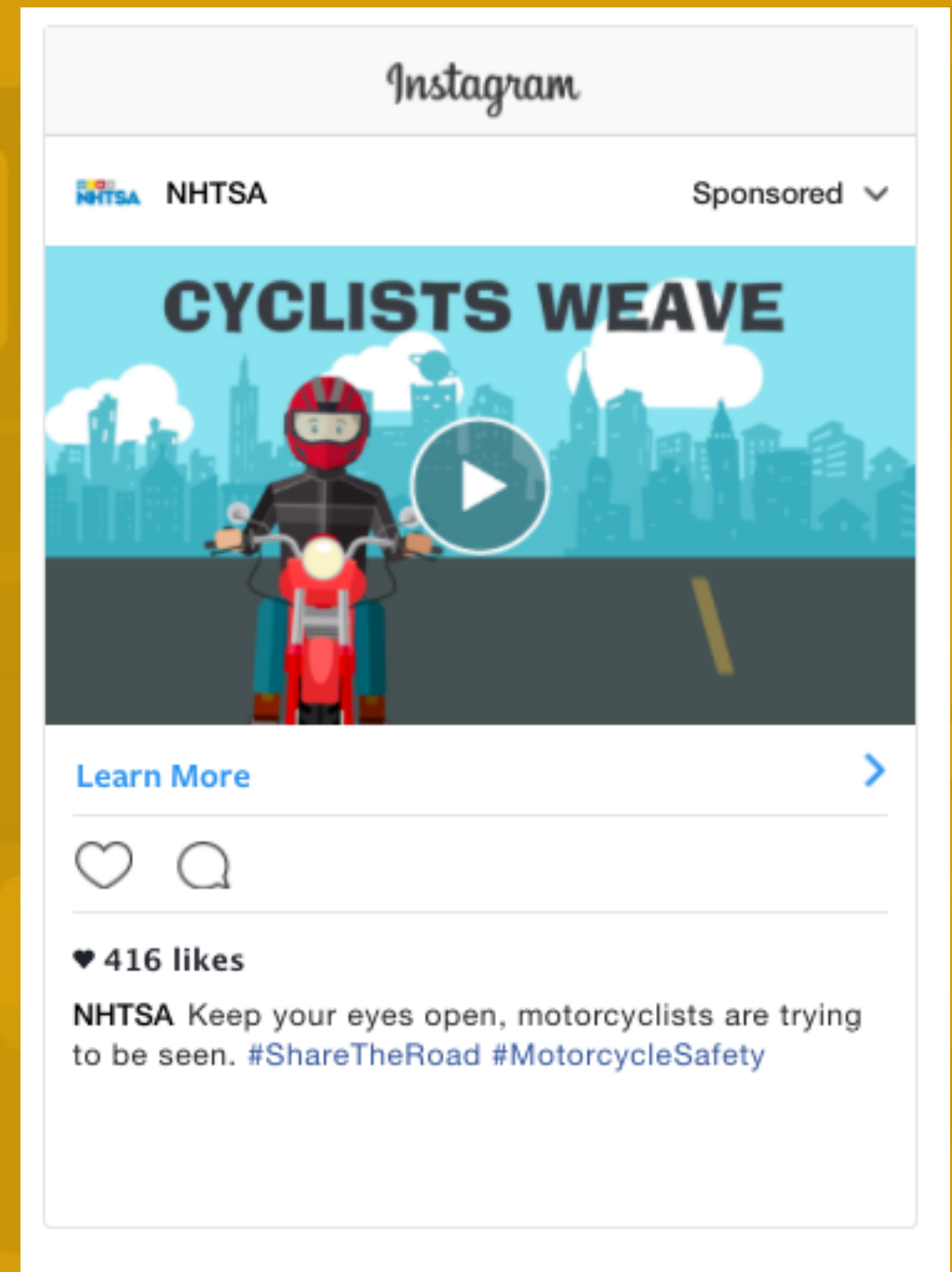
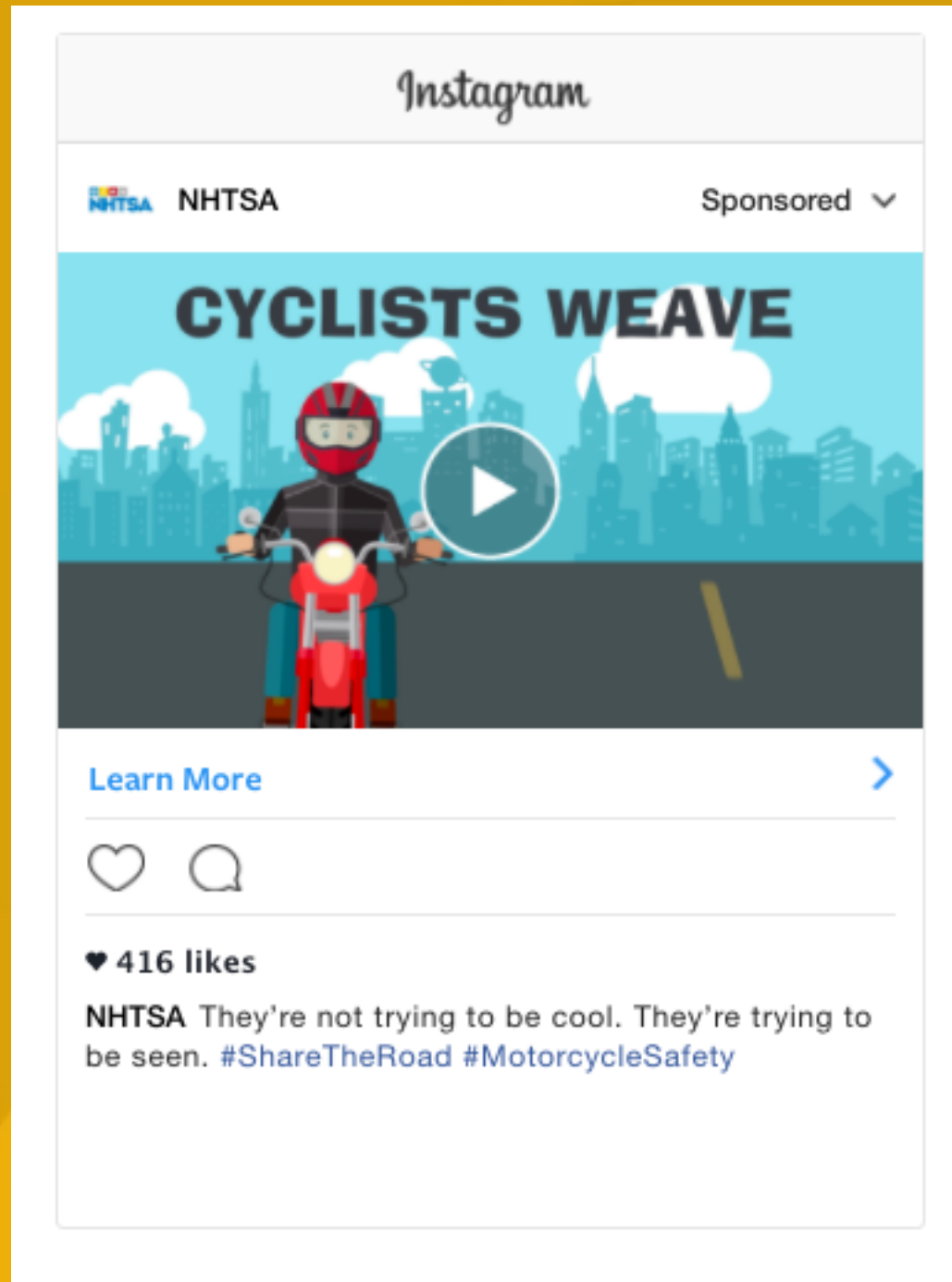
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# Hard to See

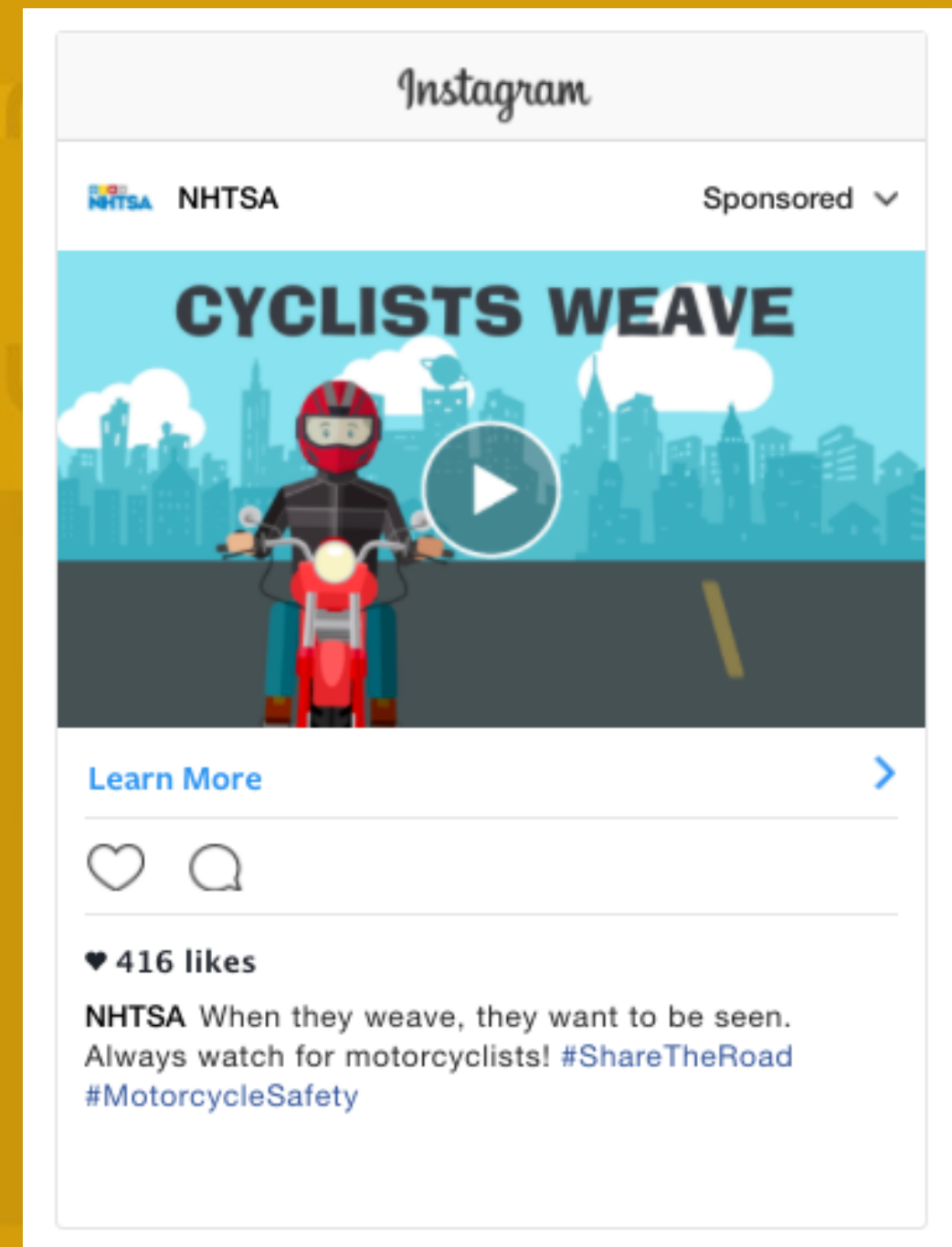
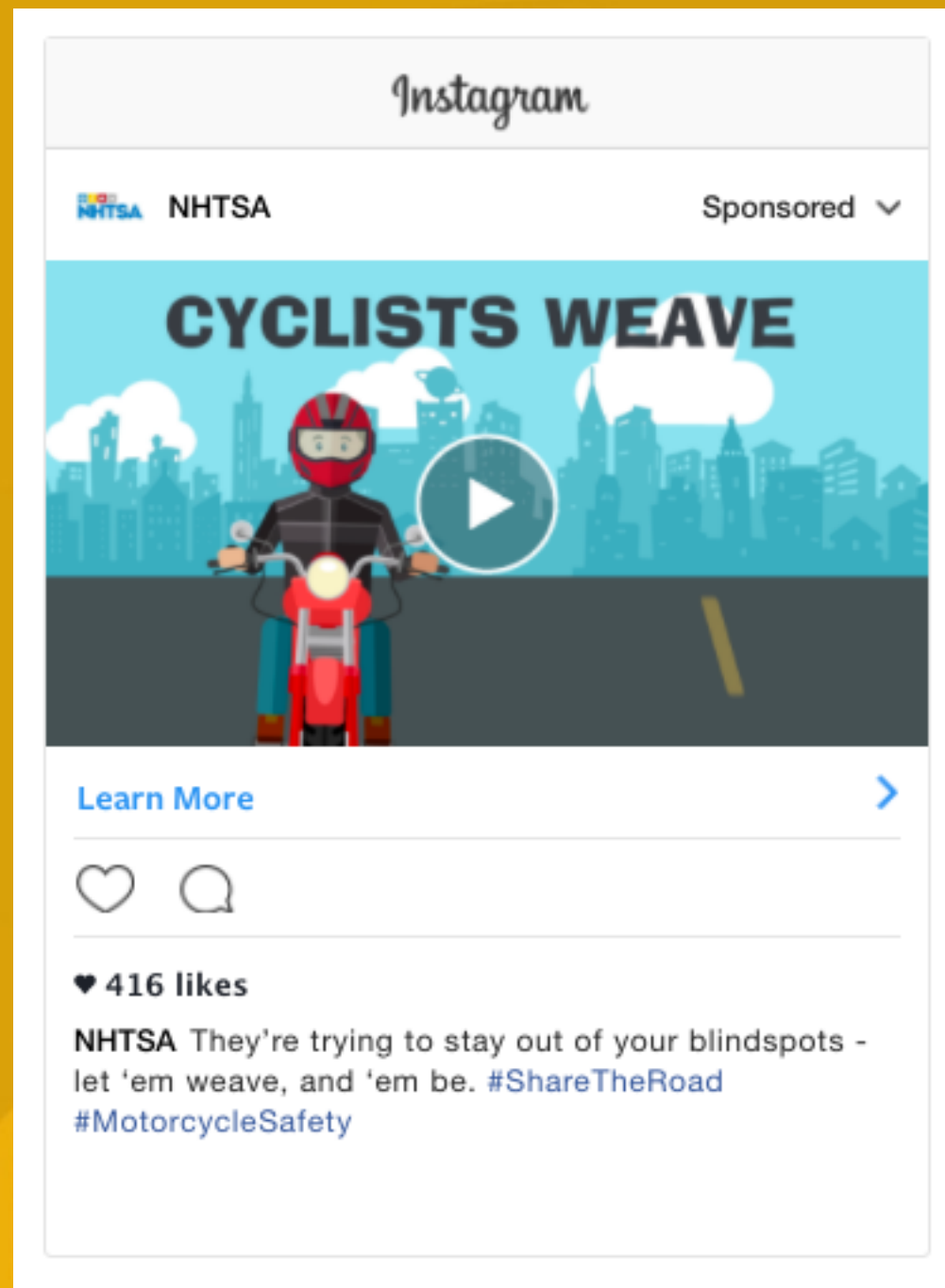
## Instagram Examples





# Hard to See

## Instagram Examples







# Hard to See

## Facebook Examples

 **NHTSA**  
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Spotting a motorcyclist can be hard, but that's not an excuse for not seeing one.




20

562 Comments 311 Shares

Like


Comment

Share

 **NHTSA**  
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The darker it gets, the harder it is to spot motorcyclists. Be on the lookout for headlights and reflective gear!




20

562 Comments 311 Shares

Like


Comment

Share

 **NHTSA**  
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Stay alert! Motorcyclists can be hard to see.



20

562 Comments 311 Shares

Like

Comment

Share

 **NHTSA**  
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See a bike, save a life. Always be aware of motorcyclists!



20

562 Comments 311 Shares

Like

Comment

Share



# Hard to See

## Twitter Examples





# Hard to See

## Twitter Examples



**NHTSA** @NHTSAgov · 🌐

The smaller the bike, the better they blend in. Always watch for motorcyclists. #ShareTheRoad



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**NHTSA** @NHTSAgov · 🌐

Spotting a motorcyclist can be hard, but that's not an excuse for not seeing one. #ShareTheRoad



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# Hard to See

## Instagram Examples

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**NHTSA** 🚚 Stay alert! 🏍️ Motorcyclists are hard to spot. [#ShareTheRoad](#) [#LookTwiceSaveALife](#)

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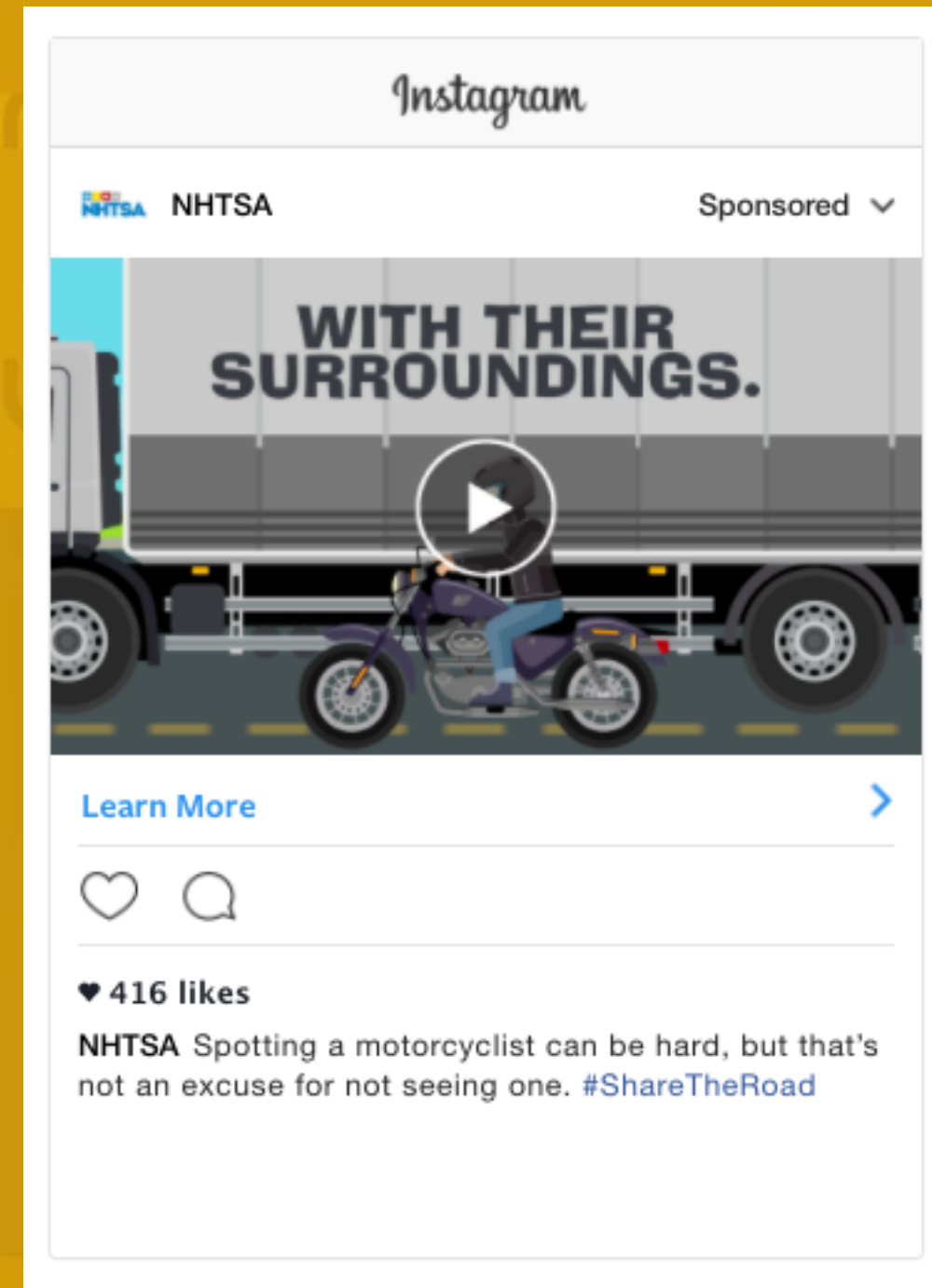
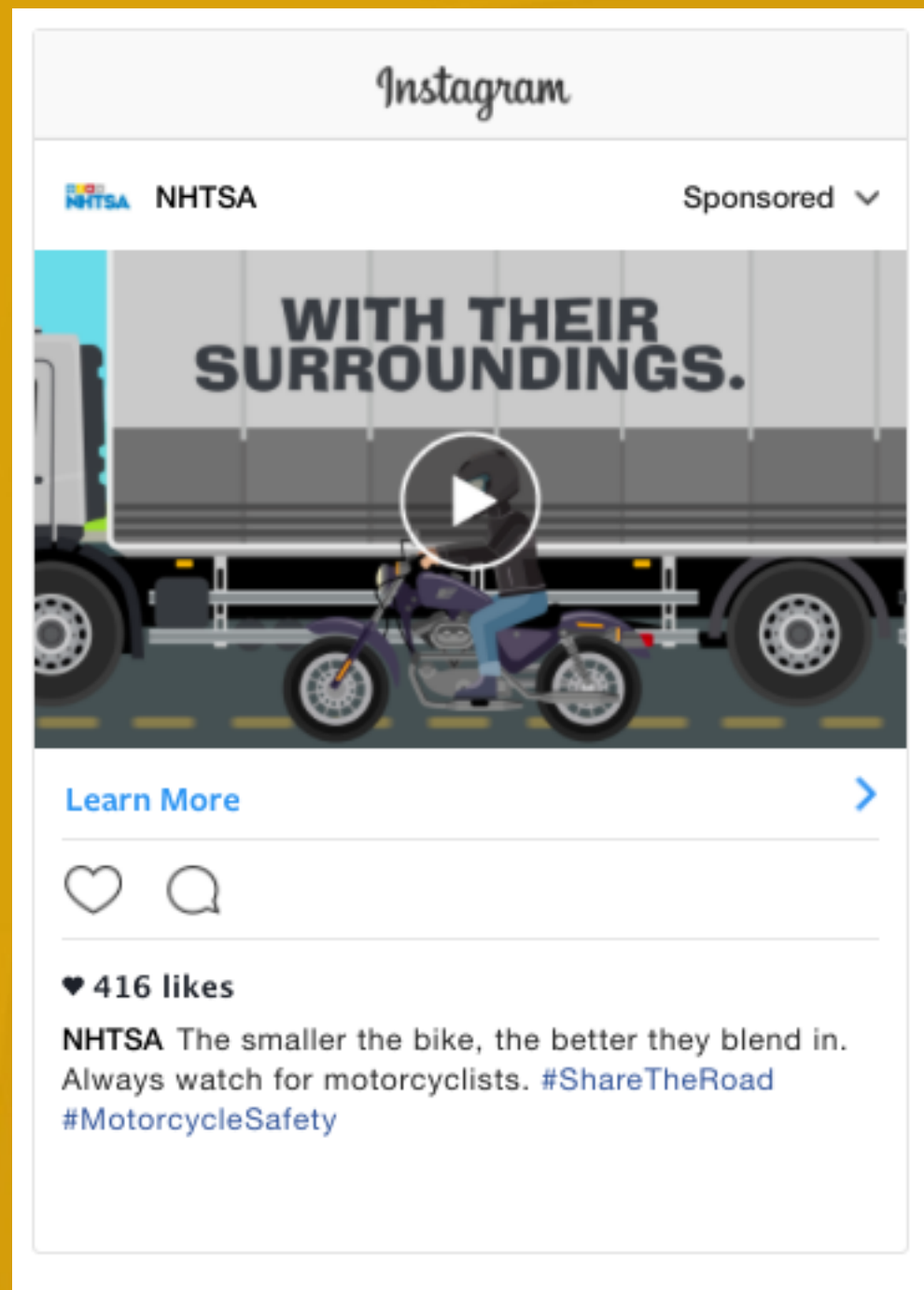
**NHTSA** See a bike, save a life. Always be aware of motorcyclists! [#ShareTheRoad](#) [#MotorcycleSafety](#)





# Hard to See

## Instagram Examples





# Intersection Dangers

## Facebook Examples

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Intersections can cause serious problems for motorcyclists. Be sure to look twice.



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What scares even the toughest motorcyclists?

Intersections.



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Make sure riders are on your radar before you turn.



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Like Comment Share



# Intersection Dangers

## Facebook Examples

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Nearly half of all motorcycle crashes happen at intersections. Look twice to save a life!



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**NHTSA**  
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Like Page

Before you turn at an intersection, take a longer look.



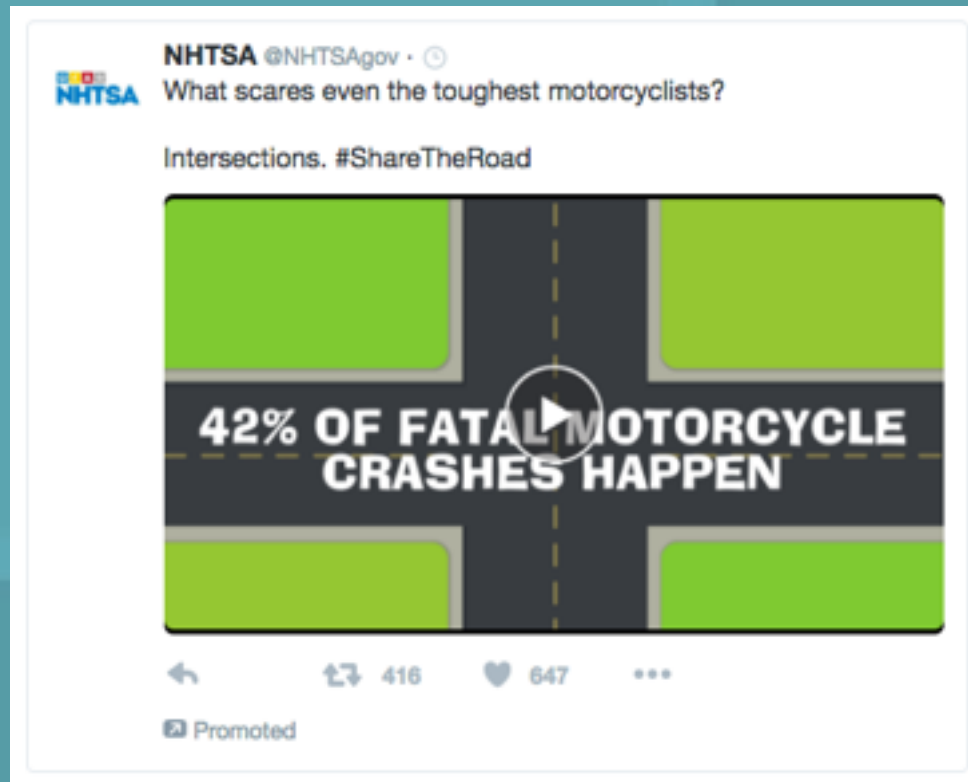
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Like Comment Share



# Intersection Dangers

## Twitter Examples







# Intersection Dangers

## Twitter Examples

**NHTSA** @NHTSAGov · 🌐

Before you turn at an intersection, take a longer look.  
#ShareTheRoad



42% OF FATAL MOTORCYCLE CRASHES HAPPEN

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**NHTSA** @NHTSAGov · 🌐

Almost half of all motorcycle crashes happen at intersections.  
Look twice to save a life. #ShareTheRoad



42% OF FATAL MOTORCYCLE CRASHES HAPPEN

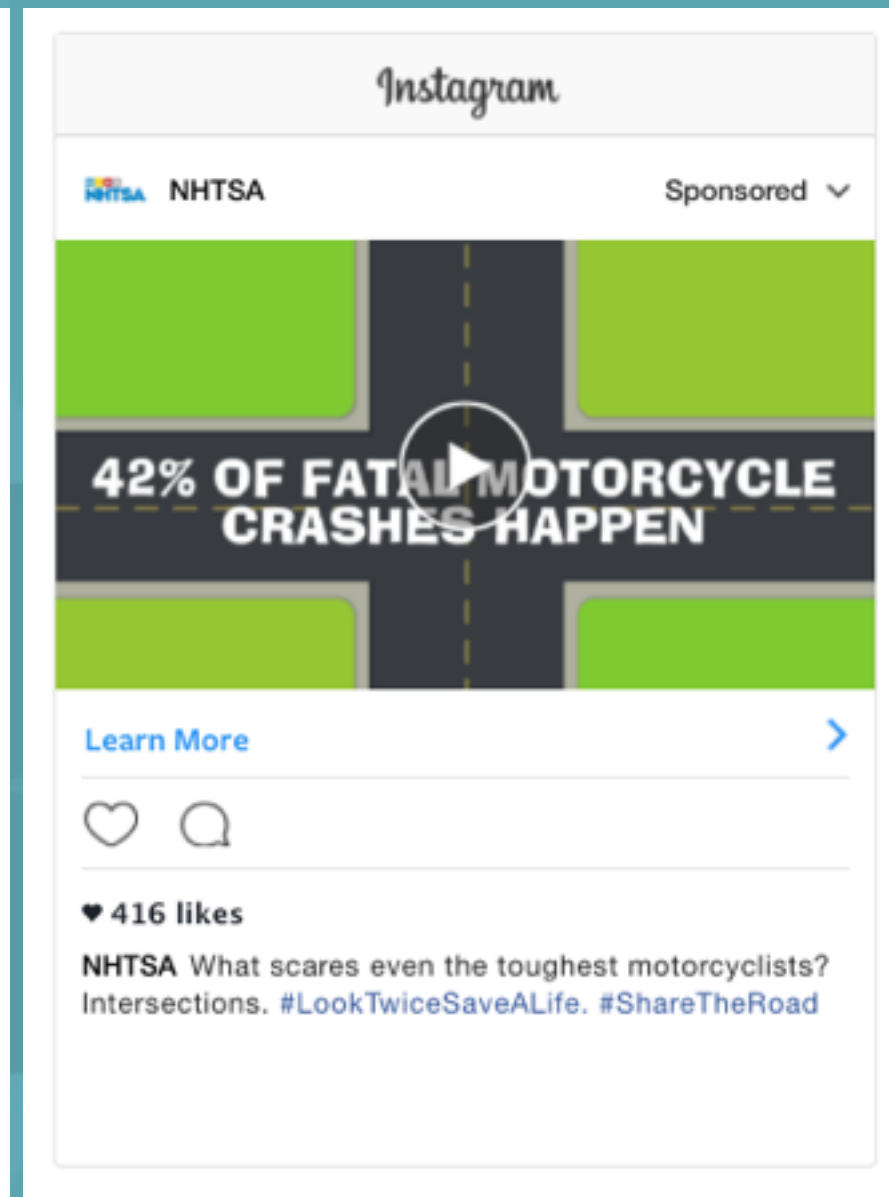
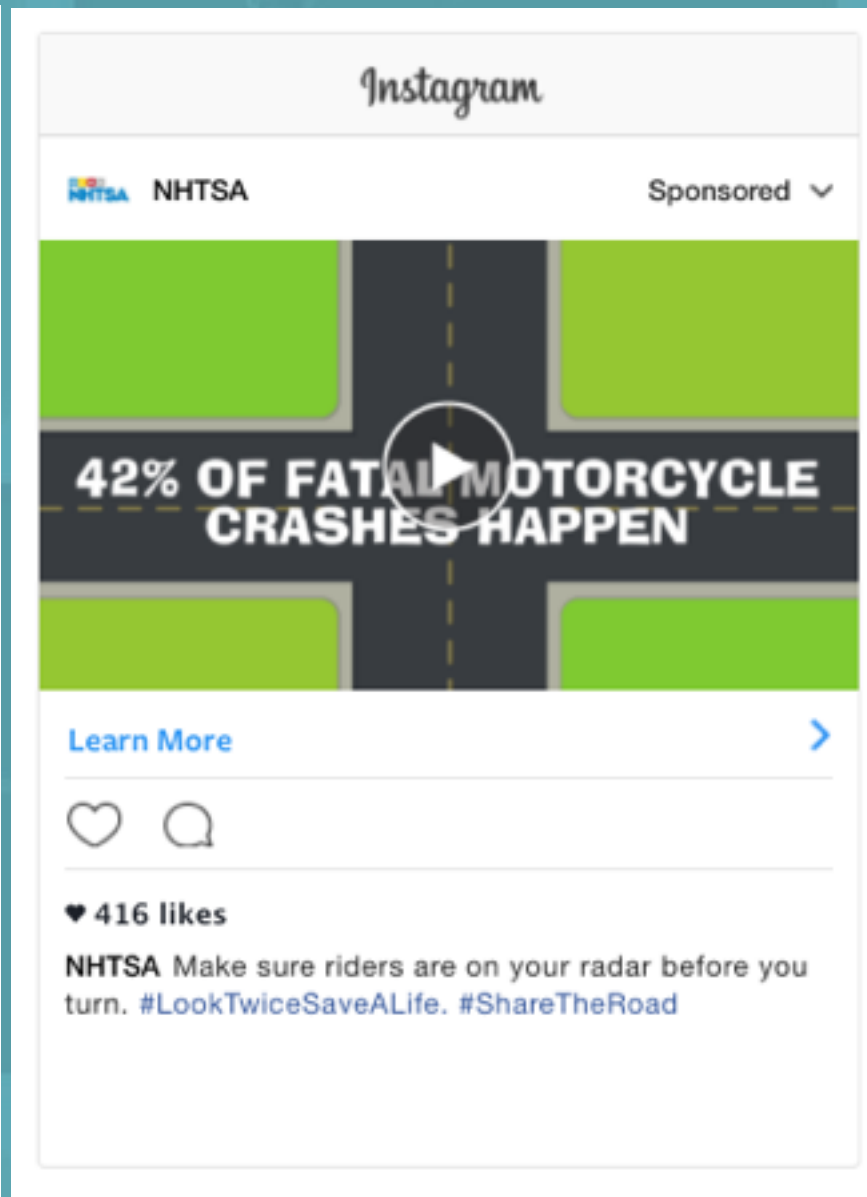
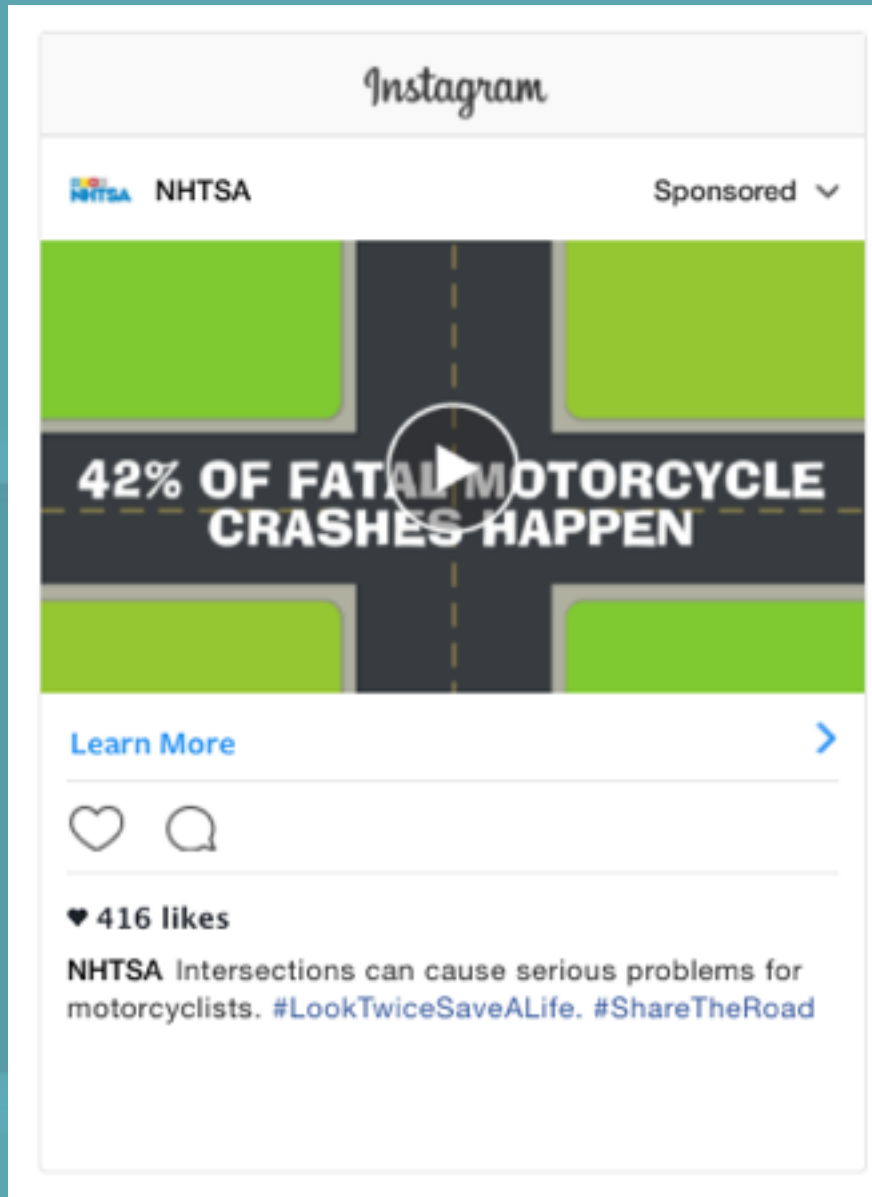
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# Intersection Dangers

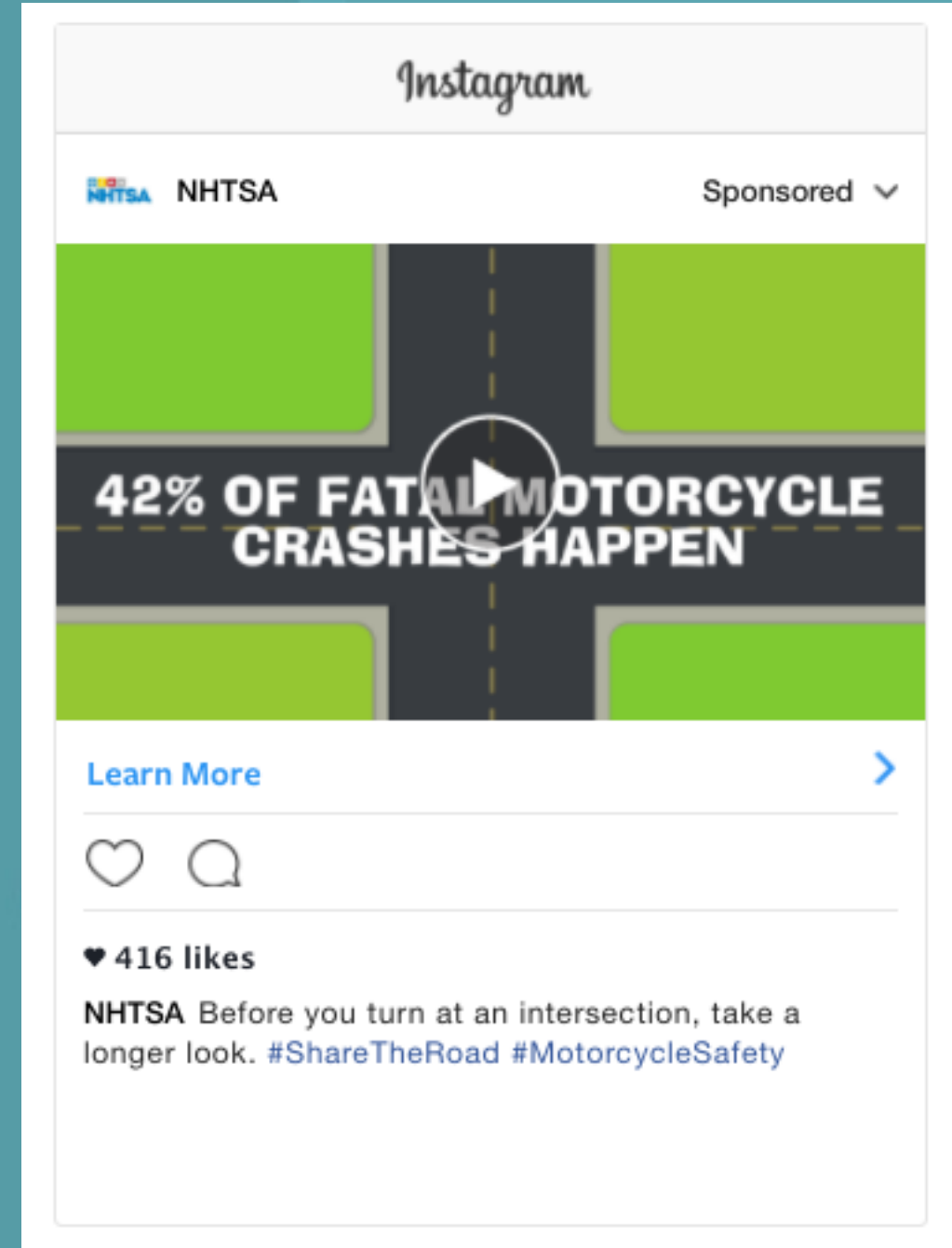
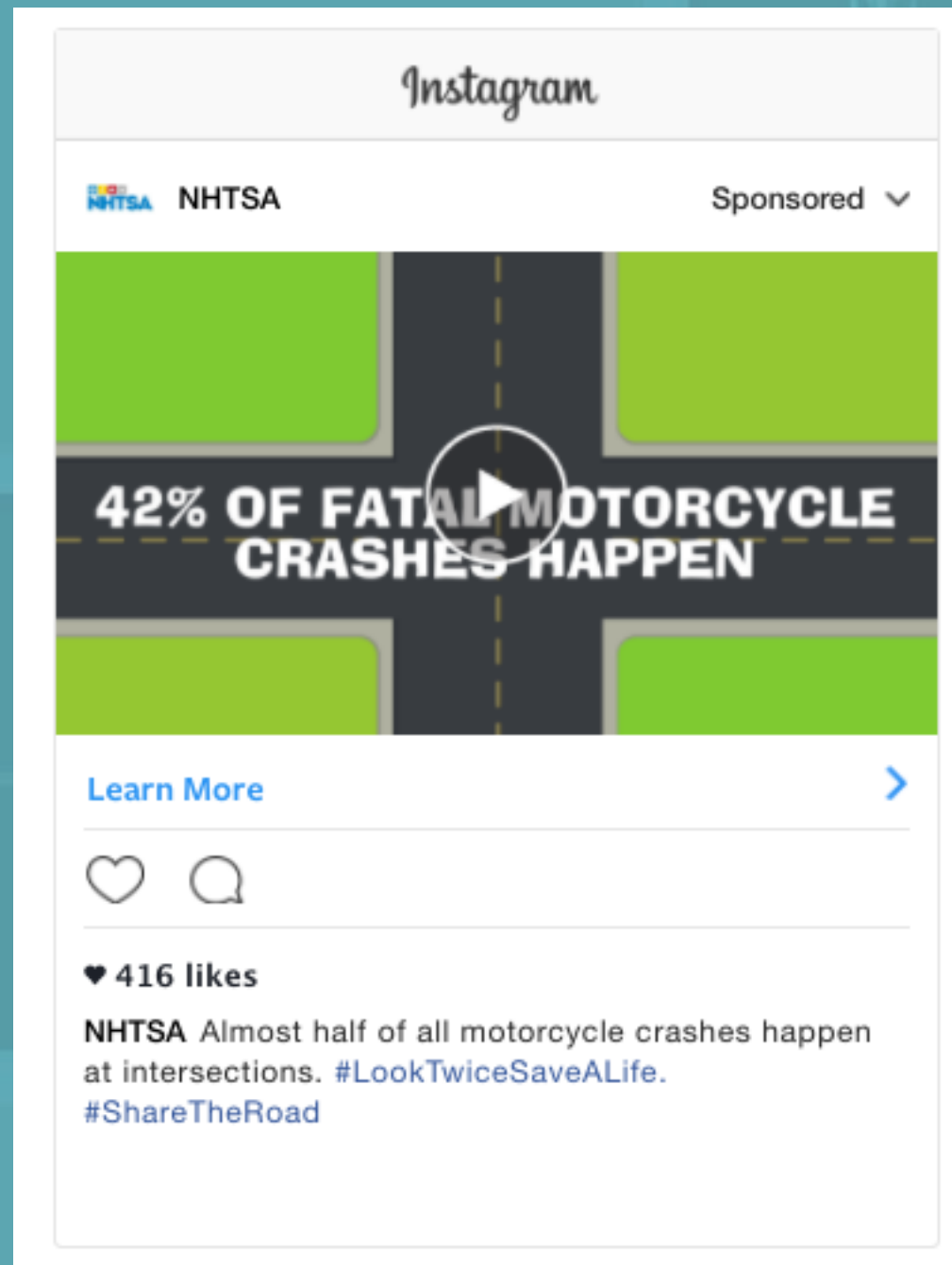
## Instagram Examples





# Intersection Dangers

## Instagram Examples





# Intersection Dangers

## Facebook Examples

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Intersections with obstructions are popular crash sites. Watch for hidden motorcycles!




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Can't see around a corner? Wait until you can see around the obstruction before advancing – a motorcyclist could thank you.



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 **NHTSA**  
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Take a long hard look every time and watch for hidden motorcycles!



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Looking once is never enough.



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# Intersection Dangers

## Twitter Examples







# Intersection Dangers

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**WATCH FOR HIDDEN MOTORCYCLES.**


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**NHTSA** Take a long hard look every time and watch for hidden motorcycles! [#ShareTheRoad](#) [#MotorcycleSafety](#)



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## Instagram Examples



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NHTSA Wait until you can see around the obstruction before advancing - a motorcyclist could thank you.  
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