**2019 Share The Road Campaign**

**SOCIAL MEDIA**

**Twitter:**

In 2016, there were 5,286 motorcyclists killed in traffic crashes. As you drive, be sure to #ShareTheRoad.

@NHTSAgov estimates that helmets saved the lives of 1,859 motorcyclists in 2016. Motorcyclists: Wear your helmet and #ShareTheRoad!

Motorcyclists and vehicle drivers alike: Never ride while impaired or distracted—it is not worth the risk. #ShareTheRoad

27% of motorcycle riders involved in fatal crashes in 2016 were riding without valid motorcycle licenses. #ShareTheRoad

Motorcyclists—it’s never safe to drink and drive! In 2016, 55% of motorcyclists who died in single-vehicle crashes were impaired. #ShareTheRoad

Motorcyclists don’t always use their brakes, so watch out and remember to #ShareTheRoad!

Almost 40% of your car is blocked by blind spots, so stay alert and #ShareTheRoad!

Because of its small size, a motorcycle can be hard to see in traffic. All the more reason to #ShareTheRoad!

Because of a motorcycle’s small size and different driving techniques, motorists should always remember to #ShareTheRoad.

#Riders: Wear a DOT-compliant helmet and use reflective tape and gear to be more visible. Always remember to #ShareTheRoad.

**Facebook:**

Motorcyclists and vehicle drivers alike: Never ride while impaired or distracted—it is not worth the risk of killing or injuring yourself or someone else. Always remember to Share the Road.

Twenty-seven percent of motorcycle riders involved in fatal crashes in 2016 were riding without valid motorcycle licenses. Ride safe and Share the Road!

Motorcyclists: Never drink and drive! In 2016, 55% of motorcycle riders who died in single-vehicle crashes were alcohol-impaired. Drive safe and Share the Road!

Motorcyclists: NHTSA estimates that helmets saved the lives of 1,859 motorcyclists in 2016. Wear your DOT-compliant helmet and Share the Road!

Motorist Tip: Motorcycles operate differently than other vehicles, and motorcyclists do not always use their brakes at the same times that cars do. Always keep an eye out for motorcycles and remember to Share the Road.

A car has almost 40 percent of it covered by blind spots, which can make it more difficult to spot a small motorcycle. Stay alert and Share the Road!

Because of its small size, a motorcycle can be hard to see in traffic. Motorcyclists and motorists alike should always remember to Share the Road.

In 2016, there were 5,286 motorcyclists killed in traffic crashes, a 5-percent increase from 2015 (5,029). Save a motorcyclist—Share the Road.

Those driving lanes are smaller than they seem. Share the Road, but not the lane.

Motorist Tip: Signal your intentions before changing lanes or merging with traffic so that motorcyclists can anticipate your movement and find a safe lane position. Remember to Share the Road.

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