

Be **That** Driver



Social Media Toolkit

Everyday Drivers (Urban & Rural)

Every trip is a chance to set the tone. Be That Driver who buckles up, slows down and stays focused – whether you're on a busy city street or a rural road.

Safe roads don't happen by accident. They happen because of you.

#BeThatDriver #SCSafeRoads



Younger Drivers (Ages 16–25)

Your choices behind the wheel shape more than your drive – they shape your future.

Be That Driver who puts the phone away, watches your speed and looks out for your friends. The best drivers lead by example.

Make it your identity. Make it your habit.

#BeThatDriver #DriveSmartSC

Social Media Toolkit

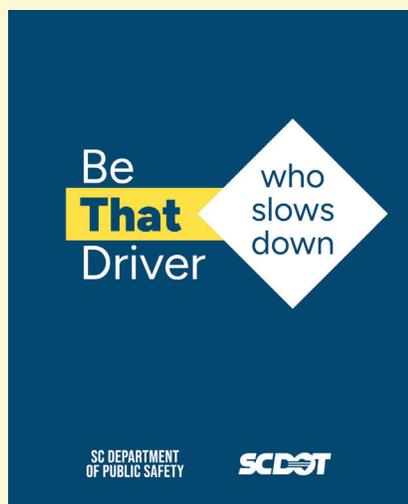
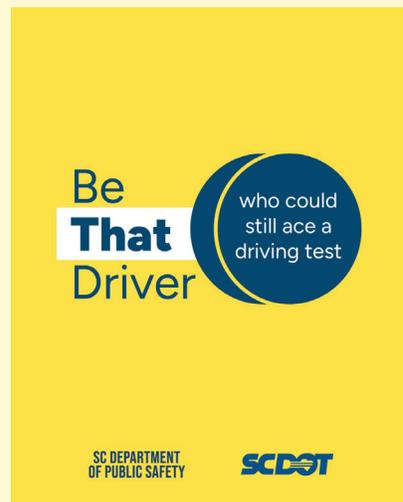
Mature Drivers (Ages 65+)

Experience matters on the road – and so does setting the example.

Be That Driver who plans ahead, stays alert and makes safe choices every trip. Your habits help protect not just you, but everyone around you.

Lead the way for the next generation.

#BeThatDriver #SafeDrivingSC



High-Risk Behavior Groups

One decision can change everything.

Be That Driver who chooses to slow down, drive sober, stay focused and buckle up – every trip, every time.

Small choices make a life-saving difference.

#BeThatDriver #DriveSafeSC

Vulnerable Road Users (Pedestrians, Cyclists, Motorcyclists)

Safety is a shared responsibility – on every road, every day.

Be That Driver who watches for others, checks blind spots and gives space. And if you're walking, biking or riding, stay alert and visible.

We all have a role in getting home safely.

#BeThatDriver #ShareTheRoadSC

