

Road Safety Week

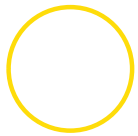
Social media toolkit



12-18
May
2025



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CAMPAIGN SOCIAL MEDIA ASSETS – IN YOUR ELECTRONIC ACTION PACK

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An annual road safety campaign

About **ROAD SAFETY WEEK**

Every year, thousands of people around New Zealand get involved to take action for safer roads. Road Safety Week inspires hundreds of schools, organisations and communities to learn about and raise awareness of road safety and shout out about safe and healthy journeys. It also provides a great opportunity for anyone working in road safety to get more people involved with their work.

The theme of Road Safety Week 2025 is **ROAD SAFETY HEROES**

Recognising all those working to make our roads safer and support people after a crash. The week will also highlight how we can all play a part in making journeys safer for everyone.

Thank you for taking part in this year's event and for helping to increase awareness of road safety.

How to get involved

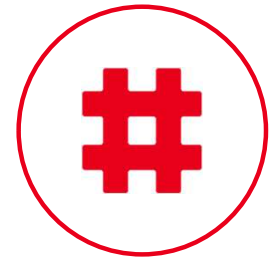
How you can support the campaign: **before and during Road Safety Week**



Use the campaign imagery provided



Post on your social media channels



Use **#RoadSafetyWeek** on all posts



Share stories about your heroes



Generate media coverage locally or nationally



Host a fundraising event - create a buzz

Daily themes: 12 – 18 May

During the campaign we will be focusing our PR and social media activity on set groups of road safety heroes and other road safety messages throughout the week - *although please don't feel you have to stick to these if they don't work with your plans.*

MONDAY 12 MAY	Heroes – Emergency services and health professionals
TUESDAY 13 MAY	Heroes – Road safety professionals, engineers and designers
WEDNESDAY 14 MAY	Heroes – Schools, childcare centres and young people Events – Road Safety Week School Visits, Road Patrol Superhero Day, Beep Beep! Day
THURSDAY 15 MAY	Heroes – Fleets, businesses and employers
FRIDAY 16 MAY	Heroes – Road safety campaigners and charities
SATURDAY 17 MAY	Heroes – Organisations and professionals supporting people affected by crashes
SUNDAY 18 MAY	Heroes – Families, everyone



Who would you like to celebrate as a road safety hero?

Think about who the unsung heroes are doing their bit to make our roads safer — *every day*.



Name them | Share their story

How to celebrate your Road Safety Heroes

Here are a few ideas you might consider to celebrate your road safety heroes during Road Safety Week
Please use the hashtags #RoadSafetyHero and #RoadSafetyWeek

Record a video

saying who your heroes are and how they keep our roads safe, or get them to record a clip talking about their role

Share their name

their role and tag them in a social media post #RoadSafetyHero and #RoadSafetyWeek

Nominate someone

as a Road Safety Hero and we may include them in the Heroes we highlight during the week. Find out more and the form to use here:
<https://yellowribbon.nz/road-safety-hero/>

Write a blog

and share on your website with a link to www.roadsafetyweek.org.nz

Fundraise

Go Yellow – Wear your brightest/yellowest t-shirt, or buy one of ours
www.brake.org.nz/info-resources2/1346-shop
More ideas:
www.roadsafetyweek.org.nz/fundraise

Hold an event

to recognise them, such as an Awards Ceremony, team meeting or assembly

Campaign Timeline

Your suggested task list for the weeks leading up to **Road Safety Week**

Earlier	Share a post “we are taking part” 	Identify your Road Safety Heroes 	Plan any internal fundraising 
2 Weeks w/c 28 April	Finalise plan of activities 	Encourage your audience to support and/or join in 	Check social media assets are ready 
1 Week w/c 5 May	Schedule social posts ready for the week 	Encourage your audience to support and/or join in 	Remind teams to share pics to go on corporate social media 
Road Safety Week 12-18 May	Ramp up sharing on social media 	Announce your Road Safety Heroes 	Interact with others taking part in Road Safety Week 
Post Road Safety Week	Keep sharing to social - look back/celebrate 	Share any feedback to Brake Team 	



“We are taking part” announcements

Below are some short examples. Add more detail and make them your own.

Schools/educators

As a [school/childcare centre] we play a vital role in teaching children about safe and healthy journeys, that's why we're taking part in this year's #RoadSafetyWeek @brakenewzealand

Companies

We want all our staff to get home safely every day, that's why taking part in #RoadSafetyWeek is important to us @brakenewzealand

Emergency services

We see the impact that road crashes have on families and communities. That's why we support #RoadSafetyWeek and @brakenewzealand

Sustainability

Active travel such as walking and cycling is good for our health and the planet. We raise awareness all year round and especially during #RoadSafetyWeek @brakenewzealand

“We are taking part” announcements

Below are some short examples. Add more detail and make them your own.

Cycling and walking groups

Active travel such as walking and cycling is good for our health and the planet. We support #RoadSafetyWeek and @brakenewzealand

All

We all have a part to play in making our roads safer, that's why taking part in #RoadSafetyWeek is important to us @brakenewzealand

Road safety professionals

We work to make roads safer and promote road safety year-round, so we support #RoadSafetyWeek every year @brakenewzealand

Campaigners

Road deaths and injuries affect thousands of families each year. We raise awareness all year round and especially during #RoadSafetyWeek @brakenewzealand

Raising awareness in Road Safety Week

During Road Safety Week you can create social media posts linked to the Road Safety Heroes theme and aimed at your target audience.

You can also use the template PR in the action pack to share details of your activities with local media.

Examples of social media messaging:

- Be a road safety hero... messages aimed at drivers e.g. drive phone free, drive sober
- Be a road safety hero... messages aimed at other road users e.g. wear a seat belt, always wear a helmet
- Be a road safety hero... messages aimed at families with young children e.g. hold hands near roads, always use a child seat in vehicles
- Be a road safety hero... messages aimed at safety of vulnerable road users e.g. look out for people on foot, slow down around horses and riders
- Be a road safety hero... messages around sustainability e.g. walk, ride a bike, leave the car at home
- Our Road Safety Hero is...
- We want to celebrate XXX as our Road Safety Hero because XXX

Use the hashtags **#RoadSafetyWeek** **#RoadSafetyHero** where appropriate.



Ideas/resources

Children, families, youth, schools



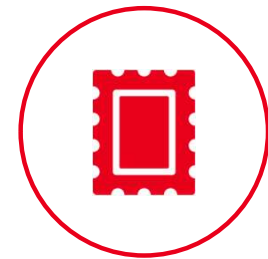
www.roadsafetyweek.org.nz/educators



Colouring | **activity** sheets



Lesson plans and inspiration



Road safety heroes **postcard** to colour and send home



Get your road patrollers to join in **Road Patrol Superhero Day**



Go Yellow – hold a Go Yellow Day or wear a yellow ribbon



Celebrate your **Road Safety Heroes**



Ideas/resources

Fleets, businesses, employers



www.roadsafetyweek.org.nz/organisations



Join Brake as a corporate partner - we will help you achieve your Corporate Social Responsibility goals



Write a blog to raise awareness of key road safety issues / name your heroes



Become a Global Fleet Champion
www.globalfleetchampions.org



Dress down and **Go Yellow**, wear yellow or other bright colours and fundraise for Brake



Help staff and customers speak up for road safety and celebrate the road safety heroes in your community



Wear a yellow ribbon, or decorate your office yellow

Key Contacts

If you have any queries regarding the Road Safety Week campaign, resources or fundraising, please contact Brake on:

E: info@brake.org.nz

T: +64 (0)21 407 953



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