

Distracted Pedestrian Sample Social Media Posts

We released a new research report entitled, *Teens and Distraction: An In-Depth Look at Teens' Walking Behaviors*, and are launching our awareness campaign focused on preventing pedestrian deaths in children. We need your help to get the message out across the country using various social media channels, and encourage you to promote these messages throughout the year.

Find us here

- [Facebook \(USA\)](#)
- [Twitter \(USA\)](#)
- [YouTube \(USA\)](#)
- [Google Plus](#)
- [LinkedIn \(USA\)](#)
- [Pinterest](#)

Facebook

We will be posting information on our own Facebook page and would appreciate if you could share our posts on your own pages.

If you'd like to post on your own page, here are some ideas for you.

New research by @safekidsusa shows that 1 in 5 high schoolers and 1 in 8 middle schoolers cross the street while distracted by technology. See more information from the report here:

<http://bit.ly/16JA3EC>

Join the Moment of Silence campaign and pledge to put your electronic devices down while you cross the street. <http://bit.ly/15t2jii>

Twitter

We encourage you to re-tweet our information, tweet out some of our suggested tweets or tweet out some of your own.

- 1 in 5 high school students were observed crossing the street while distracted by technology. #walksafely <http://bit.ly/16JA3EC>
- Did you know? Teens are 15-19 account for half of all pedestrian deaths among children? Our new study shows it might be related to technology #walksafely <http://bit.ly/17h0PZa>
- Surprising stat: 49% of teens admitted to us that they use their cell phone while walking to school. #walksafely <http://bit.ly/17h0PZa>
- New research: 1 in 5 high schoolers and 1 in 8 middle schoolers were seen crossing the street while distracted. #walksafely <http://bit.ly/16JA3EC>
- Parents: When you first give your kid a cell phone, make sure to talk to them about putting the phone away when they cross the street. #walksafely <http://bit.ly/16JzEln>



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- Be a role model. If you put your phone down when you cross the street, so will your kids. #walksafely <http://bit.ly/16JzEln>
 - Teens told us their parents don't talk to them about safety now that they're older. Change that! #walksafely <http://bit.ly/16JzEln>
 - Talk to your kids about the dangers of walking across the street while distracted by technology. It could save their lives. #walksafely <http://bit.ly/16JzEln>
 - Take a moment of silence when you cross the street. Put your phone down #devicedown #walksafely <http://on.fb.me/1djLuLN>
 - Take the pledge to put your electronics down while you cross the street – it's easy <http://on.fb.me/1djLuLN>#devicedown
 - In honor of all those who have died crossing the street, put your devices down and cross safely #devicedown <http://on.fb.me/1djLuLN>
 - Stay safe while crossing the street. Put your #devicedown and keep your head up #devicedown #walksafely <http://bit.ly/15t2jii>

Suggested # tags for twitter: #walksafely #devicedown

Twitter Tip: Hyperlinks work better if you shorten them. To shorten hyperlinks you can go to <http://bit.ly/>

Questions? Call Julie Kenneally, Public Relations Associate at Safe Kids Worldwide, at 202-662-4472

