**PARTNER SOCIAL MEDIA TOOLKIT**

October – Pedestrian Safety Month / Walktober

Thank you so much for your support of the Baltimore Metropolitan Council’s *Look Alive* campaign featuring Signal Woman! October is National Pedestrian Safety Month as well as WALKtober – a perfect time to highlight pedestrian safety measures, tips and laws to help everyone travel safely around the region.

This social media toolkit offers information, downloadable graphics and suggested content that you can add to your organization’s social media channels to highlight Signal Woman this Pedestrian Safety Month. Of course, we’re also thrilled for you to share and interact with content on the Signal Woman social feeds all this month and all year long.

**RESOURCES**

**Website:** <https://lookalivemd.org/>

**Twitter:** [@Signal\_Woman](https://twitter.com/signal_woman)

**Instagram:** [@SignalWoman](https://www.instagram.com/signalwoman/)

**Hashtags:** #SignalWoman, #LookAlive, #LookAliveMD

**Additional Videos and Resources:** <https://lookalivemd.org/resources/>

**SUGGESTED ACTIONS**

* Follow Signal Woman channels
* Share and retweet Signal Woman content that aligns with your organization’s message
* Tag Signal Woman in tweets and Instagram posts

**SAMPLE POSTS**

Feel free to copy and paste these posts word for word or adjust to match your account’s authentic voice.

**Follow Signal Woman**

* *Twitter*– 🚸 October is National #PedestrianSafety Month! Whether you're walking, #biking, or driving let @Signal\_Woman guide you with expert tips to keep everyone safe. Give her a follow now! #LookAliveMD #RulesOfTheRoad [[video for download](https://www.dropbox.com/scl/fi/x8uvac6toevgvysq539j7/Follow-SW-1.mp4?rlkey=5hpo36yl1nlfnaok93ihs564r&dl=0)]
* *Instagram*– 🚸 October is National #PedestrianSafety Month! Whether you're walking, #biking, or driving let @SignalWoman guide you with expert tips to keep everyone safe. Give her a follow now! #LookAliveMD #RulesOfTheRoad [[video for download](https://www.dropbox.com/scl/fi/jppr32aia66cjqeqf7uxk/Follow-SW-1.mp4?rlkey=xliwoz4pq2d8az6z9f3l83byf&dl=0)]
* *Twitter -* Stepping into #WALKtober with our trusty guide, @Signal\_Woman! From #walking to #cycling and driving, she's armed with the best #PedestrianSafety tips. Join the crew and give her a follow – let's make safety a priority together! 👣👊 #SafetyFirst [[video for download](https://www.dropbox.com/scl/fi/x8uvac6toevgvysq539j7/Follow-SW-1.mp4?rlkey=5hpo36yl1nlfnaok93ihs564r&dl=0)]
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**Tips and Statistics**

* *Twitter*– #DYK that National #PedestrianSafety Month falls in October for a reason? Our girl @Signal\_Woman says this is a time to be extra vigilant – it's when we see the most #pedestrian crashes. Stay alert, follow her lead, and prioritize safety this month AND all year. #PedestrianSafety [[graphic for download](https://www.dropbox.com/scl/fi/8ujl1y8z9t8wqub24gr6u/Why-October.png?rlkey=f9jsiwoenn9081kimbnnff2h2&dl=0)]
* *Instagram*– #DYK that National #PedestrianSafety Month falls in October for a reason? Our girl @SignalWoman says this is a time to be extra vigilant – it's when we see the most #pedestrian crashes. Stay alert, follow her lead, and prioritize safety this month AND all year. #PedestrianSafety [[graphic for download](https://www.dropbox.com/scl/fi/xafvwymtv8d4eho4gsntl/Why-October.png?rlkey=feecmvfsz2cqh0jx1dlr4y0ur&dl=0)]
* *Twitter* – #Drivers: this #PedestrianSafety Month, play it smart – keep your eyes 👀 on the road and obey #traffic laws! Remember, @Signal\_Woman has her eyes on you, and trust us, you want to stay on her good side! [[graphic for download](https://www.dropbox.com/scl/fi/ay6xzr1k7htowj2iyr5mu/PEDSAFETY_TIPS-1.png?rlkey=8m0ikh3evm1hnrl553a946sn3&dl=0)]
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* *Twitter*–  #Pedestrians, let's make @Signal\_Woman proud this #WALKtober. Stick to those crosswalks—don’t make her come down there! 🚶‍♀️🚦 #SafetyFirst #RespectTheSignal [[graphic for download](https://www.dropbox.com/scl/fi/c0hk22rgcw6zdu24nuysi/PEDSAFETY_TIPS-2.png?rlkey=l2x68ighb9465f0ennmmpchuu&dl=0)]
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* *Twitter*– It's National #PedestrianSafety Month! Need a little refresh on the traffic rules while you're #driving 🚙, #biking 🚴‍♀️, rolling 🧑🏼‍🦽& #walking?🚶‍♀️ @Signal\_Woman is on the scene with some seriously helpful tips. <https://www.lookalivemd.org/walk/>
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