



SOCIAL MEDIA PLAYBOOK

HEATSTROKE 2023

April 25–September 25, 2023



How to Use This Playbook

This document is a social media playbook for the 2023 Heatstroke campaign period. It includes specific content and assets, along with instructions, to raise awareness of the risks posed to a child who has been forgotten or left behind in or gained access to a parked car. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts, especially during the hottest time of the year, may help save lives.

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Campaign Overview

Heatstroke Campaign Summary

From 1998 to 2022, 936 children have died due to pediatric vehicular heatstroke. Looking at cases through 2021, 52.7% were forgotten by a caregiver, 25.8% gained access on their own and 20% were left behind. All of these deaths could have been prevented.

The goal of the Heatstroke campaign is to remind parents and caregivers to always check for their children in the back seat and keep vehicles locked at all times and keys out of reach to prevent children from playing in cars.

Objectives

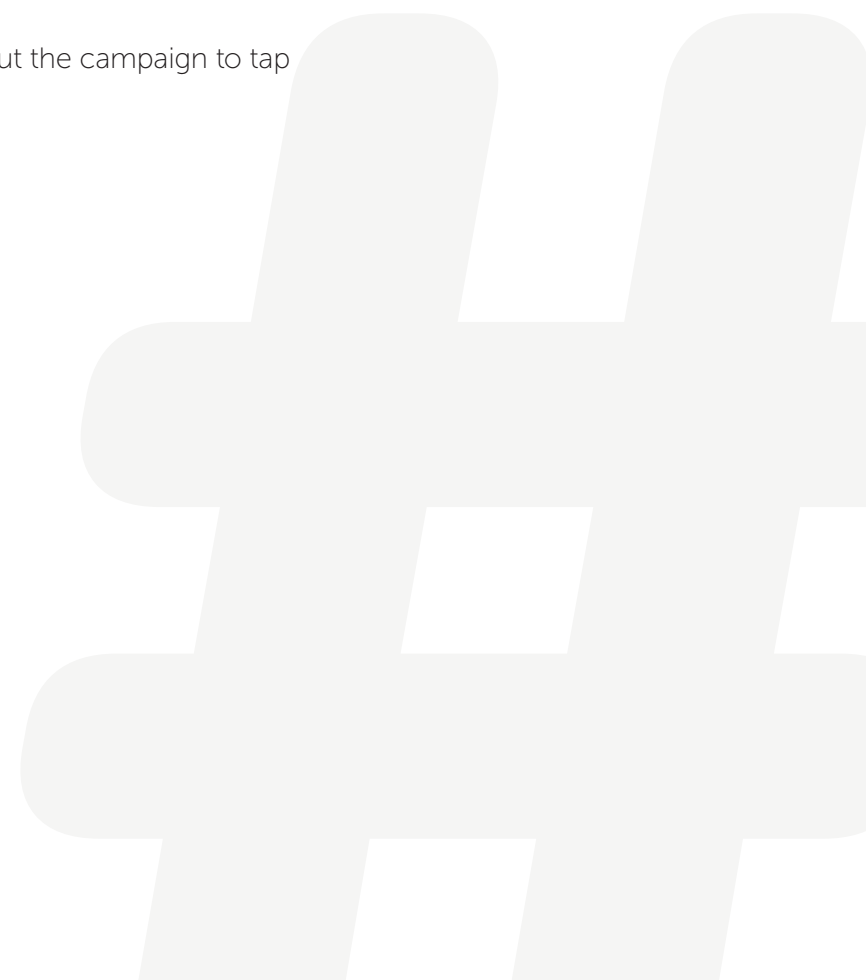
- Motivate parents and caregivers to make it a habit to check all seating areas of the car before walking away.
- Remind parents and caregivers to lock car doors and place keys out of reach to prevent children from gaining access to vehicles on their own.
- Remind parents that heatstroke is a real risk that can happen to any parent or caregiver.

Heatstroke Posting Strategy

The 2023 Heatstroke campaign period runs from April 25 to September 25. Posting on social media will help reinforce the paid placements that will occur during this time, especially throughout the warmer summer months.

Below are relevant hashtags to use when posting about the campaign to tap into relevant conversations related to Heatstroke:

- **#NoHeatstroke**
- **#HeatstrokeKills**
- **#ActFast**
- **#CheckTheBackseat**



Creating Your Own Content

While this playbook offers standard social messages, we encourage you to create your own messages to accompany the graphics provided. Over the course of several campaigns, we've seen that messages that localize the campaign and speak to each organization's audience receive significantly more engagements.

There are countless ways to create your own messages or adjust our pre-written messages to be tailored to your audience, but here are some suggestions to get you started:

- Include the state or city name within the message
- Utilize local heatstroke data

Here are some examples of a "create your own" style message:

- Hey Seattle! Even in temperatures as low as 60°F, the inside of a car can overheat quickly. No matter how quick the errand, never leave a child in a parked car – it could turn deadly fast.
#CheckTheBackseat
- Hey, Orlando – a child's body temperature rises 3-5 times faster than an adult's does. Even when parked in the shade with the windows cracked, leaving them in a car can become deadly in a short time. Never leave a child behind in a car. **#CheckTheBackseat**



Social Media Content

This section contains shareable social media content for the 2023 Heatstroke campaign period. Provided on pages [12-25](#) are downloadable graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.



On the left are two sample social media posts: one for Instagram and Facebook using a square-shaped graphic and one for Twitter using a rectangular graphic.

On the following pages, you will see additional graphics and post examples in a variety of sizes for the campaign. Be sure to consider which social media platform your target audience typically uses when you choose the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.

Content Organization

The social media content is organized into sections based on creative concept and social platform. Both English and Spanish versions are provided for this campaign.

English

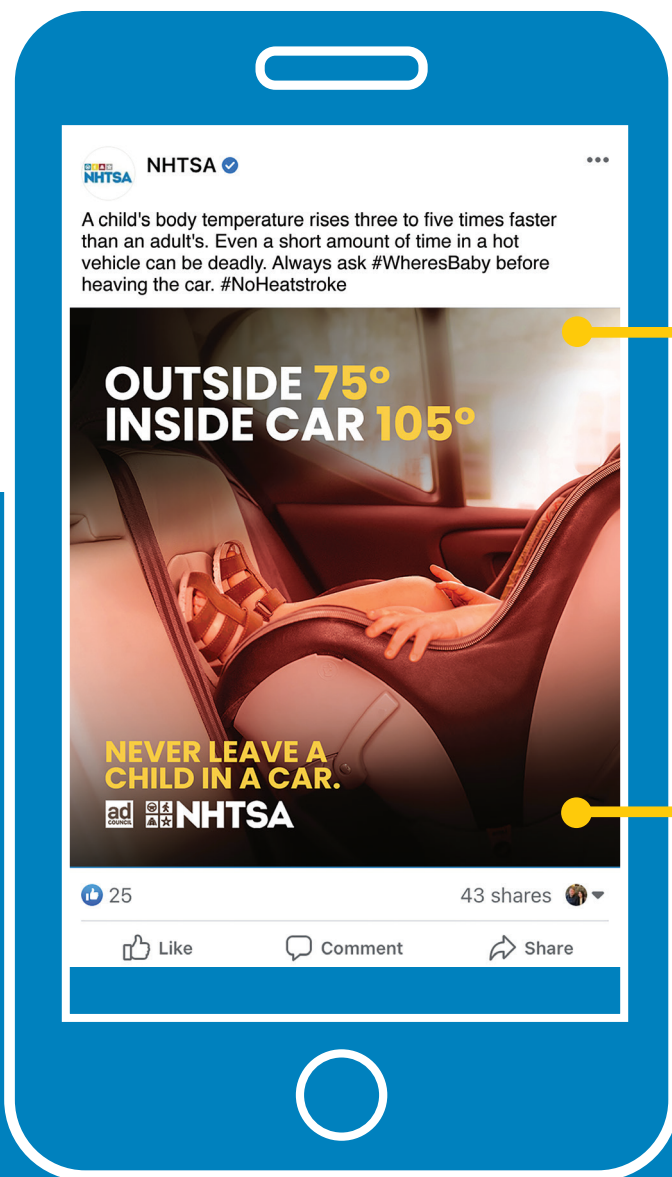
- Forgotten (Facebook)—Pg. [12](#)
- Forgotten (Twitter)—Pg. [13](#)
- Left Behind (Facebook)—Pg. [14](#)
- Left Behind (Twitter)—Pg. [15](#)
- Gained Access (Facebook)—Pg. [16](#)
- Gained Access (Twitter)—Pg. [17](#)

Spanish

- Forgotten (Facebook)—Pg. [18](#)
- Forgotten (Twitter)—Pg. [19](#)
- Left Behind (Facebook)—Pg. [20](#)
- Left Behind (Twitter)—Pg. [22](#)
- Gained Access (Facebook)—Pg. [24](#)
- Gained Access (Twitter)—Pg. [25](#)

Facebook Post Example

Here is an example of how a Facebook post should look when published.



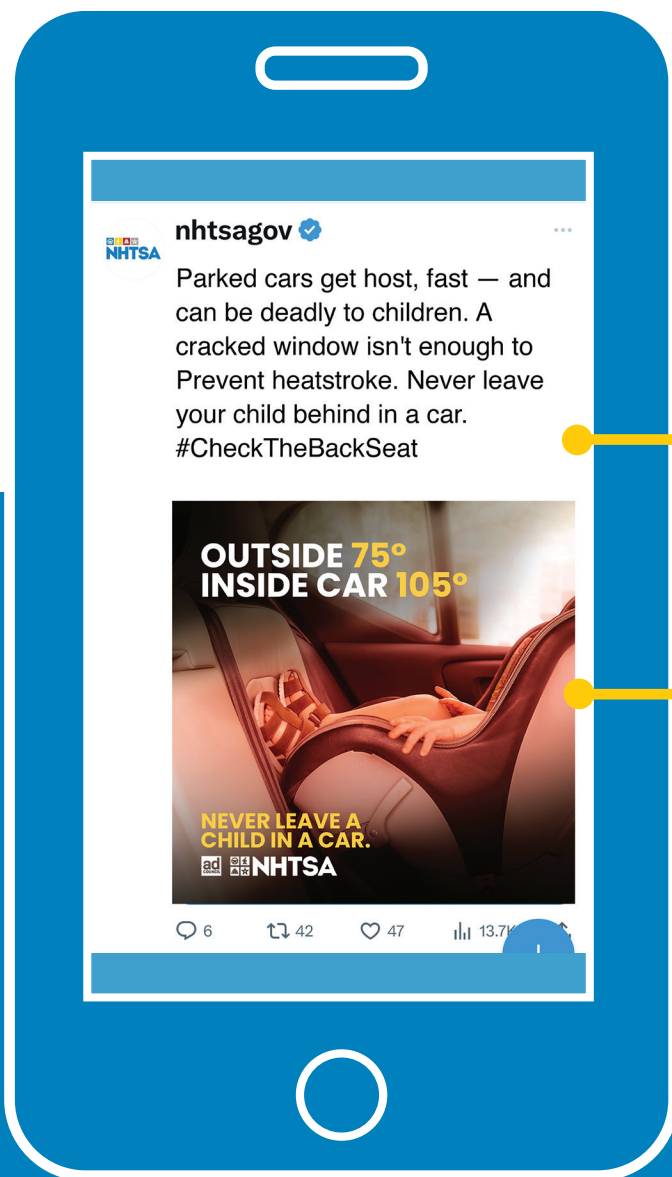
1 Suggested copy from this playbook.

2 Downloaded graphic from trafficsafetymarketing.gov.



Twitter Post Example

Here is an example of how a Twitter post should look when published.



1 Suggested copy from this playbook.

2 Downloaded graphic from trafficsafetymarketing.gov.



Sizes Available

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook, we included different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the trafficsafetymarketing.gov website.



Facebook/Instagram Posts
1200x1200 (square)



Facebook/Instagram Stories
1080x1920 (vertical)



Facebook/Instagram Posts
1000x1200 (vertical)



Twitter Posts
1200x675

Forgotten

STEP

1 Download graphics.

Download the "Forgotten" graphic below at:
[Traffic Safety Marketing](https://www.traffic-safety-marketing.com)



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook/Instagram Messages

- Parked cars get hot, fast – and so do your children. Always check the back seat before leaving your car. **#CheckTheBackSeat**
- We've all forgotten something in the car. Every year, dozens of children are forgotten in the back seat of a car by a parent or caregiver. It can happen to anyone – especially if the child is sleeping or if you are out of your routine – and the outcome could be deadly. Always check the back seat before you leave the car. **#CheckTheBackSeat**
- Even in temperatures as low as 60°F, the inside of a car can overheat quickly. Accidentally leaving a sleeping child behind could be deadly. Make sure to always check the back seat before you leave the car. **#CheckTheBackSeat**
- Every year, dozens of children are forgotten in the back seat of a car by a parent or caregiver. They never thought it could happen to them. Don't let this preventable tragedy happen to your family.
 - 👤 Always check the back seat before leaving your car.
 - 👤 If your routine changes, call to make sure your child arrived safely.
 - 👤 Visit [NHTSA.gov/Heatstroke](https://www.NHTSA.gov/Heatstroke) to learn more.

#CheckTheBackSeat

Forgotten

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Sizes Available:

 **Twitter Posts**
 1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

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Sample Twitter Messages

- Parked cars get hot, fast – and so do children. Always check the back seat before leaving your car. **#CheckTheBackSeat**
- We've all forgotten something in the car. Every year, dozens of children are forgotten in the back seat of a car by a parent or caregiver. It can happen to anyone – and the outcome could be deadly. Always check the back seat before you leave the car. **#CheckTheBackSeat**
- Even in temperatures as low as 60°F, the inside of a car can overheat quickly. Accidentally leaving a sleeping child behind could be deadly. Make sure to always check the back seat before you leave the car. **#CheckTheBackSeat**
- Every year, dozens of children are forgotten in the back seat of a car by a parent or caregiver. All never thought it could happen to them. Don't let this preventable tragedy happen to your family. **#CheckTheBackSeat**

Left Behind

STEP

1 Download graphics.

Download the "Left Behind" graphic below at: [Traffic Safety Marketing](https://www.traffic-safety-marketing.com/)



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook/Instagram Messages

- When a child is left in a hot car, their body temperature can rise quickly – and they can die within minutes.

Prevent these tragedies:

- 👤 Never leave a child in a car, not even to run a quick errand.
- 👤 Always check the back seat before leaving your car.
- 👤 Visit [NHTSA.gov/Heatstroke](https://www.nhtsa.gov/Heatstroke) to learn more.

#CheckTheBackSeat

- A child's body temperature rises 3-5 times faster than an adult's does. Even when parked in the shade with the windows cracked, leaving them in a car can become deadly within a short time. Never leave a child behind in a car.

- Just because it's nice outside, doesn't mean it's nice inside the car. The temperature inside a parked car can become deadly within a short time.

Prevent heatstroke:

- 👤 Never leave a child in a car, not even to run a quick errand.
- 👤 Always check the back seat before leaving your car.
- 👤 Visit [NHTSA.gov/Heatstroke](https://www.nhtsa.gov/Heatstroke) to learn more.

- Even in temperatures as low as 60°F, the inside of a car can overheat quickly. No matter how quick the errand, never leave a child in a parked car – it could turn deadly fast. **#CheckTheBackSeat**

- Parked cars get hot, fast – and can be deadly to children. A cracked window isn't enough to prevent heatstroke. Never leave your child in a car.

Left Behind

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Sizes Available:

 **Twitter Posts**
1200x675

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Sample Twitter Messages

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Prevent these tragedies:
 - 👤 Never leave a child in a car.
 - 👤 Always check the back seat.
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- Even in temperatures as low as 60°F, the inside of a car can overheat quickly. No matter how quick the errand, never leave a child in a parked car – it could turn deadly fast. **#CheckTheBackSeat**
- A child's body temperature rises 3-5 times faster than an adult's does. Even when parked in the shade, leaving them in a car can be deadly within a short time. Never leave a child behind in a car.
- Just because it's nice outside, doesn't mean it's nice inside the car. The temperature inside a parked car can become deadly within a short time. Never leave a child behind in a car.
- Parked cars get hot, fast – and can be deadly to children. A cracked window isn't enough to prevent heatstroke. Never leave your child behind in a car.

Gained Access

STEP

1 Download graphics.

Download the "Gained Access" graphic below at: [Traffic Safety Marketing](https://www.traffic-safety-marketing.com)



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook/Instagram Messages

- To kids, parked cars may seem like a fun place to play, but they get hot, fast – and can overheat quickly.

Prevent heatstroke:

- 👤 Always lock your car.
- 👤 Keep keys out of children's reach.
- 👤 Visit [NHTSA.gov/Heatstroke](https://www.nhtsa.gov/Heatstroke) to learn more.

#CheckTheBackSeat

Gained Access

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Sizes Available:



Twitter Posts
1200x675

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- 👤 Always lock your car.
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Forgotten

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Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920

STEP

2

Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook/Instagram Messages

- Los autos estacionados se calientan, y tus hijos también. Siempre revisa el asiento trasero antes de salir del auto. **#RevisaElAsientoTrasero**
 - *Translation: Parked cars get hot, fast – and so do your children. Always check the back seat before leaving your car. #CheckTheBackseat*
- Todos hemos olvidado algo en el auto. Cada año, decenas de niños son olvidados en el asiento trasero de un auto por un padre, madre o cuidador. Puede ocurrirle a cualquiera –especialmente si el niño está durmiendo o si tú estás fuera de tu rutina– y el resultado puede ser mortal. Siempre revisa el asiento trasero antes de salir del auto. **#RevisaElAsientoTrasero**
 - *Translation: We've all forgotten something in the car. Every year, dozens of children are forgotten in the back seat of a car by a parent or caregiver. It can happen to anyone – especially if the child is sleeping or if you are out of your routine – and the outcome could be deadly. Always check the back seat before you leave the car. #CheckTheBackseat*
- Incluso a temperaturas tan bajas como 60 °F, el interior de un auto puede sobrecalentarse rápidamente. Dejar accidentalmente a un niño dormido puede ser mortal. Asegúrate de revisar siempre el asiento trasero antes de salir del auto. **#RevisaElAsientoTrasero**
 - *Translation: Even in temperatures as low as 60°F, the inside of a car can overheat quickly. Accidentally leaving a sleeping child behind could be deadly. Make sure to always check the back seat before you leave the car. #CheckTheBackseat*
- Cada año, decenas de niños son olvidados en el asiento trasero de un auto por un padre, madre o cuidador. Nunca pensaron que pudiera ocurrirles a ellos. No dejes que esta tragedia evitable le ocurra a tu familia.
 - 👤 Siempre revisa el asiento trasero antes de salir del auto.
 - 👤 Si tu rutina cambia, llama para asegurarse de que tu hijo llegó bien.
 - 👤 Visita [NHTSA.gov/Hipertermia](#) para saber más.

#RevisaElAsientoTrasero

- *Translation: Every year, dozens of children are forgotten in the backseat of a car by a parent or caregiver. They never thought it could happen to them. Don't let this preventable tragedy happen to your family.*

👤 *Always check the back seat before leaving your car.*

👤 *If your routine changes, call to make sure your child arrived safely.*

👤 *Visit [NHTSA.gov/heatstroke](#) to learn more.*

#CheckTheBackseat

Forgotten

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Sizes Available:



Twitter Posts
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*Translation: Parked cars get hot, fast – and so do children. Always check the back seat before leaving your car. **#CheckTheBackseat***
- Todos hemos olvidado algo en el auto. Cada año, decenas de niños son olvidados en el asiento trasero de un auto también por uno de sus padres o cuidadores. Puede ocurrirle a cualquiera, y el resultado puede ser mortal. Comprueba siempre el asiento trasero antes de salir del auto. **#RevisaElAsientoTrasero**

*Translation: We've all forgotten something in the car. Every year, dozens of children are forgotten in the back seat of a car by a parent or caregiver. It can happen to anyone – and the outcome could be deadly. Always check the back seat before you leave the car. **#CheckTheBackseat***
- Incluso a temperaturas tan bajas como 60 °F, el interior de un auto puede sobrecalentarse rápidamente. Dejar accidentalmente a un niño dormido puede ser mortal. Asegúrate de revisar siempre el asiento trasero antes de salir del auto. **#RevisaElAsientoTrasero**

*Translation: Even in temperatures as low as 60°F, the inside of a car can overheat quickly. Accidentally leaving a sleeping child behind could be deadly. Make sure to always check the back seat before you leave the car. **#CheckTheBackseat***
- Cada año, decenas de niños son olvidados en el asiento trasero de un auto por un padre o cuidador. Todos pensaron que nunca les podría pasar a ellos. No dejes que esta tragedia prevenible le ocurra a tu familia. **#RevisaElAsientoTrasero**

*Translation: Every year, dozens of children are forgotten in the back seat of a car by a parent or caregiver. All never thought it could happen to them. Don't let this preventable tragedy happen to your family. **#CheckTheBackseat***

Left Behind

STEP

1 Download graphics.

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Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook/Instagram Messages

- Cuando se deja a un niño en un auto caliente, su temperatura corporal puede aumentar rápidamente y puede morir en minutos.

Evita estas tragedias:

- 👤 Nunca dejes a un niño en un auto, ni siquiera para hacer un mandado rápido.
- 👤 Siempre revisa el asiento trasero antes de salir del auto.
- 👤 Visita [NHTSA.gov/Hipertermia](https://www.nhtsa.gov/Hipertermia) para saber más.

#RevisaElAsientoTrasero

- *Translation: When a child is left in a hot car, their body temperature can rise quickly – and they can die within minutes.*

Prevent these tragedies:

- 👤 *Never leave a child in a car, not even to run a quick errand.*
- 👤 *Always check the back seat before leaving your car.*
- 👤 *Visit [NHTSA.gov/heatstroke](https://www.nhtsa.gov/heatstroke) to learn more.*

#CheckTheBackseat

- La temperatura corporal de un niño aumenta de 3 a 5 veces más rápido que la de un adulto. Incluso estando en la sombra con las ventanillas abiertas, dejarlos en el auto puede volverse mortal en poco tiempo. No dejes nunca a un niño en un auto.

Translation: A child's body temperature rises 3-5 times faster than an adult's does. Even when parked in the shade with the windows cracked, leaving them in a car can become deadly in a short time. Never leave a child behind in a car.

- Incluso a temperaturas tan bajas como 60 °F, el interior de un auto puede sobrecalentarse. Por muy rápido que sea el mandado, nunca dejes a un niño en un auto estacionado: podría volverse un peligro mortal rápidamente. **#RevisaElAsientoTrasero**

Translation: Even in temperatures as low as 60°F, the inside of a car can overheat quickly. No matter how quick the errand, never leave a child in a parked car – it could turn deadly fast.

#CheckTheBackseat

Left Behind (Continued)

STEP

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Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook/Instagram Messages

- Solo porque haga buena temperatura afuera, no significa que esté bien dentro del auto. La temperatura dentro de un auto estacionado puede volverse mortal en poco tiempo.

Evita la hipertermia:

- 👤 Nunca dejes a un niño en un auto, ni siquiera para hacer un mandado rápido.
- 👤 Siempre revisa el asiento trasero antes de salir del auto. .
- 👤 Visita [NHTSA.gov/Hipertermia](https://www.nhtsa.gov/Hipertermia) para saber más. .

- *Translation: Just because it's nice outside, doesn't mean it's nice inside the car. The temperature inside a parked car can become deadly in a short time.*

Prevent heatstroke:

- 👤 *Never leave a child in a car, not even to run a quick errand.*
- 👤 *Always check the back seat before leaving your car.*
- 👤 *isit [NHTSA.gov/heatstroke](https://www.nhtsa.gov/heatstroke) to learn more.*

- Los autos estacionados se calientan rápido y pueden ser mortales para los niños. Una ventana abierta no es suficiente para evitar la hipertermia. Nunca dejes a tu hijo en un auto.

Translation: Parked cars get hot, fast – and can be deadly to children. A cracked window isn't enough to prevent heatstroke. Never leave your child in a car.

Left Behind

STEP

1 Download graphics.

Download the "Left Behind" graphic below at: [Traffic Safety Marketing](https://www.traffic-safety-marketing.com/)



Sizes Available:

 **Twitter Posts**
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- Cuando se deja a un niño en un auto caliente, su temperatura corporal puede aumentar rápidamente y puede morir en minutos.
Evita estas tragedias:
 - 👤 Nunca dejes a un niño en un auto.
 - 👤 Siempre revisa el asiento trasero.
 - 👤 Visita [NHTSA.gov/Hipertermia](https://www.nhtsa.gov/Hipertermia) para saber más.
- *Translation: When a child is left in a hot car, their body temperature can rise quickly – and they can die within minutes.*
Prevent these tragedies:
 - 👤 *Never leave a child in a car.*
 - 👤 *Always check the back seat.*
 - 👤 *Visit [NHTSA.gov/heatstroke](https://www.nhtsa.gov/heatstroke) to learn more.*
- Incluso a temperaturas tan bajas como 60 °F, el interior de un auto puede sobrecalentarse rápidamente. Por muy rápido que sea el mandado, nunca dejes a un niño en un auto estacionado: podría volverse un peligro mortal rápidamente. **#RevisaElAsientoTrasero**
 - *Translation: Even in temperatures as low as 60°F, the inside of a car can overheat quickly. No matter how quick the errand, never leave a child in a parked car – it could turn deadly fast.* **#CheckTheBackseat**
- La temperatura corporal de un niño aumenta de 3 a 5 veces más rápido que la de un adulto. Incluso estando en la sombra dejarlos en un auto puede ser mortal en poco tiempo. Nunca dejes a un niño en un auto.
 - *Translation: A child's body temperature rises 3-5 times faster than an adult's does. Even when parked in the shade, leaving them in a car can be deadly in a short time. Never leave a child behind in a car.*

Left Behind (Continued)

STEP

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Sizes Available:



Twitter Posts
1200x675

STEP

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Sample Twitter Messages

- Solo porque haga buena temperatura afuera, no significa que se esté bien dentro del auto. La temperatura dentro de un auto estacionado puede llegar a ser mortal en poco tiempo. Nunca dejes a un niño en un auto.
 - *Translation: Just because it's nice outside, doesn't mean it's nice inside the car. The temperature inside a parked car can become deadly in a short time. Never leave a child behind in a car.*
- Los autos estacionados se calientan rápido y pueden ser mortales para los niños. Una ventana abierta no es suficiente para evitar la hipertermia. Nunca dejes a tu hijo en un auto.
 - *Translation: Parked cars get hot, fast – and can be deadly to children. A cracked window isn't enough to prevent heatstroke. Never leave your child behind in a car.*

Gained Access

STEP

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Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook/Instagram Messages

- Para los niños, los autos estacionados pueden parecer un lugar divertido para jugar, pero se calientan rápido y pueden sobrecalentarse rápidamente.

Evita la hipertermia:

- 👤 Cierra siempre el auto con llave.
- 👤 Mantén las llaves fuera del alcance de los niños.
- 👤 Visita [NHTSA.gov/Hipertermia](https://www.nhtsa.gov/Hipertermia) para saber más.

#RevisaElAsientoTrasero

- *Translation: To kids, parked cars may seem like a fun place to play, but they get hot, fast – and can overheat quickly.*

Prevent heatstroke:

- 👤 *Always lock your car.*
- 👤 *Keep keys out of children's reach.*
- 👤 *Visit [NHTSA.gov/heatstroke](https://www.nhtsa.gov/heatstroke) to learn more.*

#CheckTheBackseat

Gained Access

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Sizes Available:

 **Twitter Posts**
1200x675

STEP

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Sample Twitter Messages

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#CheckTheBackseat

NHTSA Contact

If you have questions about the 2023 Heatstroke campaign, please contact Elizabeth Nilsson at Elizabeth.nilsson@dot.gov.

