**PARTNER SOCIAL MEDIA TOOLKIT**

October 2021 – 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

**Graphics:** <https://www.dropbox.com/sh/jopwfo6jbz0pc36/AAAgZmM0Bzo7egXSzj6kRoECa?dl=0>

**SUGGESTED ACTIONS**

* Follow Signal Woman channels
* Share and retweet Signal Woman content that aligns with your organization’s message
* Engage with commenting on Solve the Signals and other Challenge Posts
* 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.

**Meet Signal Woman**

* *Twitter*– October is National #PedestrianSafety Month. We can't think of a better time to learn how to keep pedestrians safe, and we know the woman with the best tips, whether you're #walking, #biking or driving. Do you follow @Signal\_Woman? [[video for download](https://www.dropbox.com/s/ovnu9d0xhovqk5g/Signal%20Woman%20Commercial%20copy.mp4?dl=0)]
* *Instagram*– October is National #PedestrianSafety Month. We can't think of a better time to learn how to keep pedestrians safe, and we know the woman with the best tips, whether you're #walking, #biking or driving. Do you follow @SignalWoman? [[video for download](https://www.dropbox.com/s/ovnu9d0xhovqk5g/Signal%20Woman%20Commercial%20copy.mp4?dl=0)]
* *Twitter* – We know who we'll be walking and rolling with this #Walktober: our friend @SignalWoman. She's got all the tips to keep #pedestrians safe whether you're #walking, #cycling or driving. Don't be shy, she loves new followers! [[video for download](https://www.dropbox.com/s/ovnu9d0xhovqk5g/Signal%20Woman%20Commercial%20copy.mp4?dl=0)]
* *Instagram* - We know who we'll be walking and rolling with this #Walktober: our friend @Signal\_Woman. She's got all the tips to keep #pedestrians safe whether you're #walking, #cycling or driving. Don't be shy, she loves new followers! [[video for download](https://www.dropbox.com/s/ovnu9d0xhovqk5g/Signal%20Woman%20Commercial%20copy.mp4?dl=0)]

**Tips and Statistics**

* *Twitter*– #DYK it’s no coincidence that National #PedestrianSafety Month is in October? Our friend @Signal\_Woman tells us this when awareness is critical because #pedestrian crashes spike. Whether driving or walking, follow her advice and pay extra attention on the road. [[graphic for download](https://www.dropbox.com/s/xta14za0h1yfsis/1.png?dl=0)]
* *Instagram*– #DYK it’s no coincidence that National #PedestrianSafety Month is in October? Our friend @Signal\_Woman tells us this when awareness is critical because #pedestrian crashes spike. Whether driving or walking, follow her advice and pay extra attention on the road. [[graphic for download](https://www.dropbox.com/s/havjykee8s3fl44/1.png?dl=0)]
* *Twitter –* We love @Signal\_Woman because she’s equal parts smart and fun, but trust us, you wouldn’t like her when she’s cross. Follow the #traffic laws this #PedestrianSafety Month and all year round. [[graphic for download](https://www.dropbox.com/s/rw8mjjk847c2qvs/3.png?dl=0)]
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* *Twitter*– She’s not playing around, especially in #Walktober! @Signal\_Woman wants a full stop for every pedestrian. [[graphic for download](https://www.dropbox.com/s/a5ka3iv7s33egzi/2.png?dl=0)]
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