PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN
PARTNER SOCIAL MEDIA TOOLKIT
October 2026

Thank you so much for your support of the Baltimore Metropolitan Council's *Look Alive* campaign, featuring Signal Woman! *Look Alive* aims to improve pedestrian and bicycle safety in the greater Baltimore metropolitan region by educating the public and encouraging safe habits on the road.

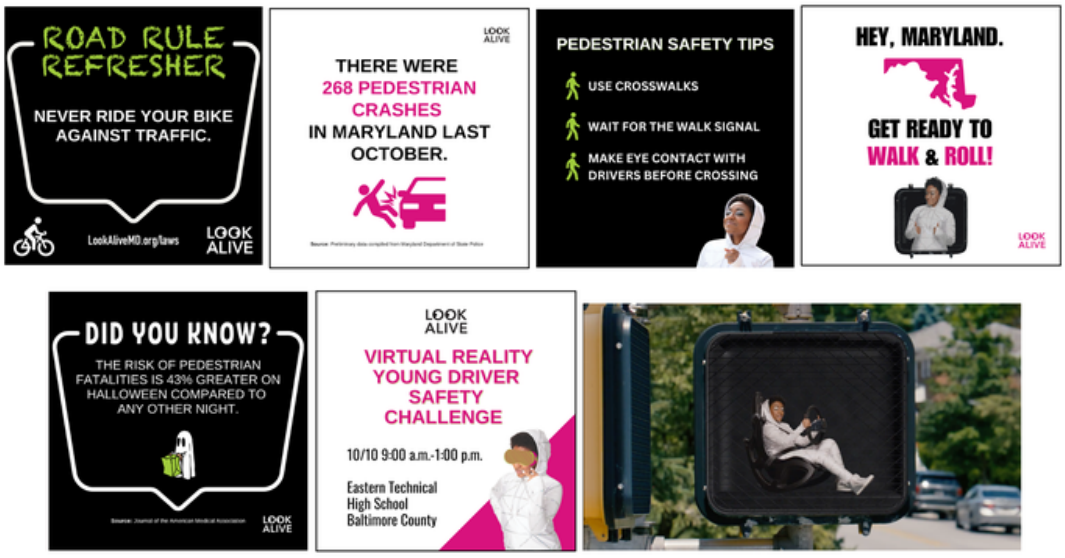
October is National Pedestrian Safety Month. As days grow shorter and darker, *Look Alive* is hosting events in the region to highlight pedestrian safety measures, tips, and laws. Help us keep Marylanders safe on our roads by spreading safety messages on social media throughout the month.

This month's social media toolkit provides ready-to-use content to promote pedestrian and bicycle safety, including downloadable graphics, videos, tips, and educational content for your community. We encourage you to share these messages on your organization's social media channels to help spread these important safety reminders. Don't hesitate to customize these posts, create your own pedestrian and bicycle safety content, and share or engage with content on the Signal Woman social channels.

RESOURCES
If you tag Signal Woman in your posts, we will be sure to share and engage with them as well!

- **Website:** https://LookAliveMD.org/
- **X (formerly Twitter):** @Signal_Woman
- **Instagram:** @SignalWoman
- **Hashtags:** #SignalWoman, #LookAliveMD

Download Graphics and Videos:
https://drive.google.com/drive/folders/1zpmQadWpF8EpCH1y6aRMPhp2YGTxFrrB?usp=sharing



Video/Image Preview

SUGGESTED ACTIONS

- Follow Signal Woman channels
- Share and repost Signal Woman content that aligns with your organization's message
- Tag Signal Woman in X and Instagram posts

SAMPLE POSTS

Feel free to copy and paste these posts as written or customize them to fit your organization's voice.

Pedestrian Safety Month Tips & Stats

- ***X*** – October can be a dangerous time of year for people walking. 🚶 😔 Fortunately, our friend @Signal_Woman has some great advice for drivers to help keep pedestrians safe. Just follow her lead! #LookAliveMD #PedestrianSafetyMonth [Video for Download]

- ***Instagram*** – October can be a dangerous time of year for people walking. 🚶 😔 Fortunately, our friend @SignalWoman has some great advice for drivers to help keep pedestrians safe. Just follow her lead! #LookAliveMD #PedestrianSafetyMonth [Video for Download]

- ***X*** – October is Pedestrian Safety Month for a reason. There were 268 pedestrian crashes in Maryland last October—more than any other month. ⚠️ That's why @Signal_Woman is calling on ALL commuters to look out for one another this month and beyond. #WALKtober #PedestrianSafetyMonth [Graphic for Download]

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Walk & Roll to School Day / Walk Maryland Day – Post before 10/7

- ***X*** – Hey, MD. Get ready to walk & roll! Oct. 7 is Walk & Roll to School Day AND Walk Maryland Day, so you've got two reasons to get out and move your body. If you drive, keep an eye out for your fellow commuters on foot or bike. @Signal_Woman #WalkRollToSchoolDay #WalkMarylandDay [Gif for Download]

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Look Alive VR Event – Post before 10/10

- ***X*** – @Signal_Woman's safety squad is bringing the Virtual Reality Young Driver Safety Challenge to Baltimore County's Eastern Technical High School! 🚗 Participants will face virtual challenges often associated with crashes. Register for the event, which runs from 9am-1pm on 10/10: https://ow.ly/M0xy50WOi2X [Graphic for Download]

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Halloween – Post before 10/31

- *X* – Did you know the risk of pedestrian fatalities is 43% greater on Halloween compared to other nights? @Signal_Woman says to scan for pedestrians if you're driving and to consider wearing reflective or light-up accessories if you're on foot. #Halloween #PedestrianSafetyMonth [Graphic for Download]

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Pedestrian Safety Tip – Use Crosswalks, Wait for the Signal

- ***X*** – If you prefer to get around town on foot, safety should be top of mind. This WALKTober, our friend @Signal_Woman has some helpful pedestrian safety tips: always use crosswalks, wait for the walk signal, and make eye contact with drivers before crossing. #PedestrianSafetyMonth [Graphic for Download]

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Bicycle Safety Tip – Never Ride Against Traffic

- ***X*** **–** 🚲 Road Rule Refresher: Never ride your bike against traffic. Instead, @Signal_Woman tells us that cyclists should travel in the same direction as motor vehicles, or in designated bike lanes. #LookAliveMD #BicycleSafety [Graphic for Download]

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