

**PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN  
PARTNER SOCIAL MEDIA TOOLKIT  
July 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 Metro region by educating the public and encouraging safe habits on the road.

July highlights include Independence Day and summer safety. With more people walking and biking outside this summer, it's a great time to share safety tips for everyone sharing the road.

This month's social media toolkit provides ready-to-use content to promote pedestrian and cyclist safety with downloadable graphics, videos, tips, and education for the community, and suggested content that you can add to your organization's social media channels to help spread these important messages. Don't hesitate to edit or create your own pedestrian and bicycle safety content and share and engage with content on the Signal Woman social feeds.

## 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](https://twitter.com/Signal_Woman)
- **Instagram:** [@SignalWoman](https://www.instagram.com/SignalWoman)
- **Hashtags:** #SignalWoman, #LookAliveMD

## Download Graphics and Videos:

<https://drive.google.com/drive/folders/1jbRZryaX7iFUj-7x3biM645PWzjLw-pD?usp=sharing>



*Video/Image Preview*

## SUGGESTED ACTIONS

- Follow Signal Woman channels
- Share and retweet 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.

### Independence Day – Post on or before July 4, 2026

- *X* – Celebrating July 4th?  @Signal\_Woman reminds you, whether you're headed to a barbecue, parade, or fireworks show, make safety part of your plans. Drive sober, slow down, and watch for people walking—especially after dark. Wishing you a safe holiday weekend!  
#LookAliveMD  
[\[Graphic for Download\]](#)
- *Instagram* – Celebrating the July 4th?  @SignalWoman reminds you, whether you're headed to a barbecue, parade, or fireworks show, make safety part of your plans. Drive sober, slow down, and watch for people walking—especially after dark. Wishing you a safe holiday weekend!  
#LookAliveMD [\[Graphic for Download\]](#)

### Pedestrian Safety Tips – Walk Signal

*Vertical Video for Both X and Instagram*

- *X* – Our pal @Signal\_Woman says every safe crossing starts with smart choices:
  - Always use available crosswalks.
  - Wait for the walk signal before crossing.
  - If no crosswalk is available, cross at the corner with caution.#LookAliveMD #PedestrianSafety  
[\[Video for Download\]](#)
- *Instagram* – Our pal @SignalWoman says every safe crossing starts with smart choices:
  - Always use available crosswalks.
  - Wait for the walk signal before crossing.
  - If no crosswalk is available, cross at the corner with caution.#LookAliveMD #PedestrianSafety  
[\[Video for Download\]](#)

**Pedestrian Tip – Running Buddy**

*Vertical Signal Woman Video for Both X and Instagram*

- X – Our running buddy @Signal\_Woman reminds you that the walk signal is worth the wait. A few extra seconds at the curb won't derail your workout. Why not use the time to jog in place or stretch before crossing? 🏃 #LookAliveMD  
[\[Video for Download\]](#)
- Instagram – Our running buddy @SignalWoman reminds you that the walk signal is worth the wait. A few extra seconds at the curb won't derail your workout. Why not use the time to jog in place or stretch before crossing? 🏃 #LookAliveMD  
[\[Video for Download\]](#)

**Driver Tip – Braking News**

*Vertical Signal Woman Video for Both X and Instagram*

- X – 🚨 @Signal\_Woman is reporting live on the scene with an important reminder for drivers. As you approach a crosswalk, anticipate pedestrians, stay alert, and stop for people crossing. Now back to your regular scrolling! #LookAliveMD  
[\[Video for Download\]](#)
- Instagram – 🚨 @SignalWoman is reporting live on the scene with an important reminder for drivers. As you approach a crosswalk, anticipate pedestrians, stay alert, and stop for people crossing. Now back to your regular scrolling! #LookAliveMD  
#LookAliveMD  
[\[Video for Download\]](#)

**Crosswalk Tips**

- X – Paint marks the crosswalk, but people make it matter. @Signal\_Woman reminds pedestrians to use crosswalks whenever available. Drivers should anticipate people at crosswalks and always stop to let them cross safely. 🚶 👁️ When we all do our part, everyone gets there safely. #LookAliveMD  
[\[Graphic for Download\]](#)
- Instagram – Paint marks the crosswalk, but people make it matter. @SignalWoman reminds pedestrians to use crosswalks whenever available. Drivers should anticipate people at crosswalks and always stop to let them cross safely. 🚶 👁️ When we all do our part, everyone gets there safely. #LookAliveMD  
[\[Graphic for Download\]](#)

**Pedestrian Safety Tips – Left Right Left**

*Vertical Signal Woman Video for Both X and Instagram*

- *X* – #LookAlive, {insert your jurisdiction}! @Signal\_Woman’s watching out for you, so you can watch the road.  
[\[Video for Download\]](#)
- *Instagram* – #LookAlive, {insert your jurisdiction}! @SignalWoman’s watching out for you, so you can watch the road.  
[\[Video for Download\]](#)