

**PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN
PARTNER SOCIAL MEDIA TOOLKIT
September 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.

September highlights include Car Free Day, school safety and the start of fall. September also marks the time of year when pedestrian crashes increase, making it especially important to share safety reminders.

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

Download Graphics and Videos:

https://drive.google.com/drive/folders/1k9GaaEHj-3s_5SRZCVsaCpdLyLEUj6xq?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.

Car Free Day – Post before September 22, 2026

- X –  September 22 is Car Free Day, a reminder that there's more than one way to get around: walk, bike, telework, or take public transit! However you go, obey traffic laws and help keep everyone safe. @Signal_Woman #LookAliveMD
[\[Graphic for Download\]](#)
- Instagram –  September 22 is Car Free Day, a reminder that there's more than one way to get around: walk, bike, telework, or take public transit! However you go, obey traffic laws and help keep everyone safe. @SignalWoman #LookAliveMD
[\[Graphic for Download\]](#)

School is Underway

Signal Woman Video for Both X and Instagram

- X – The school year is underway, but the reminder to watch for little pedestrians doesn't end after the first week. 🚶 We're joining @Signal_Woman to say thank you for stopping for people in the crosswalk. Slow down and be ready to stop—especially around schools.
[\[Video for Download\]](#)
- Instagram – The school year is underway, but the reminder to watch for little pedestrians doesn't end after the first week. 🚶 We're joining @SignalWoman to say thank you for stopping for people in the crosswalk. Slow down and be ready to stop—especially around schools.
[\[Video for Download\]](#)

Bicycle Safety Tip – Road Rules, Driver Passing Bikes

- X –  Road Rule Refresher: Give at least three feet when passing a bike or scooter. And if you can change lanes, even better! @Signal_Woman #LookAliveMD #BicycleSafety
[\[Graphic for Download\]](#)
- Instagram –  Road Rule Refresher: Give at least three feet when passing a bike or scooter. And if you can change lanes, even better! @SignalWoman #LookAliveMD #BicycleSafety
[\[Graphic for Download\]](#)

Pedestrian Safety – Fall Crashes Increase – *Post Late September*

- *X* – When summer turns to fall, daylight changes can mean darker and more dangerous commutes. Pedestrian crashes increase September to December. @Signal_Woman reminds us all to put devices away, stay alert and focus on the road.
[\[Graphic for Download\]](#)
- *Instagram* – When summer turns to fall, daylight changes can mean darker and more dangerous commutes. Pedestrian crashes increase September to December. @SignalWoman reminds us all to put devices away, stay alert and focus on the road.
[\[Graphic for Download\]](#)

Pedestrian Safety – Speeding Kills

- *X* – Not so fast! Speeding kills. A pedestrian struck by a vehicle at 40mph is 8x more likely to die than a pedestrian struck at 20mph. @Signal_Woman reminds us that slowing down can save lives. #LookAliveMD #SlowtheFastDown
[\[Graphic for Download\]](#)
- *Instagram* – Not so fast! Speeding kills. A pedestrian struck by a vehicle at 40mph is 8x more likely to die than a pedestrian struck at 20mph. @SignalWoman reminds us that slowing down can save lives. #LookAliveMD #SlowtheFastDown
[\[Graphic for Download\]](#)

Driver Tip – Backseat Driver, Turning Left

Signal Woman Video for Both X and Instagram

- *X* – Making a left turn? Don't just watch for a gap in traffic. 👁️👁️ Look for people and bikes, too. @Signal_Woman says to take a second look before turning and make sure the way is clear. #LookAliveMD #PedestrianSafety [\[Video for Download\]](#)
- *Instagram* – Making a left turn? Don't just watch for a gap in traffic. 👁️👁️ Look for people and bikes, too. @SignalWoman says to take a second look before turning and make sure the way is clear. #LookAliveMD #PedestrianSafety [\[Video for Download\]](#)