



Social Media Toolkit

Purpose: Equip supporters with ready-to-use posts, graphics, hashtags, and messaging to raise awareness, build momentum, and show public support for the Stop Super Speeders Bill.

1. Key Messages

Use these messages as the foundation for posts, captions, and tweets:

- **Safety:** "Speeding is deadly. Super speeders are a small group causing a disproportionate share of crashes. We have a proven solution to stop them."
 - **Proven Solution:** "Intelligent Speed Assistance (ISA) technology prevents dangerous speeding while letting safe drivers keep moving. It saves lives."
 - **Fairness:** "Stop Super Speeders targets only repeat offenders, not everyday drivers. Fair, targeted, life-saving."
 - **Call to Action:** "Join me in supporting the Stop Super Speeders bill in [STATE] to make our roads safer for everyone. #StopSuperSpeeders"
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2. Sample Social Media Posts

Please tag @fam4safestreets. Customize for your state, listing the bill #, thank the bill sponsors, etc.

Twitter / X

1. Speeding kills — but we can stop the worst offenders. Support the Stop Super Speeders Bill and save lives. #StopSuperSpeeders
2. Super speeders are responsible for a disproportionate number of crashes. ISA tech can prevent it. Fair, effective, lifesaving. #SmartTechSavesLives #StopSuperSpeeders
3. Speeding kills. Repeat offenders—"super speeders"—threaten all communities. Proud to help @fam4safestreets advance solutions that save lives. Full report: <https://www.familiesforsafestreets.org/stop-super-speeders> #StopSuperSpeeders
4. Every year, thousands of traffic deaths are preventable. Proud to support @fam4safestreets' Stop Super Speeders report—research-backed solutions to prevent

crashes and save lives. Read it here:
<https://www.familiesforsafestreets.org/stop-super-speeders>

Facebook / Instagram

1. Did you know a small group of repeat speeders causes most traffic fatalities? The Stop Super Speeders bill uses Intelligent Speed Assistance (ISA) to prevent dangerous speeding while keeping safe drivers moving. Join me in supporting safer streets! #StopSuperSpeeders #StopSuperSpeeders
2. Speeding is deadly, but the worst offenders don't have to keep putting lives at risk. ISA technology stops cars from going too fast — fair, proven, and life-saving. Show your support for the Stop Super Speeders Bill today! #StopSuperSpeeders

LinkedIn

1. "Traffic fatalities are a growing public health crisis. The Stop Super Speeders Bill targets the highest-risk drivers with proven Intelligent Speed Assistance technology, reducing dangerous speeding while keeping responsible drivers moving. #StopSuperSpeeders
 2. "As advocates for safer roads, we have the tools to stop super speeders. ISA tech has decades of success in fleets and NYC pilots. Join the movement to make our roads safer. #StopSuperSpeeders"
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4. Share photos/video

If you would rather have us post the content, we can help you share your story. Book a time with BriTanya Brown [here](#) or contact press@familiesforsafestreets.org. If you are attending a press conference, hearing, or demonstration of the technology, we can also share a WhatsApp number to send photos to more easily.

5. Campaign Logo

