



Safe Speeds Toolkit - Sample Social Media

Use a Safe Speeds Toolkit to support the implementation of the 40 km/h speed limit and address ongoing concerns about speeding in your neighbourhood.

One tool in the toolkit is prepared social media, one way you can promote conversations around safe speeds in your community.

Social Media Posts to support the 40 km/h speed limits

Tag: @CityofEdmonton on [Twitter](#), [Facebook](#), and/or [Instagram](#)

Campaign Hashtag: #SafeSpeedsYEG

Campaign website: edmonton.ca/VisionZero

Graphics: [Available here](#)

Suggested Messaging:

Please use these social media posts or create your own:

- I/We are partnering with @CityofEdmonton to encourage safe speeds along (*insert street name*) with the Safe Speeds Toolkit. To learn more, visit edmonton.ca/VisionZero.

Lawn Signs

- I/We are partnering with @CityofEdmonton to encourage safe speeds along (*insert street name*) with the Safe Speeds Toolkit. Be part of the change and help encourage safe speeds in (*insert community name*)! To request a lawn sign, (*insert instructions*). To learn more, visit edmonton.ca/VisionZero.
- Help encourage safe speeds in (*insert community name*)! The @CityofEdmonton has provided us with lawn signs to encourage drivers to slow down along (*insert street name*). To request a sign, just (*insert instructions*). To learn more, visit edmonton.ca/VisionZero.

Community Signage

- The @CityofEdmonton has placed Community Signage at (*insert street name*) to encourage drivers to slow down. This is one tool in the Safe Speeds Toolkit. Slowing down increases your field of vision, gives you more time to react, and reduces the likelihood of tragic crashes. To learn more, visit edmonton.ca/VisionZero.

To Announce Increased Enforcement

- We are partnering with @CityofEdmonton to encourage drivers to slow down along (*insert street name*). Mobile speed enforcement will be in our community (*insert time frame.. ie/ this week*). This is one tool in the Safe Speeds Toolkit. To learn more, visit edmonton.ca/VisionZero.

To Announce Driver Feedback Signs

- We are partnering with @CityofEdmonton to encourage drivers to slow down along (*insert street name*). We now have a driver feedback sign to provide real-time information that shows drivers how fast they are going. This is one tool in the Safe Speeds Toolkit. To learn more, visit edmonton.ca/VisionZero.

To Share Facts

- Did you know? Slowing down increases your field of vision, gives you more time to react, and reduces the likelihood of tragic crashes? Learn more and get involved with encouraging safe speeds at edmonton.ca/VisionZero.