IWTSD Social Media Guide

The goal of International Walk to School day is to raise awareness and support for the health, community and environmental benefits of regularly walking or biking to school. The day provides an opportunity to educate families on safe pedestrian and bicycle behaviors.

Due to these unprecedented times, with some kids at home for virtual learning and others going to school in-person, International Walk to School Day means different things to different families. But regardless of the situation, there are still opportunities to educate children and families about pedestrian safety. The following guide contains posts for Facebook and Twitter to help families, neighborhoods and schools celebrate International Walk to School Day in the safest way and most appropriate way possible.

Please share this information on Facebook, Twitter and other social media channels.

Resources

Here are some things you can share on your social media channels to help promote International Walk to School Day.

* [How to Not Get Hit By a Car – Interactive Infographic](https://www.safekids.org/howtowalk/)
* [Take Action Toolkit](https://www.safekids.org/take-action-toolkit-how-fix-unsafe-school-zone-your-community)
* [Posters](https://www.safekids.org/other-resource/pedestrian-safety-posters-2018-pdf)
* [Gary on the Street: Distracted Walking Video](http://www.safekids.org/video/gary-street-distracted-walking)
* [Every Child Deserves a Safe Place to Walk Video](https://www.safekids.org/video/every-child-deserves-safe-place-walk)
* [Tip sheet](https://www.safekids.org/walkingsafelytips)
* [Extended tips](https://www.safekids.org/tip/pedestrian-safety-tips)

Facebook

To encourage participation across learning environments for International Walk to School Day, we will encourage parents to walk with their kids to school or in their neighborhoods if their kids are learning virtually.

You can also post the following messages on your own Facebook page.

* International Walk to School Day is a great chance to talk to your kids about walking safely. Here are some easy tips to get you started: <https://bit.ly/3iE5SMA>
* Even if your kids are not physically in school right now, take the opportunity to go for a walk with them on International Walk to School Day and review pedestrian safety. Here are some easy tips: <https://bit.ly/3iE5SMA>
* Wednesday is International Walk to School Day. Take the opportunity to teach your children about how to walk safely. Here are some easy tips: <https://bit.ly/3iE5SMA>
* Today is International Walk to School Day. Join us by putting down your phones, headphones and other devices while crossing the street. <http://bit.ly/2mr8WU2>
* Every day in the US, more than 40 kids are hit by a car while walking. Help protect your children by teaching them how to walk safely. Not sure what to say? Here are some conversation starters. <https://bit.ly/2E6xlaz>
* Every child deserves a safe place to walk. To celebrate International Walk to School Day, watch and share this video of students around the world talking about safe walking environments in their community. <https://bit.ly/33zNHRZ>
* Every day more than 40 children are hit by a car while walking. Here are 7 ways it happens, and 7 ways to stay safe: <https://bit.ly/2H9xI5x>

Twitter

On Twitter, we will tweet out facts and tips about safe walking. Feel free to retweet our information, or post some of these tweets on your own page.

* Did you know that every day, more than 40 kids are hit by a car while walking? Here are seven ways to avoid it: <https://bit.ly/2H9xI5x> #walksafely
* 7 Ways Kids Get Hit by Cars <https://bit.ly/2H9xI5x> #walksafely
* Every hour of every day, a teen is hit by a car and killed or injured in the US. Learn more: <http://bit.ly/2mr8WU2> #walksafely
* Parents, tips to keep your kids safe while walking to school. International Walk to School Day is October 7. <http://bit.ly/2mr8WU2> #IWTSD
* Teach your child how to #walksafely on International Walk to School Day this Oct 7 using these easy tips: <http://bit.ly/2mr8WU2> #IWTSD
* You can celebrate International Walk to School Day by walking your child to school. Remember these #IWTSD tips: <http://bit.ly/2mr8WU2> #walksafely
* International Walk to School Day is Wednesday. Here are our tips for safe walking: <http://bit.ly/2mr8WU2> #walksafely
* Today is International Walk to School Day. Talk to your kids about safe walking. <http://bit.ly/2mr8WU2> #walksafely #IWTSD
* Tips to #walksafely: Tempted to cross mid-block? Don’t do it. <http://bit.ly/2mr8WU2>
* Tips to #walksafely: Look left, right, left before crossing and continue scanning in all directions while crossing. <http://bit.ly/2mr8WU2>
* Hear the voices of children around the world speak about the importance of pedestrian safety: <https://bit.ly/33zNHRZ> #IWTSD #walksafely
* Every kid deserves a safe place to walk. Learn how you can help save a life this International Walk to School Day: <http://bit.ly/2mr8WU2> #IWTSD
* Celebrate International Walk to school day by retweeting this video about the importance of #pedestriansafety: <https://bit.ly/33zNHRZ>

**Suggested hashtags for Twitter**: #IWTSD #walksafely #pedestriansafety

**Twitter Tip:** Hyperlinks work better if you shorten them. To shorten hyperlinks, you can go to <http://bit.ly/>

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