

Social media guide

About Project EDWARD

In 2017, for the second year in a row, project **EDWARD** – the **European Day without a Road Death** will take place on **21 September** during the European Mobility Week.

The objective of this initiative, launched by the European Traffic Police Network (TISPOL) and supported by the European Commission, is that **no one should die on the roads of Europe on 21 September**. In the days leading up to EDWARD, we want all road users to think – even for just a few minutes – about the risks they face, the risks they may pose to others and how they can go about reducing those risks. We believe that EDWARD can make a significant contribution towards further reducing road deaths and serious road traffic injuries.

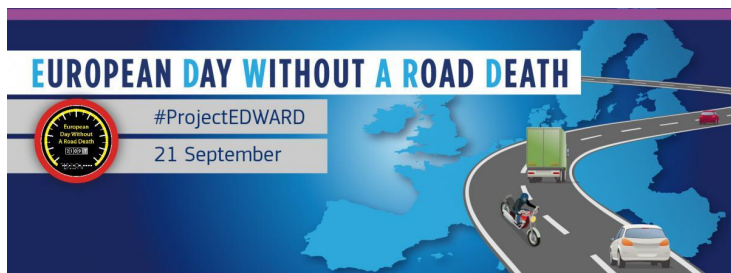
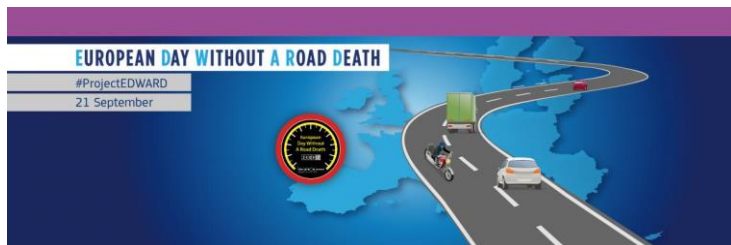
Elements of the campaign

- Businesses, organisations, schools and civil society are invited to organise **actions** for Project EDWARD on 21 September or during European Mobility Week, and to register them on www.roadsafetydays.eu
- Anyone, organisation or individual, is invited to sign a **road safety pledge** on the TISPOL website: <https://projectedward.eu/>
- You are also invited to publish on social media with the hashtag [#projectedward](https://twitter.com/projectedward) a short **video message** or a picture showing your support for zero road deaths.
- The Commission has made some elements available for use on social media: **Twitter and Facebook banners and an event visual** that can also be used as a poster. These visuals are in an editable format. Partners of Project EDWARD are invited to use these visuals and to adapt them to their language and event(s).
- In addition, the Commission published a number of **infographics** about road safety: https://ec.europa.eu/transport/road_safety/specialist/statistics/infograph_en

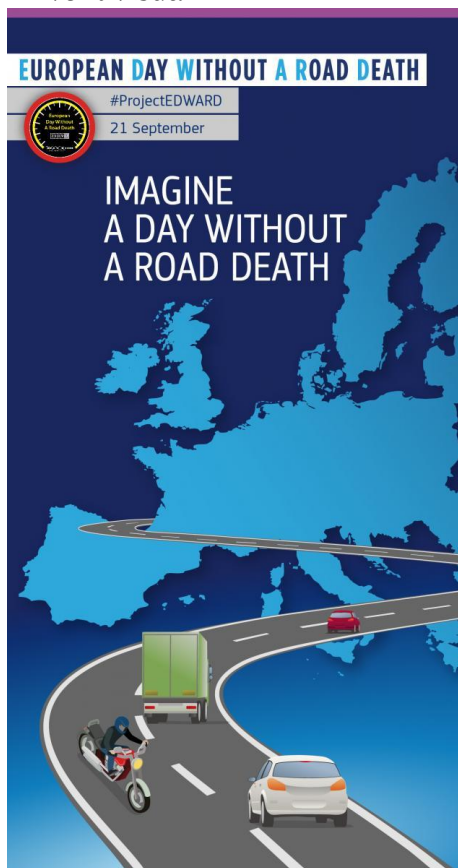
Campaign hashtags: #ProjectEDWARD and #roadsafety

Visuals (also sent in editable format as email attachment)

- Twitter and Facebook banners



- Event visual



Your role

If you would like to help us spread the word and promote Project EDWARD across your networks, partners and stakeholders, here are some ideas how you can help:

- **Support us on social media**

- Follow the official Project EDWARD Twitter account @ProjectEDWARD, the Twitter accounts of TISPOL <https://twitter.com/TISPOLorg>, the Commission's Directorate-General for Transport https://twitter.com/Transport_EU and Transport Commissioner Violeta Bulc: https://twitter.com/Bulc_EU
- Follow Transport Commissioner Violeta Bulc on Facebook: <https://www.facebook.com/VioletaBulc.EU/?fref=ts>
- Share or retweet our information
- Engage in a conversation on the topic with the hashtags #ProjectEDWARD and #roadsafety
- Tag us in a post or image that you deem relevant to the campaign

- **Spread the word through your own communication channels**

- Encourage your colleagues to make the Project EDWARD Pledge - and please do the same yourself
- Send an email to your members or partner organisations about Project EDWARD
- Add information to your newsletter
- On social media (Facebook and Twitter, Instagram), use our visuals and text, adapt where appropriate. And please tag us.

- **Interact during Project EDWARD and afterwards**

- Please retweet and share the content that you deem relevant
- If you are at a Project EDWARD event: report, take photos and comment, using the hashtags #ProjectEDWARD and #roadsafety
- Consider broadcasting live on social media using platforms such as Periscope and Facebook LIVE. If possible, publish your broadcast dates and times well in advance - and close to the broadcasts - on social media. Include the Project EDWARD hashtags on Twitter and we will aim to retweet details of relevant, appropriate broadcasts.
- Use online social reach measurement services to measure your total social media reach for Road Safety Days and Project EDWARD messages. We are very keen to collate this data from across Europe and show how much our collective road safety message has spread across the continent.

If you have any questions, please do not hesitate to get in touch with us via email:

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