Shift into Winter Social Media Messages

Target: General Driving Public Including Work Drivers

**SIW Social Media Campaign Phase 1:** September 19 - December 31, 2022

Introduction

The following content can be used for your social media accounts. They are geared towards the general driving public, which would include those driving for work.

You can adapt any of the messages, but please always include the hashtag #ShiftIntoWinter so that we can track the campaign’s performance.

To find and download images to use with your posts, [click here](https://shiftintowinter.ca/campaign-resources/) to reach the Shift into Winter website’s Campaign Resources page. You’ll find versions for Facebook, Instagram, and Twitter. For LinkedIn, we recommend using the images that are sized for Facebook. The images can also be used on your website, in your newsletters, and other digital communications.

Help make your posts stand out by adding emojis where appropriate. 🚗

And don’t forget to engage with other members’ posts.

If you have any questions or need support with your social media promotion of the campaign, please contact n.scudamore@roadsafetyatwork.ca

1. Tips Series: “#ShiftIntoWinter Driving **Tips**” (please post consecutively)

#ShiftIntoWinter Driving **Tip 1: Before you go, check the current road conditions and weather forecast.** Listen to the radio, watch TV and visit [DriveBC.ca](http://www.drivebc.ca/). Ask yourself – is it safe to go? <http://bit.ly/2kgVpOe>

#ShiftIntoWinter Driving **Tip 2: Plan your route ahead of time.** Avoid any roads that may become dangerous during bad weather. Respect road closure signs and barriers and do not attempt to drive on those routes until they are re-opened. <http://bit.ly/2kgVpOe>

#ShiftIntoWinter Driving **Tip 3: Leave lots of time so you’re not rushing.** Try to travel during daylight and consider delaying your trip if the weather is poor. Let someone know your route and planned arrival time. <http://bit.ly/2kgVpOe>

#ShiftIntoWinter Driving **Tip 4: Learn winter road skills.** If you are unfamiliar with driving in snow and icy conditions and your job requires you to be behind the wheel, ask your employer for winter driving training. <http://bit.ly/2kgVpOe>

#ShiftIntoWinter Driving **Tip 5: Keep at least 4 seconds distance between you and the vehicle in front of you.** This will allow plenty of room in situations where you may need to brake suddenly on a slippery surface. <http://bit.ly/2kgVpOe>

#ShifIintoWinter Driving **Tip 6: Wear comfortable clothing that doesn’t restrict your movement while driving.** Bring warm clothing (winter boots, coat, gloves and hat) with you in case you need to get out of your vehicle. <http://bit.ly/2kgVpOe>

#ShiftIntoWinter Driving **Tip 7: Have an emergency plan.** If you get stuck or stranded, don’t panic. Stay with your vehicle for safety and warmth. If you have a cell phone and it is an emergency, call 911. Otherwise, call for roadside assistance. <http://bit.ly/2kgVpOe>

Please slow down when driving in heavy snow. Watch for brake lights ahead and leave extra space between vehicles. You never know what the driver in-front of you will do. More info on how to #ShiftIntoWinter <http://bit.ly/2lOP3pO>

Winter weather = Mother Nature’s road test. Are you prepared for winter driving conditions? Find out here: https://bit.ly/34Zke6g #ShiftIntoWinter

Winter driving doesn’t just mean snow and ice… it’s also fog, rain, poor visibility, and lack of daylight.

Learn more about how to #ShiftIntoWinter <http://bit.ly/2kfKa8L>

During winter, road conditions change fast, and so should your speed. The posted speed limit is the maximum speed under ideal driving conditions. Please slow down. Learn more on how to #ShiftIntoWinter: https://bit.ly/34Zke6g

Your loved ones depend on you. When the temperature drops, and the roads are slick please slow down and drive with care. Learn more on how to #ShiftIntoWinter: <http://bit.ly/2kgVpOe>

Driving too fast for winter conditions can result in a fine of $167 and 3 points. Read up on how to drive for the conditions before you get behind the wheel. <http://bit.ly/2kgVpOe> #ShiftIntoWinter

Winter means different things in different parts of #BC. Visit <http://bit.ly/2kfKa8L> to learn how to #ShiftIntoWinter where you drive.

Do you have an emergency kit in your vehicle? Learn about them here: <http://bit.ly/2ksysI1> #ShiftIntoWinter

What’s included in a winter driving emergency kit? Can you name 3 items? <http://bit.ly/2ksysI1> #ShiftIntoWinter

9 tips to prep your vehicle for winter weather: <http://bit.ly/2ksysI1> #ShiftIntoWinter

One way to prep for winter weather is to install four matched winter tires that carry the 3-peaked mountain/snowflake winter tire symbol and with tread no less than 3.5 mm

See the full list on how to prepare, here: <http://bit.ly/2ksysI1> #ShiftIntoWinter

One way to prep for winter weather is to **get your car winter-ready with a maintenance check-up.** Preventative maintenance is key. See the full list on how to prepare, here: <http://bit.ly/2ksysI1> #ShiftIntoWinter

Have you **changed your wiper blades to winter blades?** They are heavier and push snow and ice more easily. See the full list for preparing for winter weather, here: <http://bit.ly/2ksysI1> #ShiftIntoWinter

1. Tips Series: “Tips to Prepare Your Vehicle” (please post consecutively)

#ShiftintoWinter Prep T**ip 1: Install winter tires. Ensure you’re using 4 matched tires that carry the 3-peaked mountain/snowflake symbol. More info here:** <http://bit.ly/2ksysI1>

#ShiftintoWinter Prep T**ip 2: Get your vehicle winter-ready with a maintenance check-up. Learn what to check for:** <http://bit.ly/2ksysI1>

#ShiftintoWinter Prep T**ip 3: Change your wiper blades to winter blades:**  <http://bit.ly/2ksysI1>

#ShiftintoWinter Prep T**ip** 4: **Clear snow and ice from all windows, lights, mirrors, hood and the roof:** <http://bit.ly/2ksysI1>

#ShiftintoWinter Prep T**ip** 5: **Ensure you have a fully charged cell phone.** <http://bit.ly/2ksysI1>

#ShiftintoWinter Prep T**ip** 6: **Ensure your windshield wiper reservoir is full.** <http://bit.ly/2ksysI1>

#ShiftintoWinter Prep T**ip** 7: **Pack a winter driving emergency kit. Learn what’s inside one here:** <http://bit.ly/2ksysI1>

#ShiftintoWinter Prep T**ip** 8: **Keep your gas tank topped:** <http://bit.ly/2ksysI1>

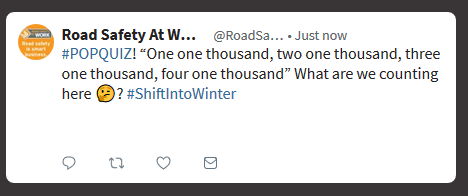
#ShiftintoWinter Prep T**ip** 9: **If you get stuck in a storm, don’t panic. Learn what to do and how to stay safe here:** <http://bit.ly/2ksysI1>

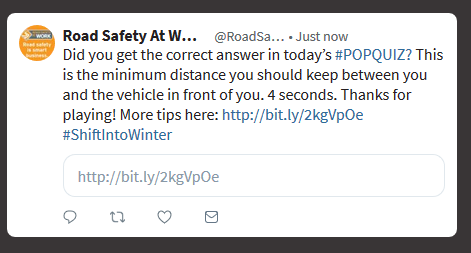
C. #SIWPopQuiz Series

These messages come in pairs. Please schedule Questions and Answers a few hours apart to give your followers time to engage and indicate to your followers what time you’ll post the answer.

**Tip**: Make sure you schedule or post the answers at consistent times (ideally same thread) to encourage your audience to “check back at 2pm”. Remember to post answers at the time you specify and engage with your audiences’ responses as well by liking/and or commenting.

Example:





#SIWPopQuiz! What’s theminimum tread depth in winter tires? 2.5 mm? 4 mm? Or 3.5 mm? #ShiftIntoWinter

If you said 3.5 mm in our #SIWPopQuiz, you are on your way to being winter ready! Learn more about winter tires here: <https://bit.ly/3hTu8tM> #ShiftIntoWinter

#SIWPopQuiz! What’s the recommended distance you should keep between you, and the vehicle in front of you? #ShiftIntoWinter

If your answer was 4 seconds to our #SIWPopQuiz, you are correct! You can’t predict what the driver in front of you will do. Keep your distance so you have time to react. <http://bit.ly/2lOP3pO> #ShiftIntoWinter

#SIWPopQuiz! What’s the fine for speeding in winter conditions? $98, $132, or $167? #ShiftIntoWinter

Answer to our #SIWPopQuiz, is $167! PLUS 3 points. Read up on how to drive for the conditions before you get behind the wheel. <http://bit.ly/2kgVpOe> #ShiftIntoWinter

#SIWPopQuiz! Stuck in a storm? Name 3 things you can do to stay safe. #ShiftIntoWinter

There’s more than one answer to today’s #SIWPopQuiz. To name a few: Don’t panic! Stay in your vehicle. Call 911 if an emergency, or road side assistance. Use a survival candle: <http://bit.ly/2kgVpOe> #ShiftIntoWinter

#SIWPopQuiz! Where do you go to check for current driving conditions? #ShiftIntoWinter

Answer to our #SIWPopQuiz: Check @DriveBC for current driving conditions. And if the conditions are poor, don’t go. <http://bit.ly/2kfKa8L> #ShiftIntoWinter

#SIWPopQuiz! You’ve fully prepared yourself and your vehicle for winter driving conditions. What else do you need to prepare for? #ShiftIntoWinter

Answer to today’s #SIWPopQuiz: Other drivers! They may not be as prepared for winter driving as you are. Keep your distance so you have time to react to what happens ahead of you: <http://bit.ly/2kgVpOe> #ShiftIntoWinter

#SIWPopQuiz! “One one thousand, two one thousand, three one thousand, four one thousand” What are we counting here? #ShiftIntoWinter

Did you get the correct answer in today’s #SIWPopQuiz? This is the minimum distance you should keep between you and the vehicle in front of you. 4 seconds. Thanks for playing! More tips here: <http://bit.ly/2kgVpOe> #ShiftIntoWinter

#SIWPopQuiz! Skids can happen any time your tires lose their grip on the road. In slippery road conditions, if your car begins to skid, what do you do? #ShiftIntoWinter

#SIWPopQuiz ANSWER: Ease your foot off the accelerator, while looking and steering smoothly in the direction you want the car to go. More tips here: <http://bit.ly/2kgVpOe> #ShiftIntoWinter

D. Additional posts

Here are 7 ways you can prepare yourself for winter driving conditions: https://bit.ly/34Zke6g #ShiftIntoWinter

One way to prep yourself for winter driving conditions is to ask yourself, do I really need to go? If so, work through these steps: <http://bit.ly/2lOP3pO> #ShiftIntoWinter

7 tips on how to drive safely in winter conditions: <http://bit.ly/2kgVpOe> #ShiftIntoWinter

Don’t learn by accident. Discover more info on how to drive in winter conditions before getting behind the wheel. Visit <http://bit.ly/2kfKa8L> #ShiftIntoWinter

Don’t know? Don’t go. Avoid driving when conditions are poor. Check @DriveBC for current conditions. https://bit.ly/34Zke6g #ShiftIntoWinter

Never pass a snow plow or salt/sand truck on the right. More #ShiftIntoWinter tips here: <http://bit.ly/2kfKa8L>

Slippery road = longer stopping time. Maintain a safe following distance of at least 4 seconds between you and other vehicles <http://bit.ly/2kgVpOe> #ShiftIntoWinter

When road conditions change quickly, so should your speed. Please slow down: https://bit.ly/34Zke6g #ShiftIntoWinter

Did you know that tires marked with a 3-peaked mountain/snowflake symbol on the sidewall offer the best traction on snow and ice and in cold weather? Find out more: <http://bit.ly/2lRgX4b> #ShiftIntoWinter

Tires marked with an M+S offer better traction than summer tires but are less effective than 3-peaked mountain/snowflake tires in winter conditions. Find out more: <http://bit.ly/2lRgX4b> #ShiftIntoWinter

Winter tires or all-weather tires with the 3-peaked mountain/snowflake symbol, offer the best traction for faster stopping time and shorter stopping distance in cold weather, snow, and on ice. <http://bit.ly/2lRgX4b> #ShiftIntoWinter

Oct 1 – March 31 drivers must follow winter tire and chain signs in #BC. For select highways including mountain passes and rural routes in high snowfall areas, the date is extended until April 30.

<http://bit.ly/2lRgX4b> #ShiftIntoWinter

Use 4 matched winter tires with the 3-peaked mountain/snowflake symbol. They offer the best traction for faster stopping time and shorter stopping distance in cold weather, snow and on ice. <http://bit.ly/2lRgX4b> #ShiftIntoWinter

To stay safe when driving this winter, use a set of 4 matched winter tires – even if you have all-wheel drive. For more winter driving safety tips, visit <http://bit.ly/2lRgX4b> #ShiftIntoWinter

Don’t wait until it’s too late! Get those winter tires on before the inclement weather hits. Want to learn more about proper winter tires? <http://bit.ly/2lRgX4b> #ShiftIntoWinter

Don’t wait until the panic of not having winter tires sets in! Get those tires on early to avoid stress, all while keeping yourself and your loved ones safe. Learn more about proper winter tires: <http://bit.ly/2lRgX4b> #ShiftIntoWinter

Many people make the mistake of waiting until the poor weather hits before they consider buying or installing their winter tires. Get them on early to avoid last-minute stress. <http://bit.ly/2lRgX4b> #ShiftIntoWinter

Fun Fact: 3-peaked mountain/snowflake winter tires out-perform other tires when temps are below 7 C. <http://bit.ly/2lRgX4b> #ShiftIntoWinter

#WinterTires in #BC must be in good condition with a minimum tread depth of 3.5mm. <http://bit.ly/2lRgX4b> #ShiftIntoWinter

Is your car winter-ready? Check your battery, fluids, wipers, lights, brakes and heating. <http://bit.ly/2ksysI1> #ShiftIntoWinter

Think you’re winter-savvy when it comes to driving? Take our online quiz and find out! <http://bit.ly/2lQwMrP> #ShiftIntoWinter

If you have to travel, always give yourself extra time to get to your destination, travel during daylight hours when possible and let someone know your route and when you plan to arrive. https://bit.ly/34Zke6g #ShiftIntoWinter

Do you have a winter driving emergency kit in your vehicle? Tell us what’s in it! <http://bit.ly/2ksysI1>

#ShiftIntoWinter

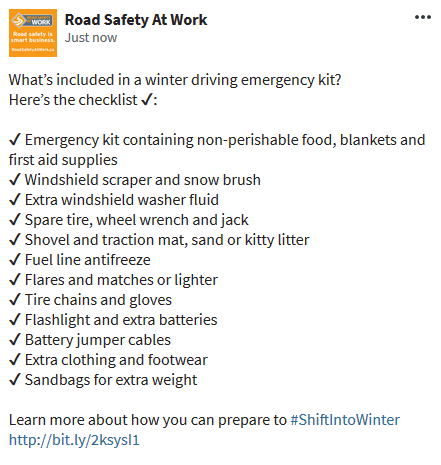
Black ice. Poor visibility. Slippery roads. You never know how well other drivers and their vehicles can handle winter conditions. Slow down and make sure all your lights are on so they can see you. Get prepared: <https://shiftintowinter.ca/for-all-drivers/> #ShiftIntoWinter

You might be a good driver but you don’t see black ice. Slow down to help maintain control. <https://shiftintowinter.ca/for-all-drivers/> #ShiftIntoWinter

Sure, you’re prepared for winter driving. But are your lights on? Remember to turn on both heads and tails to help others see you: <https://shiftintowinter.ca/for-all-drivers/> #ShiftIntoWinter

1. Long-form posts for Facebook and LinkedIn (consider appropriate emojis in place of tick marks)

**Examples:**

How can you prepare yourself for winter driving conditions? Follow these 7 steps:

1. **Check the current road conditions and weather forecast.**
2. **Plan your route ahead of time.**
3. **Leave lots of time so you’re not rushing.**
4. **Learn winter road skills.** If you drive for work, ask your employer for winter driving training.
5. **Keep at least 4 seconds distance between you and the vehicle in front of you.** This will allow plenty of room in situations where you may need to brake suddenly on a slippery surface.
6. **Wear comfortable clothing that doesn’t restrict your movement while driving.**
7. **Have an emergency plan.** If you get stuck or stranded, don’t panic. Stay with your vehicle for safety and warmth. If you have a cell phone and it is an emergency, call 911. Otherwise, call for roadside assistance.

More winter driving tips, here: <http://bit.ly/2kgVpOe> #ShiftIntoWinter

**What’s included in a winter driving emergency kit?** Here’s the checklist ✔:

✔ Emergency kit containing non-perishable food, blankets and first aid supplies

✔ Windshield scraper and snow brush

✔ Extra windshield washer fluid

✔ Spare tire, wheel wrench and jack

✔ Shovel and traction mat, sand or kitty litter

✔ Fuel line antifreeze

✔ Flares and matches or lighter

✔ Tire chains and gloves

✔ Flashlight and extra batteries

✔ Battery jumper cables

✔ Extra clothing and footwear

✔ Sandbags for extra weight

Learn more about how you can prepare to #ShiftIntoWinter <http://bit.ly/2ksysI1>

9 tips to prep your vehicle for winter weather:

1. **Install 3-peaked mountain/snowflake winter tires.**
2. **Get your car winter ready with a maintenance check-up.**
3. **Change your wiper blades to winter blades.**
4. **Clear snow and ice from all windows, lights, mirrors, hood and the roof.**
5. **If you have a cell phone, make sure it’s charged and bring it with you.**
6. **Make sure your windshield washer reservoir is full**.
7. **Be prepared by packing a winter survival kit.**
8. **Keep your gas tank topped up.**
9. I**f you get stuck in a storm, don’t panic.** Stay with your vehicle. Call your local towing company or 911 if it is an emergency.

Learn more about how you can prepare to #ShiftIntoWinter <http://bit.ly/2ksysI1>

1. Long form posts for Instagram (emoji’s welcome)

How can you prepare yourself for winter driving conditions? Follow these 7 steps:

1. **Check the current road conditions and weather forecast.**
2. **Plan your route ahead of time.**
3. **Leave lots of time so you’re not rushing.**
4. **Learn winter road skills.** If you drive for work, ask your employer for winter driving training.
5. **Keep at least four seconds distance between you and the vehicle in front of you.** This will allow plenty of room in situations where you may need to brake suddenly on a slippery surface.
6. **Wear comfortable clothing that doesn’t restrict your movement while driving.**
7. **Have an emergency plan.** If you get stuck or stranded, don’t panic. Stay with your vehicle for safety and warmth. If you have a cell phone and it is an emergency, call 911. Otherwise, call for roadside assistance.

More winter driving tips visit ShiftIntoWinter.ca #ShiftIntoWinter

**What’s included in a winter driving emergency kit?** Here’s the checklist ✔:

✔ Emergency kit containing non-perishable food, blankets and first aid supplies

✔ Windshield scraper and snow brush

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✔ Shovel and traction mat, sand or kitty litter

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✔ Flashlight and extra batteries

✔ Battery jumper cables

✔ Extra clothing and footwear

✔ Sandbags for extra weight

Visit ShiftIntoWinter.ca to learn more about how you can prepare to #ShiftIntoWinter

9 tips to prep your vehicle for winter weather:

1. **Install winter tires.**
2. **Get your car winter ready with a maintenance check-up.**
3. **Change your wiper blades to winter blades.**
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8. **Keep your gas tank topped up.**
9. I**f you get stuck in a storm, don’t panic.** Stay with your vehicle. Call your local towing company or 911 if it is an emergency.

Visit ShiftIntoWinter.ca to learn more about how you can prepare to #ShiftIntoWinter

1. Weather-Specific

The following information is **weather-specific** and can be used for any of your social media accounts. We suggest using these when the weather in your region fits the message.

**Fog:**

Check @DriveBC local road conditions for fog, rain, snow, or hazardous conditions before heading out. Learn more about being prepared at <http://bit.ly/2lJ0xLs> #ShiftIntoWinter

Drivers turn your lights on and maintain a safe following distance when visibility is reduced by fog. <http://bit.ly/2lJ0xLs> #ShiftIntoWinter

Be seen from behind. Turn on your headlights to light up your taillights when driving in fog. <http://bit.ly/2lJ0xLs> #ShiftIntoWinter

In fog turn your headlights on to be seen by oncoming traffic and from behind. <http://bit.ly/2lJ0xLs> #ShiftIntoWinter

Driving in fog? Slow down, watch for brake lights, and leave extra space between vehicles. <http://bit.ly/2lJ0xLs> #ShiftIntoWinter

Who knows what lurks in the fog? Slow down and turn your headlight on to see what’s ahead. <http://bit.ly/2lJ0xLs> #ShiftIntoWinter

Driving requires your full attention. Slow down and drive with care when visibility is reduced by fog and rain. <http://bit.ly/2lJ0xLs> #ShiftIntoWinter

**Rain:**

Drivers turn your headlights on when visibility is reduced by rain. <http://bit.ly/2lJ0xLs> #ShiftIntoWinter

Rain + residual oil, dust or leaves on the road surface makes conditions slick. Slow down and avoid sudden braking. <http://bit.ly/2lJ0xLs> #ShiftIntoWinter

In rain turn your headlights on to be seen by oncoming traffic and vehicles behind you. <http://bit.ly/2lJ0xLs> #ShiftIntoWinter

Driving in rain? Slow down, watch for brake lights ahead and leave extra space between vehicles. <http://bit.ly/2lJ0xLs> #ShiftIntoWinter

Avoid sudden steering changes and braking in heavy rain. You could lose traction. <http://bit.ly/2lJ0xLs> #ShiftIntoWinter

Heavy rain can cause a vehicle to hydroplane. To regain traction, ease off the gas and avoid sudden braking. <http://bit.ly/2lJ0xLs> #ShiftIntoWinter

Driving requires your full attention. Slow down and drive with care when visibility is reduced by rain or fog. <http://bit.ly/2lJ0xLs> #ShiftIntoWinter

**Snow & Ice:**

8 tips for driving in snow and ice: <http://bit.ly/2lJ0xLs> #ShiftIntoWinter

Driving requires your full attention. Slow down and drive with care on snow and ice. <http://bit.ly/2lJ0xLs> #ShiftIntoWinter

Got your 4 matched winter tires on? Check to make sure they have a min 3.5mm tread depth. <http://bit.ly/2lRgX4b> #ShiftIntoWinter

Check @DriveBC for local snow conditions before heading out. <http://bit.ly/2kfKa8L> #ShiftIntoWinter

When visibility is reduced by heavy snow, turn your headlights on and maintain a safe following distance of at least 4 seconds. <http://bit.ly/2kgVpOe> #ShiftIntoWinter

Plan your trip and stick to well-travelled routes to avoid roads that may become dangerous with heavy snow and ice. <http://bit.ly/2lOP3pO> #ShiftIntoWinter

In snowy conditions, turn your headlights on to be seen by oncoming traffic and vehicles behind you. <http://bit.ly/2kgVpOe> #ShiftIntoWinter

Reminder: Clear snow and ice from windows, lights, mirrors, hood and the roof before you drive. <http://bit.ly/2ksysI1> #ShiftIntoWinter

Stuck in the snow? Stay with your vehicle. Call your local towing company or 911 if it is an emergency. <http://bit.ly/2lOP3pO> #ShiftIntoWinter

What’s in your winter roadside emergency kit? Include tire chains, sandbags, shovel, warm clothes. <http://bit.ly/2ksysI1> #ShiftIntoWinter

Bridges, overpasses and shaded roadways freeze quicker than other roadways in cold weather. Slow down in winter conditions. #ShiftIntoWinter <http://bit.ly/2kgVpOe>

Watch for black ice – a thin, almost invisible coating of ice - it can cause your vehicle to suddenly lose control when you brake or take a corner. <http://bit.ly/2kgVpOe> #ShiftIntoWinter

TIPS Series: “Tips for Driving in Snow and Ice” (please post consecutively)

Driving in snow and ice? Tip 1: **Maintain a safe following distance.** The posted speed is the maximum speed under ideal conditions. In winter, it is safer to drive below the posted speed. <http://bit.ly/2kgVpOe> #ShiftIntoWinter

Driving in snow and ice? Tip 2: **Drop your speed to match road conditions.** <http://bit.ly/2kgVpOe> #ShiftIntoWinter

Driving in snow and ice? Tip 3: **Watch for black ice.** Slow down when approaching icy areas such as shaded areas, bridges and overpasses as these sections of road freeze sooner than others in cold weather. <http://bit.ly/2kgVpOe> #ShiftIntoWinter i

Driving in snow and ice? Tip 4: Accelerate and brake slowly. On slick roads, start slowly and accelerate gradually to maintain traction. When stopping, plan well in advance, apply the brakes gently and slowly. Learn more: http://bit.ly/2kgVpOe #ShiftIntoWinter

Driving in snow and ice? Tip 5: **Avoid sudden moves.** Slow down and steer smoothly and gradually to avoid skidding. Accelerate gently, turn slowly, and brake carefully and early. <http://bit.ly/2kgVpOe> #ShiftIntoWinter

Driving in snow and ice? Tip 6: **Know how to handle a skid.** If you start to skid, ease off the brake or accelerator, and look and steer smoothly in the direction you want to go. Learn more: <http://bit.ly/2kgVpOe> #ShiftIntoWinter

Driving in snow and ice? Tip 7: **See and be seen.** Always drive with your headlights on. <http://bit.ly/2kgVpOe> #ShiftIntoWinter

Driving in snow and ice? Tip 8: **Be extremely cautious when approaching highway maintenance vehicles such as snow plows and salt or sand trucks.** Maintain a safe following distance. <http://bit.ly/2kgVpOe> #ShiftIntoWinter

Long form post for Facebook and LinkedIn (emoji’s welcome)

8 tips for driving in snow and ice:

1. **Maintain a safe following distance.**
2. **Drop your speed to match road conditions.**
3. **Watch for black ice.**
4. **Accelerate and brake slowly.**
5. **Avoid sudden moves.**
6. **Know how to handle a skid.**
7. **See and be seen.**
8. **Be extremely cautious when approaching highway maintenance vehicles such as snow plows and salt or sand trucks.**

Learn more about how you can prepare to #ShiftIntoWinter <http://bit.ly/2kgVpOe>

Long form post for Instagram (emoji’s welcome)

8 tips for driving in snow and ice:

**1. Maintain a safe following distance.**

**2. Drop your speed to match road conditions.**

**3. Watch for black ice.**

**4. Accelerate and brake slowly.**

**5. Avoid sudden moves.**

**6. Know how to handle a skid.**

7. **See and be seen.**

8. **Be extremely cautious when approaching highway maintenance vehicles such as snow plows and salt or sand trucks.**

Visit ShiftIntoWinter.ca to learn more about how you can prepare to #ShiftIntoWinter

1. Regions of BC

Winter means different things in different parts of #BC. No matter where you live visit <http://bit.ly/2kfKa8L> for tips on staying safe on the road this winter. #ShiftIntoWinter #VancouverIsland #CaribooBC #ChilcotinBC #Coquihalla #exploreBC #TravelNorthernBC #Okanagan #Thompson

#VancouverIsland: Check @DriveBC for local road conditions before heading out. <http://bit.ly/2kfKa8L> #ShiftIntoWinter #Victoria #Nanaimo

Central #BC: Check @DriveBC for local road conditions before heading out. <http://bit.ly/2kfKa8L> #ShiftIntoWinter #Cariboo #Kamloops #ChilcotinBC #Coquihalla

Northern #BC: Check @DriveBC for local road conditions before heading out. <http://bit.ly/2kfKa8L> #ShiftIntoWinter #TravelNorthernBC #CityOfPG #PrinceRupert

Southern #BC: Check @DriveBC for local road conditions before heading out. <http://bit.ly/2kfKa8L> #ShiftIntoWinter #Kelowna #Kamloops #Revelstoke #Okanagan #Thompson #Shuswap #VernonBC #Penticton