Shift into Winter Social Media Messages

Target: General driving public Including work drivers

**SIW Social Media Campaign Phase 1:** September 9 to December 31, 2024

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 posts can be curated.

To find and download images you can use with your posts, [click here](https://roadsafetyatwork.ca/shift-into-winter/campaign-resources/#social-media-images-and-messages) to reach the website’s Shift into Winter 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. Or feel free to use your own images.

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

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: <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions>

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: <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/>

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. <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/> #ShiftintoWinter

Do you have an emergency kit in your vehicle? Learn what to include [at](https://roadsafetyatwork.ca/resource/handout/winter-driving-survival-checklist/): <https://roadsafetyatwork.ca/resource/handout/vehicle-emergency-kit-checklist/>

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What’s included in a winter driving emergency kit? Can you name 3 items? Find answers here: <https://roadsafetyatwork.ca/resource/handout/vehicle-emergency-kit-checklist/>

#ShiftIntoWinter

9 tips to prep your vehicle for winter weather: <https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#prepare-your-vehicle> #ShiftIntoWinter

One way to prep for winter weather is to install 4 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: <https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#prepare-your-vehicle> #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: <https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#prepare-your-vehicle>. #ShiftIntoWinter

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**: <https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#prepare-your-vehicle>.

#ShiftintoWinter Prep T**ip 2: Get your vehicle winter-ready with a maintenance check-up.** Learn **what to check for:** <https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#prepare-your-vehicle>.

#ShiftintoWinter Prep T**ip 3: Change your wiper blades to winter blades:**  <https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#prepare-your-vehicle>.

#ShiftintoWinter Prep T**ip** 4: **Before driving, clear snow and ice from all windows, lights, mirrors, hood, and the roof:** <https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#prepare-your-vehicle>.

#ShiftintoWinter Prep T**ip** 5: **Before setting out, ensure you have a fully charged cell phone. Find more prep tips** at<https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#prepare-your-vehicle>.**.**

Don’t learn by accident. Discover more info on how to drive in winter conditions before getting behind the wheel. Visit: https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#winter-driving-tips #ShiftIntoWinter

Don’t know? Don’t go. Avoid driving when conditions are poor. Check @DriveBC for current conditions https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#winter-driving-tips #ShiftIntoWinter

Never pass a snow plow or salt/sand truck on the right. More #ShiftIntoWinter tips here: https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#winter-driving-tips.

Slippery road = longer stopping time. Maintain a safe following distance of at least 4 seconds between you and other vehicles: <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/> #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: <https://roadsafetyatwork.ca/shift-into-winter/winter-tires> #ShiftIntoWinter

Oct 1 to 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. <https://roadsafetyatwork.ca/shift-into-winter/winter-tires/#winter-tire> #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. <https://roadsafetyatwork.ca/shift-into-winter/winter-tires/#winter-tire> #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? Visit <https://roadsafetyatwork.ca/shift-into-winter/winter-tires/#winter-tire> for more info. #ShiftIntoWinter

Fun Fact: 3-peaked mountain/snowflake winter tires out-perform other tires when temps are below 7 C. Find more info at <https://roadsafetyatwork.ca/shift-into-winter/winter-tires/#winter-tire>. #ShiftIntoWinter

#WinterTires in #BC must be in good condition with a minimum tread depth of 3.5mm. <https://roadsafetyatwork.ca/shift-into-winter/winter-tires/#winter-tire> #ShiftIntoWinter

Is your car winter-ready? Check your battery, fluids, wipers, lights, brakes, and heating. <https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#prepare-your-vehicle>

#ShiftIntoWinter

Think you’re winter-savvy when it comes to driving? Take our online quiz and find out! <https://roadsafetyatwork.ca/resource/quiz/shift-into-winter-driving-quiz> #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. Find other tips: <https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#safe-winter-driving>. #ShiftIntoWinter

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’s local road conditions for fog, rain, snow, or hazardous conditions before heading out. Learn more about being prepared before you go. <https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#know-before-you-go> #ShiftIntoWinter

Drivers turn your lights on and maintain a safe following distance when visibility is reduced by fog. Adjust for driving conditions. <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/> #ShiftIntoWinter

Be seen from behind. Turn on your headlights to light up your taillights when driving in fog. Learn more: <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#driving-in-fog> #ShiftIntoWinter

Driving in fog? Slow down, watch for brake lights, and leave extra space between vehicles. More tips to stay safe: <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#driving-in-fog> #ShiftIntoWinter

**Rain:**

Heavy rain is in the forecast! How can you prepare? Slow down, watch for brake lights ahead, and leave extra space between vehicles. Check @DriveBC for local road conditions, and if you don’t have to go, don’t! More tips here: <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#safe-driving-in-wet-conditions> #ShiftIntoWinter

Heavy rain can cause a vehicle to hydroplane. Here’s a tip! To regain traction, ease off the gas and avoid sudden braking. More tips: <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#avoid-hydroplaning> #ShiftIntoWinter

When driving in rain, turn your headlights on to be seen by oncoming traffic and vehicles behind you. <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#safe-driving-in-wet-conditions> #ShiftIntoWinter #ShiftIntoWinter

**Snow & Ice:**

12 tips for driving in snow and ice found here: <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#snow-and-ice> #ShiftIntoWinter

Check @DriveBC for local snow conditions before heading out. Know before you go. #ShiftIntoWinter

When visibility is reduced by heavy snow, turn your headlights on and maintain a safe following distance of at least 4 seconds. More tips here: <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#winter-driving-tips>.#ShiftIntoWinter

In snowy conditions, turn your headlights on to be seen by oncoming traffic and vehicles behind you. Learn how to safely drive in snowy conditions: <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#winter-driving-tips> #ShiftIntoWinter

Stuck in the snow? Stay with your vehicle. Call your local towing company or 911 if it is an emergency. Learn how to prepare yourself for winter driving: <https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#prepare-your-vehicle> . #ShiftIntoWinter

What’s in your winter roadside emergency kit? Include tire chains, sandbags, shovel, warm clothes. More suggestions here: <https://roadsafetyatwork.ca/resource/handout/vehicle-emergency-kit-checklist/> #ShiftIntoWinter

Bridges, overpasses, and shaded roadways freeze quicker than other roadways in cold weather. Slow down in winter conditions. Find more winter driving safety tips here: https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#winter-driving-tips. #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. Find more winter driving safety tips here: <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#winter-driving-tips> #ShiftIntoWinter

Driving in snow and ice? Tip 2: **Drop your speed to match road conditions.**Get other winter driving safety tips here: <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#winter-driving-tips> #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. Learn more at [https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#winter-driving-tips](https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#winter-driving-tips  )  #ShiftIntoWinter

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: <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#winter-driving-tips> #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. Learn more: <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/#winter-driving-tips> #ShiftIntoWinter

It’s snow plow season! As a driver, you can help them do their job and keep our roads safe by practicing patience. Pull as far over to the right as is safe when you see a snow plow approaching from the opposite direction along an undivided highway. Learn more: <https://www.tranbc.ca/2020/02/07/how-to-drive-around-snow-plows-in-bc/> @TranBC #ShiftIntoWinter

Help snow plows do their job to keep you safe on the road this winter. Don’t assume they can see you! Your best defense is to keep your distance. Learn more: <https://www.tranbc.ca/2020/02/07/how-to-drive-around-snow-plows-in-bc/> @TranBC #ShiftIntoWinter

Regions of BC

Winter means different things in different parts of #BC. No matter where you live visit <https://roadsafetyatwork.ca/shift-into-winter/for-all-drivers/#safe-winter-driving> 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. Know before you go**.** #ShiftIntoWinter #Victoria #Nanaimo

Central #BC: Check @[DriveBC](https://www.drivebc.ca/) for local road conditions before heading out. Know before you go. #ShiftIntoWinter #Cariboo #Kamloops #ChilcotinBC #Coquihalla

Northern #BC: Check @[DriveBC](https://www.drivebc.ca/) for local road conditions before heading out. Know before you go. #ShiftIntoWinter #TravelNorthernBC #CityOfPG #PrinceRupert

Southern #BC: Check @[DriveBC](https://www.drivebc.ca/) for local road conditions before heading out. Know before you go**.** #ShiftIntoWinter #Kelowna #Kamloops #Revelstoke #Okanagan #Thompson #Shuswap #VernonBC #Penticton