Shift into Winter Social Media Messages – Shift OUT of Winter

Targets: General public, employers, supervisors, and work drivers

**SIW Social Media Campaign Phase 2:** January 1 to March 31, 2025

Introduction

The following content can be used for your social media accounts. They are geared towards the general driving public, employers, supervisors, and employees.

You can adapt any of the messages, but please always include the hashtag #ShiftIntoWinter so that posts are curated.

To find and download images you can use with your posts, [click here](https://shiftintowinter.ca/campaign-resources/) 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 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 continue to post winter tire messaging in January\*\***

**Audience: General public**

It’s still winter and it’s not too late to put on winter tires for driving in winter conditions. Here are some tips: <https://roadsafetyatwork.ca/shift-into-winter/winter-tires/#winter-tire>

#ShiftIntoWinter

Winter tires in BC must be in good condition with a minimum tread depth of 3.5mm. Check yours. Do they need to be replaced? <https://roadsafetyatwork.ca/shift-into-winter/winter-tires/#legal-winter-tires>

#ShiftIntoWinter

Winter is not over just yet! Tires marked with a 3-peaked mountain/snowflake symbol on the sidewall offer the best traction on snow and ice and in cold weather. Make sure yours are in good condition. <https://roadsafetyatwork.ca/shift-into-winter/winter-tires/#legal-winter-tires>

#ShiftIntoWinter

How did you and your vehicle handle the winter road conditions this year? Learn how to improve traction here: <https://roadsafetyatwork.ca/shift-into-winter/winter-tires/#improving-traction>

#ShiftIntoWinter

What can you do to “Shift Out of Winter”? Check your battery, belts/hoses, cooling/heating and electrical/exhaust systems to make sure they are in good working condition. Visit <https://roadsafetyatwork.ca/resource/tool-kit/vehicle-inspections-and-maintenance/>

#ShiftIntoWinter

Winter isn’t quite over yet! Turn your headlights on in heavy rain. Be seen by oncoming traffic and vehicles behind you. More info at <https://roadsafetyatwork.ca/resource/handout/see-and-be-seen-in-winter-conditions-brochure/>

#ShiftIntoWinter

Winter isn’t over! Conditions on the roads can still be dangerous. Weather can still be unpredictable. Learn how to drive for the conditions at <https://roadsafetyatwork.ca/resource/tool-kit/driving-for-the-conditions/>

#ShiftIntoWinter

**Audience: Employers, supervisors, and employees**

Save yourself some time next year and start prepping now for next season. Budget for new winter tires, re-stock emergency kits, and more: <https://roadsafetyatwork.ca/resource/tool-kit/winter-driving-safety-planning-tool-kit/#after-winter> #ShiftIntoWinter

Wrap up this winter by planning, budgeting, and preparing for next year. Visit <https://roadsafetyatwork.ca/resource/tool-kit/winter-driving-safety-planning-tool-kit/#after-winter> for practical steps to take. #ShiftIntoWinter

With winter winding down for this season, now is a great time to budget, plan, and prepare for next winter. Find tips on how to do that here: <https://roadsafetyatwork.ca/resource/tool-kit/winter-driving-safety-planning-tool-kit/#after-winter>

#ShiftIntoWinter

Winter is coming to an end, which is actually a perfect time to schedule your post-winter vehicle check-ups. Employees who drive their own vehicles for work should do the same. <https://roadsafetyatwork.ca/resource/tool-kit/winter-driving-safety-planning-tool-kit/#after-winter>

#ShiftIntoWinter

With winter ending soon, now is the time to debrief with your employees. Review info from workplace inspections, MVI investigations, and close-call reports. Use our Winter Driving Safety Planning Calendar to help prepare for next year: <https://roadsafetyatwork.ca/resource/form/winter-driving-safety-planning-calendar/>

#ShiftIntoWinter

Make note of any winter driving hazards you or your employees experienced this season. Re-assess your driving policies and practices. Visit <https://roadsafetyatwork.ca/shift-into-winter/employer-and-supervisor-tools/#resources>

for info and tools. #ShiftIntoWinter

It’s never too early to develop a winter driving safety plan to keep your employees safe next winter. Take our online course here: <https://roadsafetyatwork.ca/resource/online-course/winter-driving-safety-for-employers-and-supervisors/>

#ShiftIntoWinter