

# PennDOT



## Share the Road Toolkit



# Share the Road

**Every rider has a story. Share the road, save a life.**

Behind every motorcycle helmet is a neighbor, a coach, a parent, a veteran, a friend. Every time motorists choose to share the road with patience and respect, they help protect someone's story.

**Who are we trying to reach?**

All Pennsylvania motorists.

**How can you help?**

Share what you can! Help remind drivers that motorcyclists deserve the same space, attention, and respect as every other vehicle on the road.

We appreciate any shares of the content provided in this toolkit on social media, email newsletters, websites, or by displaying campaign posters in your workplace or community. Together, we can help prevent crashes and save lives by encouraging everyone to share the road.

[\*\*Download Assets\*\*](#)

## Social Media

*Suggested captions to pair with graphics*

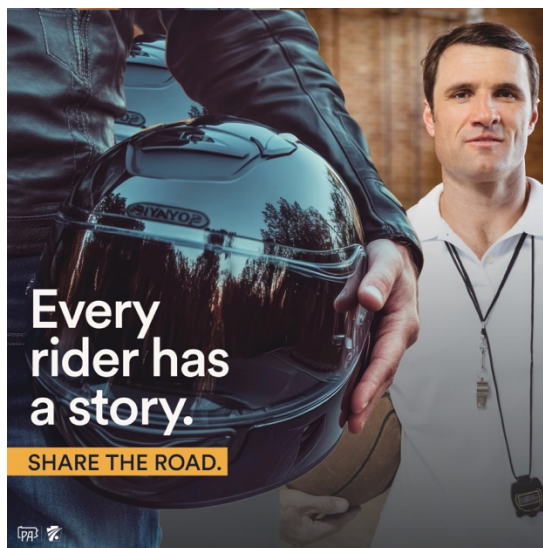
70% of crashes happen at an intersection. Share the road with motorcyclists, they're our friends, family, and community.

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Behind every helmet is a person with a story to tell. A little patience can help to make sure they get home to keep living it. Drive safely and always look twice for motorcyclists.

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Safe roads start with sharing them. Watch for motorcycles, check your blind spots, and give riders plenty of room. Together, we can help prevent crashes and save lives.



## Newsletter



*Copy:*

Behind every motorcycle is a person with a story.

They're a parent, a coach, a friend, a coworker, a neighbor. Every rider has people counting on them to make it home safely.

Motorcycles can be harder to see than other vehicles, which is why every driver plays an important role in preventing crashes. Before turning, changing lanes, or entering an intersection, take an extra moment to look for motorcycles. Give riders plenty of space and share the road with patience and respect.

When we all do our part, we help ensure every Pennsylvanian can keep living their story.

**Share the Road. Save a Life.**

## Poster

*Posters are available to print. Hang campaign posters in public spaces to be seen.*

