

## **Social Media Messaging: Pause for Paws (Pets)**

The Safe Lane Transportation Coalition (SLTC) is working to shift community perception to help people understand that it is not acceptable nor safe to speed in Lane County. “Make a Plan” is the central message of this county-wide campaign. Copy and paste the following messaging for social posts and consider using these hashtags with your message:

#MakeAPlan  
#SafeLane  
#DriveSlow

### **SOCIAL MEDIA MESSAGING**

Message: Drive with care, people and animals are everywhere.

Message: Slow your pace, give people and animals plenty of space.

Message: Eyes on the street, protect paws and feet.

Message: Embrace a slow pace and give people and paws grace.

Message: When people and pets cross your path, be kind and let them pass.

### **OPTIONAL**

If you feel inclined to cite the source of the campaign for context, include the following:

Brought to you by the Safe Lane Transportation Coalition of Lane County.

### **About Safe Lane Coalition**

The Safe Lane Transportation Coalition is a collaborative group of individuals, organizations and governmental agencies working to reduce fatalities and severe injury crashes in Lane County. The coalition utilizes the strengths and resources of its members' organizations to establish transportation safety policies, programs and practices. The coalition adopts a harm reduction approach and implements strategies that address speed reduction, DUI prevention, and traffic safety education and outreach.