

**Social Media Messaging:
Take it slow, let the journey flow. (River & Mountains)**

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: Slow it down, stay safe and sound. Life's a journey, no need to hurry.

Message: Find your Zen inside for a slow, peaceful ride.

Message: Slow your pace, even in wide open space. Oregonians know to take it slow.

Message: As you travel Lane County's wide open roads, cruise with care and be aware.

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, DUII prevention, and traffic safety education and outreach.