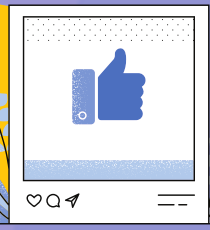


# TOP 10 TIPS FOR ENGAGING

# Content

1

less is more...use white space



don't feed the trolls

2

3

know your audience



scheduling/timing of posts

4

5

share content from partners  
to boost engagement

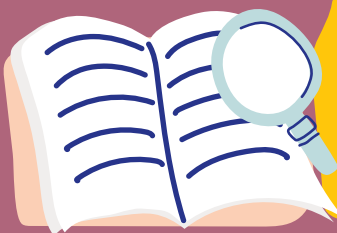


use best-practice photos

6

7

attention grabbers



stick with evidence-based  
messaging

8

9

secure your accounts,  
don't get hacked



remember your goal : to save lives,  
not go viral.

10



# FREE

## Resources



[canva.com](https://canva.com)



NCPSB Social Media Library:  
[cpsboard.org/social](https://cpsboard.org/social)

NHTSA Image Library



Open Source Images

[Trafficsafetymarketing.gov](https://trafficsafetymarketing.gov)



Purdue Lab/ Scribner



ALL social media platforms

Sprout Social/Hootsuite  
(for analytics)

