

GDOT Marketing Toolkit

See & Be Seen Launch

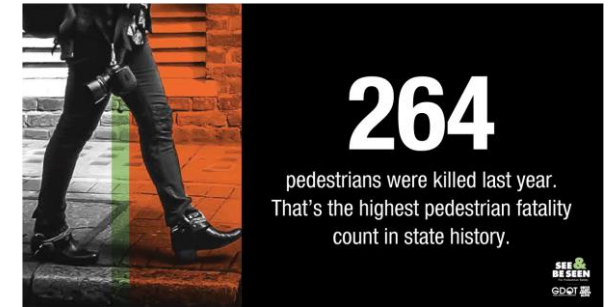
**SEE &
BE SEEN**
For Pedestrian Safety

GDOT **DRIVE
ALERT
ARRIVE
ALIVE**
Georgia Department of Transportation



Social Media Assets

Assets sized for all social channels.
Facebook, Twitter, Instagram



Social Copy

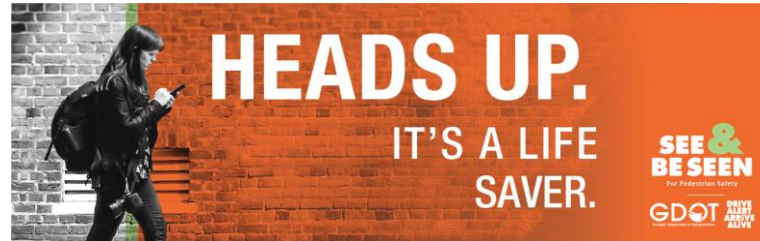
Facebook	In 2018, pedestrian fatalities were the highest in state history with 264 deaths. Pedestrian safety is a shared responsibility. Join us in helping change that and reaching our goal of 0 deaths. See & Be Seen, Georgia. Learn more: https://bit.ly/2LtT51N
Facebook	We have all been pedestrians at some point in our lives. We all hold the responsibility of making Georgia a pedestrian-safe community. See and Be Seen. Pedestrian safety is a shared responsibility. Learn more at: https://bit.ly/2LtT51N
Twitter	LOOK UP! *caution emoji* When crossing the road, never assume a driver sees you. Be alert at all times. Pedestrian safety is a shared responsibility. #SeeAndBeSeen
Twitter	#DYK 90% of pedestrian fatalities occur outside of a crosswalk? We all share the responsibility of making our community a safer place for pedestrians. Let's keep our heads up! #SeeAndBeSeenGA
Instagram	In 2018, 264 pedestrians were killed in Georgia - the highest annual fatality count in state history. #SeeAndBeSeenGA
Instagram	Hey, Georgia! HEADS UP. Walkers: See and be seen. Drivers: Slow down and watch for walkers. Pedestrian safety is a shared responsibility. #SeeAndBeSeenGA

Digital Media

Web Banners



Leaderboard 728 x 90



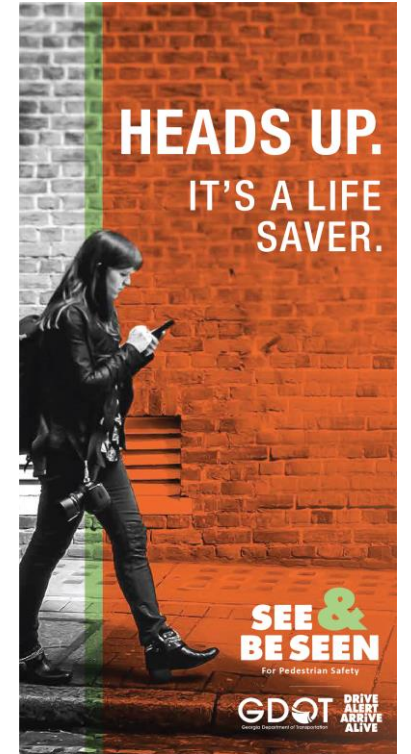
Large Mobile Banner 320 x 110



Large Rectangle
336 x 280

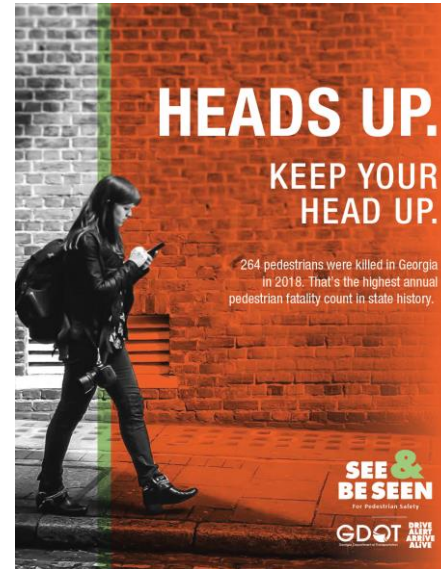


Medium Banner
300 x 250



Half Page Banner
300 x 600

Print Media Flyers/Posters



HEADS UP.
KEEP YOUR HEAD UP.

264 pedestrians were killed in Georgia in 2018. That's the highest annual pedestrian fatality count in state history.

SEE & BE SEEN
For Pedestrian Safety

GDOT DRIVE SAFELY. STAY ALIVE.



MAKE SURE THEIR ROUTE IS THE SAFEST.

90% of fatalities occur outside a crosswalk.

SEE & BE SEEN
For Pedestrian Safety

GDOT DRIVE SAFELY. STAY ALIVE.



HEADS UP.
PEDESTRIAN SAFETY IS A SHARED RESPONSIBILITY.

33% of ped fatalities are attributed to motorists not yielding to pedestrians, 33% are attributed to pedestrians and 33% to other multiple factors.

SEE & BE SEEN
For Pedestrian Safety

GDOT DRIVE SAFELY. STAY ALIVE.



MAKE SURE THEIR ROUTE IS THE SAFEST.

90% of fatalities occur outside a crosswalk.

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GDOT DRIVE SAFELY. STAY ALIVE.

Fact Sheet



SEE & BE SEEN

For Pedestrian Safety

Pedestrian deaths continue to surge in Georgia with 264 people killed in 2018. That's up a staggering 54% from 2014, and is the highest annual pedestrian fatality count in state history.

 82% of fatalities occur during overnight hours	 90% of fatalities occur outside a crosswalk	 33% of fatalities are attributed to motorists not yielding to pedestrians*	 33% are attributed to pedestrians*
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Pedestrians struck by a vehicle at...
40 mph = 9 of 10 DIE



PEDESTRIAN SAFETY IS A SHARED RESPONSIBILITY

WALKERS:
See and be seen.

DRIVERS:
Slow down. Watch for walkers. Vehicle speed kills.

Georgia DOT's SEE & BE SEEN campaign aims to make it safer to walk in Georgia. SEE & BE SEEN is the pedestrian component of Georgia DOT's Drive Alert Arrive Alive campaign to reduce crashes and fatalities on Georgia's roadways.

*Based on fatalities where contributing factor is identified. Balance attributed to multiple factors.

WWW.DOT.GA.GOV/SBS



LINK TO ALL ASSETS IN THIS DOC
