|  |  |  |  |
| --- | --- | --- | --- |
| Platforms | Headline copy (if needed) | Post Copy | Thumbnails show graphics that match post copy.  Graphics are available in accompanying folder. |
| Facebook | Stay Out of Blind Spots | When driving near semi-trucks, remember: if you can’t see the driver’s face in their side mirror, they can’t see you. | A picture containing text, vehicle, outdoor, truck  Description automatically generated |
| Instagram | Stay Out of Blind Spots | When driving near semi-trucks, remember: if you can’t see the driver’s face in their side mirror, they can’t see you. | A picture containing text, outdoor, screenshot, sign  Description automatically generated |
| Facebook | Don’t Cut Off Trucks | Before merging in front of a truck, make sure you can see both its headlights in your rearview mirror. If not, steer clear. | A picture containing text, car mirror, vehicle, car  Description automatically generated |
| Instagram | Don’t Cut Off Trucks | Before merging in front of a truck, make sure you can see both its headlights in your rearview mirror. If not, steer clear. | A rear view mirror with a truck on the side  Description automatically generated with low confidence |
| Facebook | Give Turning Trucks Space | If a truck in front of you is turning, give it space. They need extra room to make turns, so stay back to stay safe. | A red truck on a road  Description automatically generated with low confidence |
| Instagram | Give Turning Trucks Space | If a truck in front of you is turning, give it space. They need extra room to make turns, so stay back to stay safe. | A red truck on a road  Description automatically generated with low confidence |
| Facebook | Trucks Need Stopping Room | Trucks need nearly twice as much distance as a regular car to come to a stop, so give them room and don’t cut them off. | A picture containing text, screenshot, cartoon  Description automatically generatedA picture containing text, screenshot, cartoon, graphic design  Description automatically generated  Red outline indicates that there is a video available. |
| Instagram | Trucks Need Stopping Room | Trucks need nearly twice as much distance as a regular car to come to a stop, so give them room and don’t cut them off. | A picture containing text, screenshot  Description automatically generated A picture containing text, screenshot, design  Description automatically generated  Red outline indicates that there is a video available. |
| Facebook | Avoid Truck Blind Spots | Truck drivers have limited visibility around their rig. Be aware of their blind spots and stay out of them to avoid a crash. | A picture containing text, screenshot, font, brand  Description automatically generated |
| Instagram | Avoid Truck Blind Spots | Truck drivers have limited visibility around their rig. Be aware of their blind spots and stay out of them to avoid a crash. | A picture containing text, font, poster, graphic design  Description automatically generated |
| Facebook | Merge Carefully with Trucks | When merging into traffic near a truck, get up to speed and find your spot in the flow of traffic sooner rather than later. | A car on the road  Description automatically generated |
| Instagram | Merge Carefully with Trucks | When merging into traffic near a truck, get up to speed and find your spot in the flow of traffic sooner rather than later. | A poster of a truck driving on a road  Description automatically generated |
| Facebook | Don’t Pass Snowplows | Snowplows usually move slower than the posted speed limit, but do not pass them. It’s dangerous and dumb. | A snowplow on a boat  Description automatically generated with low confidence |
| Instagram | Don’t Pass Snowplows | Snowplows usually move slower than the posted speed limit, but do not pass them. It’s dangerous and dumb. | A picture containing transport, vehicle, text, land vehicle  Description automatically generated |
| Facebook | Drive Safely Around Trucks | Nearly 25% of vehicles on Utah’s roads are semi-trucks — more than any other state. Learn to drive safely around them. | A picture containing text, screenshot, cash machine, LEGO  Description automatically generated A picture containing text, cash machine, screenshot  Description automatically generated  Red outline indicates that there is a video available. |
| Instagram | Drive Safely Around Trucks | Nearly 25% of vehicles on Utah’s roads are semi-trucks — more than any other state. Learn to drive safely around them. | A picture containing text, vehicle, land vehicle, LEGO  Description automatically generated A picture containing text, screenshot  Description automatically generated  Red outline indicates that there is a video available. |
| Facebook | Trucks Need More Distance | When coming to a stop, trucks need nearly twice as much distance as a regular car. So, plan ahead and give them room. | A picture containing text, mirror, screenshot, land vehicle  Description automatically generated |
| Instagram | Trucks Need More Distance | When coming to a stop, trucks need nearly twice as much distance as a regular car. So, plan ahead and give them room. | A picture containing text, vehicle, screenshot, land vehicle  Description automatically generated |