



## Campaign Toolkit

### Table of Contents

Campaign Overview & Ways to Promote.....	Page 1
Social Media Sample Posts .....	Page 2
Testimonial Videos.....	Page 5
Facebook Profile Frame Upload Instructions.....	Page 7
Additional Materials.....	Page 9

## National Work Zone Awareness Campaign

## Campaign Overview & Ways to Promote

Every year more than 600 people are killed in roadway work zones. Construction companies are dedicated to ensuring the safety of their workers and the driving public. Roadway work zones use a variety of warning systems, barriers, and other traffic controls to make sure that drivers and work zones stay separated, but it just takes a moment of distraction for an accident to happen and for lives to be changed forever.

The “WatchForUs” campaign includes a short film entitled “One Moment Can Save a Life” that depicts a fictionalized story on the impacts of distracted driving to one family, as well as real-life testimonial videos from industry figures whose colleagues and friends have been directly affected by work zone accidents. Additional resources include an infographic that brings work zone safety statistics to life and social media graphics to share on your social media channels.

The WatchForUs campaign materials are designed to be used year-round. While some of the messages and imagery used are asphalt-specific, the campaign is applicable for all roadway work zones.

Here are some easy ways you can help promote the WatchForUs campaign messages and the [WatchForUs](http://www.WatchForUs.com) website (www.WatchForUs):

- Promote the WatchForUs campaign and [WatchForUs](http://www.WatchForUs.com) website on your **social media channels**. (Sample social posts included, see page 2.)
- Update your Facebook profile picture with the WatchForUs **campaign frame**. (Instructions included, see page 6.)
- Add the WatchForUs logo and website link on your **company website**. (Hi-res logo located in the [WatchForUs Toolkit](#).)
- Include the Work Zone Safety infographic in your **blog** or **e-newsletter**. (Hi-res image located in the [WatchForUs Toolkit](#).)
- Use the print-ready Work Zone Safety infographic as a **tradeshow handout** or as a **magazine advertisement**. (Hi-res version located in the [WatchForUs Toolkit](#).)

## Social Media Sample Posts

The following are some suggestions of how to use these materials on social media. Remember, the more you can customize and make the post your authentic voice, the more effective they will be. Although these samples are geared towards Twitter, you can (and should) post to any and all social media networks you use. Pictures and videos help improve the impact and reach of a post.

### Year-Round: WatchForUs

#### General Guidance

- Use the #WatchForUs campaign hashtag.
- Post about your dedication to increasing work zone safety awareness, and encourage others to do the same. Retweet/re-share posts that add a personal element to awareness efforts.

Below are some sample tweets that use the “A Moment Can Save a Life video” and WatchForUs:



- Each year, over 600 people are killed in roadway work zones. It's everyone's responsibility to be alert when driving. <http://watchfor.us/> #WatchForUs
- Every day roadway workers wear #Orange4Safety. When you drive past construction, slow down, pay attention, and #WatchForUs <http://watchfor.us/>
- It only takes one moment to change someone's life forever. <https://youtu.be/bHQFqfRwBPs> #WatchForUs: Slowdown in work zones.

- By slowing down and observing work zone signage, you help protect lives. Help keep our road crews safe, so they can continue delivering top-notch asphalt pavements. #WatchForUs
- Roadway work zones use a variety of technology to make sure work zones are separated from traffic, but it just takes one moment of distraction for an accident to happen. <http://watchfor.us/> #WatchForUs
- Asphalt material allows road crews to work quickly and efficiently so drivers can get on the road in no time. Commit to keeping these dedicated workers safe by slowing down in work zones! #WatchForUs <http://watchfor.us/>
- We're committed to protecting our workers while they work diligently to lay asphalt quickly and efficiently, so you can keep your commute time to a minimum. #WatchForUs
- While it might only take a few seconds to read a text, those few seconds can change someone's life forever. Stay alert while driving in work zones. #WatchForUs
- One moment can change someone's life forever. Be alert when driving in work zones and at all times. <https://youtu.be/kAayvbjWjCU> #WatchForUs

Below are tweets that contain social media-shareable breakdowns of the large infographic. (Images in the “Social Media Tools” file in the [WatchForUs Toolkit](#).)

- When driving in a work zone, pay attention to the road. Someone’s future is in your hands #WatchForUs <http://watchfor.us/>



- Stay alert and slow down in work zones, to keep both dedicated asphalt paving crews and yourself safe. <http://watchfor.us/>



- Distracted driving includes: texting, emailing, changing music, social media, and making calls. Keep our roads safe for everyone by not driving distracted. #WatchForUs <http://watchfor.us/>



- Using your cell phone while driving is dangerous for you and for road work crews. #WatchForUs <http://watchfor.us/>



## Testimonial Videos

During World of Asphalt, NAPA recorded real-world stories about work zone safety and how a moment can change lives. Five of those videos have been [posted to YouTube](#) for sharing as part of the #WatchForUs campaign.

We have also developed [guidelines](#) that can be used by companies or individuals who would like to produce similar videos aligned with #WatchForUs. The Shelly Company, a CRH company, has produced one such video, “[One Family’s Message](#),” that can be shared as part of the #WatchForUs campaign. We encourage other companies to share their stories.

Below are suggested tweets for use with the testimonial videos:

- Craig Parker, Silver Star Construction Co. testimonial.
  - Because of a distracted driver, Justin’s life was changed forever. Listen to Craig tell the story about his colleague. #WatchForUs <https://youtu.be/Am0sp2qP0UM>
  - Driving distracted in a work zone can forever alter the course of someone’s life, just like Justin’s #WatchForUs <https://youtu.be/Am0sp2qP0UM>
- Timothy Lee, Lakeside Industries Inc. testimonial
  - “The men and women working in work zones are just like you. They want to get home and see their kids and take care of their families after they’re done working. The same respect you expect from them, you need to give them.” #WatchForUs <https://youtu.be/EetrHpl8JkU>

- As Timothy says, work zone accidents don't just have a physical toll, but also an emotional one. Not paying attention while driving can cost so much. #WatchForUs <https://youtu.be/EetrHpl8JkU>
- Brad Sant, ARTBA testimonial
  - "When we make decisions to drive when we're impaired, to get on the phone, we don't realize the impact we may have on, not just the life of the person we kill, but their families." #WatchForUs [https://youtu.be/musDH\\_3SfN8](https://youtu.be/musDH_3SfN8)
  - One moment and one decision can change a life — just like it did Brad's. Listen to his story. [https://youtu.be/musDH\\_3SfN8](https://youtu.be/musDH_3SfN8) #WatchForUs
- Bob Williams, Gallagher Asphalt Corp. testimonial
  - Take a look at Bob's story to learn more about what distracted driving in work zones can cost someone. #WatchForUs [https://youtu.be/xJD\\_FRYrhGI](https://youtu.be/xJD_FRYrhGI)
- James Padgett, Walsh & Kelly testimonial
  - Distracted driving isn't just dangerous for work zone workers. Listen to James's story to hear how a road worker saved the life of a distracted driver. #WatchForUs [https://youtu.be/kxA\\_PY9q6jo](https://youtu.be/kxA_PY9q6jo)
- Steve Cook's Family, The Shelly Co., a CRH company, testimonial
  - Work zone accidents shatter lives. Hear from one family how a drunk & distracted driver changed their lives forever. #WatchForUs <https://vimeo.com/263215252>

## Facebook Profile Frame Upload Instructions

To apply the WatchForUs frame to your Facebook profile picture, make sure you're logged in to Facebook, then click on [this link](#). If that doesn't work, try the following instructions:

### For personal Facebook profile pictures:

1. Visit [www.Facebook.com](http://www.Facebook.com) and log in using your credentials.
2. On your personal Facebook profile page, hover your mouse over your profile picture and click **"Update Profile Picture."**



3. A new window will appear. Click on **"Add Frame."**

 **Add Frame**

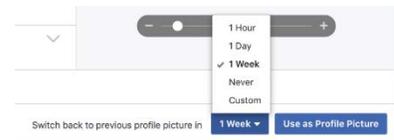
Another window will appear. In the search bar at the top, type "watchforus" and click on the WatchFor.Us frame.



4. Make sure the frame fills the surface area of your profile picture by using the “**Drag to Reposition**” and zoom buttons. You can also change the photo you would like to feature with your frame, by clicking the “**Change Picture**” button on the top right.



5. In the bottom right corner, set the frame to last as long as you'd like. The default is “**1 Week**,” but you can select a custom time frame or even set the time to “**Never**.” Click on “**Use as Profile Picture**,” and you are all set!



### **For business Facebook Page profile pictures:**

Facebook Pages do not support frames directly. You will have to use Photoshop or similar photo-editing software to merge the WatchForUs frame (find this in the “Social Media Tools” file in the [WatchForUs Toolkit](#)) with your company page’s profile image. Then upload the merged image as you would any other new profile picture.

## Additional Materials

### Work Zone Safety Campaign Logos

Hi-res versions available in the [WatchForUs Toolkit](#).

Horizontal logo:

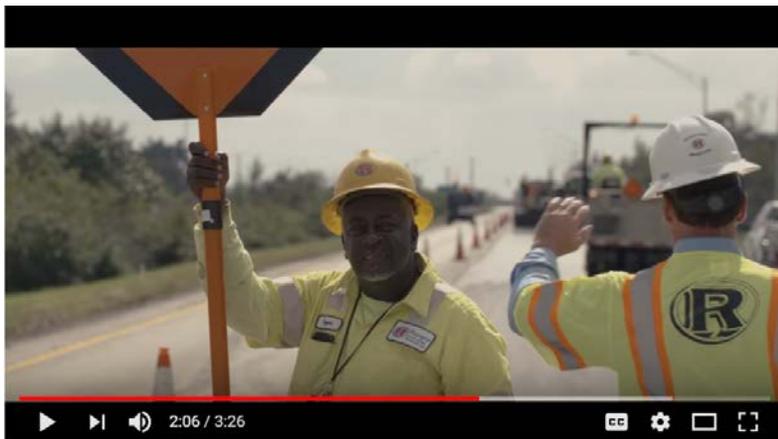


Stacked/Square Logo:



The logos are available with black text for light-colored backgrounds and white text for use on dark backgrounds. Please take care to not skew the proportions of the logo. If used online, the logo should be linked to <http://www.WatchForUs/>

### Work Zone Safety Campaign Video



<https://youtu.be/3XGWEeh1BME>

## Work Zone Safety Trailer #1



<https://youtu.be/bHQFqfRwBPs>

## Work Zone Safety Trailer #2



<https://youtu.be/kAayvbjWjCU>

## Work Zone Safety Testimonials

Guidelines for filming #WatchForUs testimonial videos: <https://goaspha.lt/2GokDDX>.  
The Shelly Company video below is an example of a company-made video.

Brad Sant, ARTBA:

[https://youtu.be/musDH\\_3SfN8](https://youtu.be/musDH_3SfN8)



James (Jim) Padgett, Walsh & Kelly Inc.: [https://youtu.be/kxA\\_PY9q6jo](https://youtu.be/kxA_PY9q6jo)



Timothy (Tim) Lee, Lakeside Industries:

<https://youtu.be/EetrHpl8JkU>



Craig Parker, Silver Star Construction:

<https://youtu.be/Am0sp2qP0UM>



Bob Williams, Gallagher Asphalt Corp.:

[https://youtu.be/xJD\\_FRYrhGI](https://youtu.be/xJD_FRYrhGI)



Steve Cook's Family, The Shelly Co., a CRH company:

<https://vimeo.com/263215252>



