# Archived Document

This document was originally published on visionzerosf.org. It is now part of the archived Vision Zero SF website archive and is kept for reference only.

The content is historical and may be out of date. It does not reflect current City policy, programs or data.

Vision Zero SF has been replaced by the City's Street Safety Initiative. For current information, visit the San Francisco Street Safety Initiative webpage.

The SFMTA's terms of use are at the SFMTA terms webpage.

# Safety—It's Your Turn Social Media Toolkit

Hello!

Thank you for your support in helping us to get the word out about Vision Zero's Safety—It's Your Turn campaign! We hope that you and your communities are well and safe during these challenging and unprecedented times.

Installed at seven designated intersections around the City, the left turn guide bumps are part of SFMTA's commitment to Vision Zero in making San Francisco's streets safer as we move around, no matter where we go or how we get there.

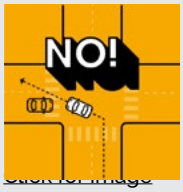
In the toolkit that follows, we've included social media content for quick plug and post, graphics, and images. Our hope is that this toolkit makes it as easy as possible for you to get involved in raising awareness about left turn traffic safety. We hope that you'll share information on social media, in your upcoming e-newsletters, and any other appropriate outlets.

More information about the Left Turn Traffic Calming Project can be found at our project website: **saferleftturns.org.**

Again, we would like to say thank you for helping the SFMTA get the word out about this new effort! We are excited to share this work with you as we continue to come together to keep San Francisco safe for all those who walk, bike, drive, and move around the city.

Uyen Ngo
Vision Zero Education & Outreach Coordinator
VisionZeroSFleftturns@sfmta.com

**Click here for a folder of all social media graphics**

| Post | Facebook | Shortened Twitter | Instagram |
|---|---|---|---|
| **Week of 10/19**<br><br>Click for image<br>Click for motion graphic | What's this? Left Turn Guide Bumps have been installed at 7 SF intersections. Learn more at saferleftturns.org #VisionZeroSF #SafetyItsYourTurn | What's this? Left Turn Guide Bumps have been installed at 7 SF intersections. Learn more at saferleftturns.org #VisionZeroSF #SafetyItsYourTurn | What's this? Left Turn Guide Bumps have been installed at 7 SF intersections. Learn more at saferleftturns.org #VisionZeroSF #SafetyItsYourTurn |
| **Week of 10/26**<br><br>Click for image | Did you know? In 2019, nearly 40% of traffic fatalities in San Francisco involved drivers making left turns. Let's work together to make left turns safer. Learn more at saferleftturns.org #VisionZeroSF #SafetyItsYourTurn | Did you know? In 2019, nearly 40% of traffic fatalities in San Francisco involved drivers making left turns. Let's work together to make left turns safer. Learn more at saferleftturns.org #VisionZeroSF #SafetyItsYourTurn | Did you know? In 2019, nearly 40% of traffic fatalities in San Francisco involved drivers making left turns. Let's work together to make left turns safer. Learn more at saferleftturns.org #VisionZeroSF #SafetyItsYourTurn |
| **Week of 11/2**<br><br>Click for image | There is a lot happening when you're making a left turn - more than you realize! Watch the Anatomy of a Left Turn video clip for a refresher on how to make one good turn. saferleftturns.org | There is a lot happening when you're making a left turn - more than you realize! Watch the Anatomy of a Left Turn video clip for a refresher on how to make one good turn. saferleftturns.org | There is a lot happening when you're making a left turn - more than you realize! Watch the Anatomy of a Left Turn video clip for a refresher on how to make one good turn. saferleftturns.org |
| **Week of 11/9**<br><br>Click for image | Left Turn Safety Tip #1: Don't "shoot the gap" to beat the light or oncoming traffic- 'cause you'll be taking a turn for the worst. Make left turns slowly and only if you have plenty of time to complete it safely without risking oncoming traffic, including bicyclists. #VisionZeroSF #SafetyItsYourTurn | Left Turn Safety Tip #1: Don't "shoot the gap" to beat the light or oncoming traffic. Make left turns slowly and only if you have plenty of time to complete it safely without risking oncoming traffic, including bicyclists. #VisionZeroSF #SafetyItsYourTurn | Left Turn Safety Tip #1: Don't "shoot the gap" to beat the light or oncoming traffic- 'cause you'll be taking a turn for the worst. Make left turns slowly and only if you have plenty of time to complete it safely without risking oncoming traffic, including bicyclists. #VisionZeroSF #SafetyItsYourTurn |

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| **Week of 11/16**<br><br>Click for English<br>Click for Spanish<br>Click for Chinese | Left Turn Safety Tip #2: Always turn at a 90-degree angle. Make it nice and wide - cut corners and you could cut in front (or into) someone in the crosswalk.<br>#VisionZeroSF<br>#SafetyItsYourTurn | Left Turn Safety Tip #2: Always turn at a 90-degree angle. Make it nice and wide - cut corners and you could cut in front (or into) someone in the crosswalk.<br>#VisionZeroSF<br>#SafetyItsYourTurn | Left Turn Safety Tip #2: Always turn at a 90-degree angle. Make it nice and wide - cut corners and you could cut in front (or into) someone in the crosswalk.<br>#VisionZeroSF<br>#SafetyItsYourTurn |
| **Week of 11/23**<br><br>Click for image | Left Turn Safety Tip #3: Slow and steady wins the race. Safe turning speed for all turns is 5 miles per hour.<br>#VisionZeroSF<br>#SafetyItsYourTurn | Left Turn Safety Tip #3: Slow and steady wins the race. Safe turning speed for all turns is 5 miles per hour.<br>#VisionZeroSF<br>#SafetyItsYourTurn | Left Turn Safety Tip #3: Slow and steady wins the race. Safe turning speed for all turns is 5 miles per hour.<br>#VisionZeroSF<br>#SafetyItsYourTurn |
| **Week of 11/23 additional holiday-themed post**<br><br>Click for image<br>Click for motion graphic | With Thanksgiving coming up & the holidays starting, remember to follow these tips for safely making left turns: don't "shoot the gap", make your turns nice and wide at 5 mph, and be aware of people walking and biking.<br>#VisionZeroSF<br>#SafetyItsYourTurn | With Thanksgiving coming up & the holidays starting, remember to follow these tips for safely making left turns: don't "shoot the gap", make your turns nice and wide at 5 mph, and be aware of people walking and biking.<br>#VisionZeroSF<br>#SafetyItsYourTurn | With Thanksgiving coming up & the holidays starting, remember to follow these tips for safely making left turns: don't "shoot the gap", make your turns nice and wide at 5 mph, and be aware of people walking and biking.<br>#VisionZeroSF<br>#SafetyItsYourTurn |
| **Week of 11/30**<br><br>Click for image | Left Turn Safety Tip #4: Stay conscious of crosswalks! People cross in all directions. Always be alert and ready to yield to anyone walking, riding, or rolling through the crosswalk.<br>#VisionZeroSF<br>#SafetyItsYourTurn | Left Turn Safety Tip #4: Stay conscious of crosswalks! People cross in all directions. Always be alert and ready to yield to anyone walking, riding, or rolling through the crosswalk.<br>#VisionZeroSF<br>#SafetyItsYourTurn | Left Turn Safety Tip #4: Stay conscious of crosswalks! People cross in all directions. Always be alert and ready to yield to anyone walking, riding, or rolling through the crosswalk.<br>#VisionZeroSF<br>#SafetyItsYourTurn |

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| **Week of 12/7**<br><br>Click for image<br>Click for motion graphic | This holiday season, remember to slow down & be aware of the crosswalks. Always be alert & ready to yield to anyone walking, riding, or rolling through the crosswalk, such as kids, seniors, bicyclists, & people with disabilities. #VisionZeroSF #SafetyItsYourTurn | This holiday season, remember to slow down & be aware of the crosswalks. Always be alert & ready to yield to anyone walking, riding, or rolling through the crosswalk, such as kids, seniors, bicyclists, & people with disabilities. #VisionZeroSF #SafetyItsYourTurn | This holiday season, remember to slow down & be aware of the crosswalks. Always be alert & ready to yield to anyone walking, riding, or rolling through the crosswalk, such as kids, seniors, bicyclists, & people with disabilities. #VisionZeroSF #SafetyItsYourTurn |
| **Week of 12/14**<br><br><br>Click for images | DRIVERS: Whether you're doing holiday shopping or not - make sure safety comes first. Slow down for left turns (5 mph), take them when you have enough time to complete the turn, and always be aware of crosswalks. #VisionZeroSF #SafetyItsYourTurn | DRIVERS: Whether you're doing holiday shopping or not - make sure safety comes first. Slow down for left turns (5 mph), take them when you have enough time to complete the turn, and always be aware of crosswalks. #VisionZeroSF #SafetyItsYourTurn | DRIVERS: Whether you're doing holiday shopping or not - make sure safety comes first. Slow down for left turns (5 mph), take them when you have enough time to complete the turn, and always be aware of crosswalks. #VisionZeroSF #SafetyItsYourTurn |
| **Week of 12/21**<br><br>Click for English<br>Click for Spanish<br>Click for Chinese | Happy Holidays! Keep our streets and crosswalks safe during this busy time of year. Slow down (5 mph) for left turns and always look for people walking and biking. One good (left) turn deserves another! #VisionZeroSF #SafetyItsYourTurn | Happy Holidays! Keep our streets and crosswalks safe during this busy time of year. Slow down (5 mph) for left turns and always look for people walking and biking. One good (left) turn deserves another! #VisionZeroSF #SafetyItsYourTurn | Happy Holidays! Keep our streets and crosswalks safe during this busy time of year. Slow down (5 mph) for left turns and always look for people walking and biking. One good (left) turn deserves another! #VisionZeroSF #SafetyItsYourTurn |

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| **Week of 12/28**<br><br><br>Click here for image | As we enter into the New Year, a little reminder that safe left turns make it safer for everyone to walk, bike and stroll around SF, and make it easier for drivers to get out of their car & get around in a new way.<br>#VisionZeroSF<br>#SafetyItsYourTurn | As we enter into the New Year, a little reminder that safe left turns make it safer for everyone to walk, bike and stroll around SF, and make it easier for drivers to get out of their car & get around in a new way.<br>#VisionZeroSF<br>#SafetyItsYourTurn | As we enter into the New Year, a little reminder that safe left turns make it safer for everyone to walk, bike and stroll around SF, and make it easier for drivers to get out of their car & get around in a new way.<br>#VisionZeroSF<br>#SafetyItsYourTurn |

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## Tags and Hashtags

All social media posts should include the following tags and hashtags.

| Tags | Hashtags |
|---|---|
| Facebook: SFMTA.Muni<br>Twitter: @sfmta_muni<br>Instagram: @SFMTAPhoto | #VisionZeroSF<br>#SafetyItsYourTurn |