



SOCIAL MEDIA TOOLKIT

MOTORCYCLE SAFETY

September 2025





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OVERVIEW & PURPOSE

PROMOTING MOTORCYCLE SAFETY

Motorcycle safety is a year-round priority, not just during awareness months. With fewer protective barriers than cars, motorcyclists face a higher risk of serious injury or death in collisions. By promoting responsible riding habits, proper protective gear, and continuous skills training, we can help reduce motorcycle-related injuries and fatalities on Los Angeles County roads.

This toolkit provides ready-to-use content to raise awareness, educate riders, and promote safe riding practices across social media platforms. Whether you're sharing safety tips, class opportunities, or gear reminders, these messages can help protect lives.



TOOLKIT GUIDANCE

HOW TO USE TOOLKIT

This toolkit was created to help spread life-saving messages about motorcycle safety across social media platforms. Use the content as-is, or customize it to better fit your audience and voice.

Consider using this content during key awareness dates such as **Motorcycle Safety Month in May** and **National Ride to Work Day on the second Tuesday in June** to maximize impact and reach when public attention on rider safety is at its peak.

TOOLKIT GOALS

Promote safe riding habits through education on gear, skills, and decision-making.

Reduce injuries and fatalities by raising awareness about the risks of impaired or distracted riding.

Support community outreach that encourages shared responsibility between riders and drivers on the road.



POSTING ON SOCIAL MEDIA



FACEBOOK
BEST FOR COMMUNITY
ENGAGEMENT

These posts typically have static images, videos with captions.



INSTAGRAM
BEST FOR VISUAL
STORYTELLING

These posts include reels (short-form videos), carousels, or stories.



X/TWITTER
BEST FOR TIMELY
UPDATES

These posts are short and typically include hashtags.

Note :

When using these social media platforms, follow the **Engage, Tag, and Hashtag** strategy to maximize reach and interaction.

Remember to do the following,

- Encourage interaction with your posts
- Tag key agencies (@OTS_CA, @CHP_HQ, @LAPublicHealth, and @ChooseHealthLA)
- Use 2-4 relevant hashtags from the toolkit

ADAPT SUGGESTED CONTENT

These next pages are plug-and-play! Feel free to copy the captions and visuals directly or mix and match them to make them your own. To make the campaign even more engaging, consider turning these posts into interactive challenges.



SAMPLE SOCIAL MEDIA POSTS

1

SAFETY MESSAGES

Be seen = Be safe. 🧑🏻‍🦯 Wear a U.S. DOT-compliant helmet and high-visibility gear that protects your body. Cover your arms and legs in heavy duty clothing designed for motorcycle riding, wear sturdy boots that cover your ankles, and don't forget gloves to protect your hands and provide a better grip. 🧤

#MotorcycleSafety
#ShareTheRoad

Be seen = Be safe. Wear high-visibility gear and a U.S. DOT-compliant helmet. 🧑🏻‍🦯

#MotorcycleSafety #RideSmart



[Instagram](#)

[Facebook](#)

[Twitter/ X](#)



SAMPLE SOCIAL MEDIA POSTS

2

GEAR MESSAGES

Does your gear have your back - and the rest of you? You'll always have backup if you cover your arms and legs in heavy duty clothing, wear boots that cover your ankles, use face/eye protection and wear gloves! 🏍️
#RideSafe #MotoLife

🏍️ Always wear a well-fitted Department of Transportation (DOT)-compliant helmet that is right for your type of ride. Avoid novelty helmets with fake DOT labels, which will not protect you in a crash. 🏍️
#BikerLife #HelmetSafety



[Instagram](#) [Facebook](#) [Twitter/X](#)

SAMPLE SOCIAL MEDIA POSTS

3

SAFETY SKILLS MESSAGES

Hey #MotorcycleRiders! 🏍️
Already have experience on two wheels? Take it to the next level with California's 1-day skills class for experienced riders. Sharpen your skills, boost your confidence, and ride safer. 💪 Find a class near you:
MotorcycleSafetyCA.com
#MotorcycleSafety #RideSmart

Take control of your ride, don't let it control you. 💪🏍️ Build your skills, boost your confidence, and ride safer every time you hit the road.

Find a motorcycle safety class near you:
MotorcycleSafetyCA.com
#MotorcycleTraining
#TwoWheels



[Instagram](#)

[Facebook](#)

[Twitter/ X](#)



SAMPLE SOCIAL MEDIA POSTS

4

IMPAIRED DRIVING MESSAGES

Never ride while impaired or distracted. It's not worth the risk of harming yourself or others. Plan ahead, make sure to get enough sleep, and remember that even one drink can alter your reaction time and judgment. 🏍️
#MotorcycleLife #RideSmart

🌞 Checklist for your Sunday Funday ride:
👕 Wear bright protective gear
📵 Wear a DOT-compliant helmet
🏍️ Ride within your skill level
⚠️ Never drink and ride

#SundayFunday #RideSafe



[Instagram](#) [Facebook](#) [Twitter/X](#)

SAMPLE SOCIAL MEDIA POSTS

5

MOTORCYCLE SAFETY AWARENESS MONTH

📢 May is Motorcycle Safety Awareness Month. Together, we can make the roads safer by reducing the risk of motorcycle collisions and injuries. 🛣️

📍 Find a motorcycle skills and safety class near you at MotorcycleSafetyCA.com.
#MotorcycleSafetyMonth
#LookTwiceSaveALife

📢 May is Motorcycle Safety Awareness Month. Together, we can make the roads safer by reducing the risk of motorcycle collisions and injuries. 🛣️
#MotorcycleSafetyMonth
#ShareTheRoad



Motorcycle Safety Awareness Image



RESOURCES & HASHTAGS

MOTORCYCLE RELATED KEY DATES

Motorcycle Safety Awareness Month	May
National Ride to Work Day	2nd Tuesday in June
World Motorcycle Day	June 21st
National Motorcycle Day	2nd Friday in July
National Motorcycle Awareness Day	November 12th

SUGGESTED HASHTAGS

Safety	General	Timely
#MotorcycleSafety	#MotorcycleLife	#MotorcycleSafetyMonth
#RideSafe	#MotoLife	#RideToWorkDay
#ShareTheRoad	#TwoWheels	#MotorcycleAwarenessMonth
#LookTwiceSaveALife	#BikerLife	#WorldMotorcycleDay
#HelmetSafety	#MotorcyclesOfInstagram	#SundayFunday
#RideSmart	#MotorcycleLovers	
#MotorcycleTraining	#BikersOfinstagram	

IMAGE RESOURCE

[NHTSA Image Library](#)

For questions or comments, please email:
choosehealthla@ph.lacounty.gov



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