



Click It or Ticket Social Media

From the Wisconsin DOT, Division of State Patrol,
Bureau of Transportation Safety

The Click It or Ticket campaign is another engaging way to put the “social” in social media. Facebook and Twitter are quick, easy and low-cost ways to reach out and connect with your community. During this year’s mobilization, WisDOT will use these tools in many ways to highlight the need to buckle up.

Donald Driver. Watch WisDOT’s Facebook page (www.facebook.com/WisDOT) for 30-second TV spots featuring Donald Driver. WisDOT also highlights Donald’s outtakes on the WisDOT Facebook page during the Click It or Ticket campaign. You may share these TV spots to your own Facebook page.

Local connections. Through past campaign, we have many local and regional celebrities showing how they #ClickItorTicket. Watch for tweets from @WisconsinDOT with safety messages. You may retweet these.

Check out last year’s photos in our [Facebook album](#) “ClickItorTicket: Signs of Seat Belt Support” **Send us your #ClickItorTicket selfies.** (socialmedia@dot.wi.gov)

Potential Facebook posts:

- During Click It or Ticket May 21 – June 3, our law enforcement officers will patrol in greater numbers for longer hours to ensure compliance with traffic laws. In Wisconsin, motorists can be stopped and cited for failure to wear a safety belt. In addition, drivers can be cited for every unbuckled passenger in their vehicle. Be safe. Buckle up every seat, every trip.
- During Click It or Ticket May 21 – June 3, our law enforcement officers will patrol in greater numbers for longer hours to ensure compliance with seat belt and other traffic laws. Consider this: currently in Wisconsin, about 90 percent of motorists buckle up. The 10 percent who don’t account for nearly half the drivers and passengers killed in traffic crashes each year. Buckle up and arrive alive!

A #ClickItOrTicket sign is included as a pdf attachment.
Examples of #ClickItOrTicket pictures shared in WisDOT's Facebook album.

