



April 10, 2025

Look Twice For Motorcycles Digital Toolkit 2025

Texas Department of Transportation

Statewide Motorcycle Safety Campaign

Thanks for promoting the Look Twice for Motorcycles campaign!

This Digital Toolkit has been developed for partners and stakeholders to promote TxDOT's Share the Road: Look Twice for Motorcycles campaign.

This toolkit can be used throughout the month of May, which is Motorcycle Awareness Month. The official TxDOT Motorcycle Safety Campaign runs May 1 through May 15.

This PowerPoint is one part of the toolkit. The full toolkit can be found through the link below. We've provided campaign messaging, social post copy, videos, animated and static infographics, QR codes, and more.



**Your partnership will help save lives and reduce crashes in Texas.
Thank you for doing your part to make our roadways safer.**

Download all assets here:

<https://sherrymatthewsgroup.box.com/s/wg96zeoa4uwdyqo8vikwyh6oy8e6cd6e>

Please Do Not Alter Campaign Creative.

- All creative in this toolkit has been approved by TxDOT and should not be altered in any way.
- Do not use the trademarked TxDOT logo, the *Look Twice for Motorcycles* campaign logo or Share the Road campaign logo on any materials (internal or external) not expressly approved by TxDOT's Traffic Safety Division.

Table of Contents

5 | Campaign Overview

6 | About the Campaign

7 | Key Talking Points

10 | Social Media Content

11 | Social Media Strategy

12 | Suggested Social Media Posts

17 | Campaign Graphics & Blog Post

18 | Instagram Stickers

19 | Facebook Profile Cover Images

20 | TSS Presentation

21 | TSS Presentation

22 | Print Collateral

24 | Poster, Info Card, Activity Card + Book

28 | Yard Sign

29 | Selfie Signs

30 | Bumper Stickers

31 | Fact Sheets

32 | Outreach Events

33 | About the Events

34 | Event Schedule

35 | Contact Information



April 10, 2025

Campaign Overview

About the Campaign and Key Talking Points

About the Campaign

TxDOT's *Look Twice for Motorcycles* statewide safety campaign aims to teach drivers how to safely share the road with motorcycles and reduce deadly crashes.

Motorcyclists are very vulnerable in crashes because they don't have as much protection as cars and trucks.

In Texas in 2024, motorcyclist fatalities represented 14% of all motor vehicle fatalities, and crashes have killed 2,751 motorcyclists in the past five years (2020–2024).

Tagline: Share the Road. / Comparte el Camino.

Call to action: Look twice for motorcycles.

Website: looktwicetexas.com



Key Talking Points

Motorcycles don't "come out of nowhere." Drivers need to look twice to save lives.

- Law enforcement officers often hear the excuse: "That motorcycle came out of nowhere." But they don't, and Texas drivers must be more vigilant to help save lives.
- In 2024 there were 9,016 motorcycle crashes in Texas, killing 585 motorcyclists.
- That's more than 500 funerals and hundreds of families grieving a husband, wife, son, brother, daughter, mother, father, or friend. All in one year. But those deaths don't have to happen.
- Too many of those crashes were caused by drivers failing to consider motorcyclists—hastily merging lanes, making turns, and driving too fast without looking to see if motorcycles are in their path.



The information contained in this report represents reportable data collected from the Texas Peace Officer's Crash Report (CR-3). This information was received and processed by the department as of April 21, 2025.

Key Talking Points

Motorcyclists are among the most vulnerable vehicle operators on our roads, but if drivers follow these simple tips, they'll be a lot safer:

- ***Train yourself to notice motorcycles.*** They're smaller and lower to the ground than cars are. By reminding yourself to keep an eye out for motorcycles, you'll train your eyes and brain to notice them more easily.
- ***Look twice.*** Always use your turn signals and check your mirrors and blind spots before changing lanes.
- ***Use caution when turning.*** Drivers have trouble judging the speed and distance of motorcycles. Never try to rush a turn ahead of an oncoming motorcycle.
- ***Don't tailgate.*** Keep a safe following distance. Motorcycles can slow down by downshifting, which doesn't activate their brake lights.
- ***Don't crowd.*** If you need to pass a motorcycle, treat it like a car and give it a full lane of space. Never crowd into the same lane.
- ***Slow down.*** Speeding makes every type of crash more deadly. Obey posted speed limits and drive according to conditions.

Key Talking Points

May is National Motorcycle Safety Awareness Month. It's a great time to put motorcyclists top of mind for other drivers.

- As we head into summer, there will likely be more motorcyclists taking to the roads. It's imperative that drivers stay vigilant and look out for motorcycles.
- Motorcycles are lower to the ground and can be overshadowed by trucks, SUVs, and pickups, making them more difficult to spot.
- Drivers often don't see oncoming motorcycles, or they misjudge their speed and distance, turning left in front of an oncoming rider and causing a collision.
- The best thing drivers can do to prevent motorcycle crashes is to be aware and stay alert.



April 10, 2025

Social Media Content

Social Media Strategy, Suggested Social Media Posts, Campaign Graphics and Blog Post, Instagram Stickers, and Facebook Profile Cover Images

Social Media Strategy

The *Look Twice for Motorcycles* campaign runs from May 1 through May 15, 2025. We encourage you to post consistently on social media throughout May to keep the message of always looking twice for motorcycles at the top of people's minds and social feeds.

The PSAs we are providing include SRT files for captioning. Many platforms, such as Facebook, allow an SRT file to be uploaded along with the video so that viewers can read what is being said should they have the sound off or a hearing impairment. If you have any questions about how to use these files, or any of the assets provided, please do not hesitate to contact us.

DO NOT ALTER CREATIVE. All creative in this toolkit has been approved by TxDOT and should not be altered in any way other than including your agency hashtag to the required hashtags below.

**Please always include the required hashtags below
when sharing campaign messaging:**

[#LookTwice](#) or [#MiraDosVeces](#),
[#ShareTheRoad](#) or [#ComparteElCamino](#)
and [#DriveLikeATexan](#) or [#ManejaComoUnTejano](#)

Suggested Social Media Posts

The following slides contain suggested social media posts to use during Motorcycle Awareness Month. You can find the videos and captioning (SRT) files in the [online toolkit](#).

Here is our suggested posting schedule:	
"Good Driver"	05/01/25 – 05/31/25
"Gaga"	05/01/25 – 05/31/25
"Invisible"	05/01/25 – 05/31/25
"Pictures"	05/01/25 – 05/31/25

Suggested Social Media Post – Good Driver

VIDEO: Good Driver (*English or Spanish*)

TEXT:

Look twice for motorcycles. 🧐 🏍️ Motorcycles can be hard to see, and riders rely on drivers to help protect them. Make sure you give motorcycles room to ride and yield to them at intersections. [#LookTwice](#) [#ShareTheRoad](#) [#DriveLikeATexan](#)

SPANISH:

Mira dos veces para ver las motos. 🧐 🏍️ Puede ser difícil ver las motos, y los motociclistas dependen de los conductores para que los protejan. Deja suficiente espacio a las motos y cédeles el paso en las intersecciones. [#MiraDosVeces](#) [#ComparteElCamino](#) [#ManejaComoUnTejano](#)



Suggested Social Media Post – Gaga

VIDEO: Gaga (*English or Spanish*)

TEXT:

Don't you just love how it feels when we keep our roads and riders safe by looking twice for motorcycles? It's a wonderful feeling. [#LookTwice](#) [#ShareTheRoad](#)
[#DriveLikeATexan](#)

SPANISH:

¿No te encanta lo que se siente cuando mantenemos seguros nuestros caminos y a nuestros motociclistas mirando dos veces para ver las motos? Es una sensación maravillosa. [#MiraDosVeces](#) [#ComparteElCamino](#)
[#ManejaComoUnTejano](#)







Suggested Social Media Post – Invisible

VIDEO: Invisible, :15 or :30 (*English or Spanish*)

TEXT:





Motorcycles can be hard to see—always look twice. Use these tips to help keep riders on the road safe:

-  When turning left at an intersection, let an oncoming motorcycle pass first.
-  Check blind spots and use your turn signal when changing lanes.
-  Give motorcyclists a full lane.
-  Stay back. Motorcyclists can slow by downshifting, which doesn't activate their brake light.

[#LookTwice](#) [#ShareTheRoad](#) [#DriveLikeATexan](#)

SPANISH:

Puede ser difícil ver las motos. Siempre mira dos veces. Usa estos consejos para mantener seguros a los motociclistas en el camino:

-  Al dar vuelta a la izquierda en una intersección, deja que pase primero la motocicleta que viene en sentido contrario.
-  Revisa los puntos ciegos y usa las luces direccionales al cambiar de carril.
-  Déjales un carril completo a los motociclistas.
-  Mantén distancia. Los motociclistas pueden reducir la velocidad bajando cambios, lo que no activa las luces de los frenos.

[#MiraDosVeces](#) [#ComparteElCamino](#) [#ManejaComoUnTejano](#)



Suggested Social Media Post – Pictures

VIDEO: Pictures, :15 or :30 (*English or Spanish*)

TEXT:

On average, one motorcyclist is killed on Texas roads every day. Texans, do your part to change that. Expect to encounter motorcycles, give them room to ride and yield to them at intersections. Looking twice could save a life. [#LookTwice](#)
[#ShareTheRoad](#) [#DriveLikeATexan](#)

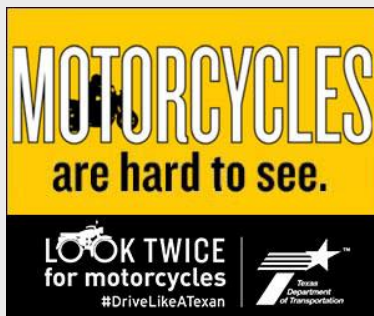
SPANISH:

En promedio, cada día muere un motociclista en los caminos de Texas. Tejanos, pongan de su parte para cambiar esto. Esperen encontrar motos en el camino, déjenles espacio para circular y cédanles el paso en las intersecciones. Mirar dos veces puede salvar una vida. [#MiraDosVeces](#) [#ComparteElCamino](#)
[#ManejaComoUnTejano](#)



Campaign Graphics and Blog Post

We encourage you to use the animated and static graphics below anyplace you choose to promote the campaign. We have also provided a long-form written post that can be used in a newsletter or blogpost. Download the full files in the [online toolkit](#).



Instagram Stickers

We encourage you to post to your Instagram Story and include our gif stickers during this campaign. You can find the .gif files in the [online toolkit](#) or by searching “TxDOT” on Instagram Stickers.



Facebook Profile Cover Images

We encourage you to update your Facebook page using one of the profile cover images below during this campaign. You can find the image files in the [online toolkit](#).



Questions?

Nancy Winn, CTCM

Program Manager – Public Participation & Engagement Coordinator

Traffic Safety Division – Behavioral Traffic Section

Nancy.Winn@txdot.gov

State iPhone: (512) 979-0178