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| # | IMAGE | TEXT | PLATFORM |
| 1 |  | It’s BUPD Day! We’re challenging all drivers to ditch the distractions while driving. Two simple actions can save lives by buckling up and if you’re driving, putting your phone down. Help us end roadway fatalities. #BUPD #BUPDDAY | Facebook, X, Instagram |
| 2 | Use photo of Coalition members (Bridget, Danielle, Angie and Reva) | Our goal for BUPD Day is to continue working towards a day with zero roadway fatalities. It’s possible, but it takes all of us doing our part. The Southeast Coalition for Roadway Safety is asking you to pledge to do better behind the wheel, so that we can all get home safely and encourage your loved ones to do the same. Take the #BUPD pledge at modot.org/bupd #BUPD #BUPDDAY | Facebook, X, Instagram |
| 3 | BUPD Day Goal Video | Three people die on Missouri’s roads every day, which is why ‘Buckle Up Phone Down’ is more than a catchphrase. It could be the reason you make it back home to your family. Make the responsible choice; buckle up, and if you’re driving, put your phone down. #BUPD #BUPDDAY | Facebook, X, Instagram |
| 4 | Use photo of Advance & Hayti High School BUPD Signs | Thank you to Advance and Hayti High Schools for helping us spread the word to #BUPD on #BUPDDay!  Take the #BUPD pledge at modot.org/bupd | Facebook, X, Instagram |
| 5 | A hand holding a phone  Description automatically generated | Safety is the biggest reason to put your phone down when you’re driving. But now, you can be ticketed and fined, too! Keep your attention on the road to keep our roadways safer, together. #BUPD | Facebook, X, Instagram |
| 6 | [Square Version of “Officer Explains” Video](https://drive.google.com/open?id=1s-VGqX9u-ZTmVVopludEanMyGTaQBVUz&usp=drive_fs)  A person in a uniform  Description automatically generated | There is no message, pic or video that can’t wait. Put your phone down while driving to keep yourself and everyone else on the roads safe. #BUPD | Facebook, X, Instagram |
| 7 | A police car with flashing lights  Description automatically generated | Officers across Missouri want you to get home safely. Put your phone down and do your part to help everyone get home safely. | Facebook, X, Instagram |
| 8 | [:15 Video](https://drive.google.com/open?id=1iFv5Bg8KY2XZ3SAsf3t1rxdmHCD1MChK&usp=drive_fs) | Keep Missouri’s roads safe for ALL users. Put your phone down while driving. Hands-Free Law is in effect now, and tickets start January 1! | Facebook, X, Instagram |
| 9 | [Square Version of “Is that text worth” Video](https://drive.google.com/open?id=1LjW91RO2rvGaDJclfWo5ncV2cqXQAwc6&usp=drive_fs)  A blurry background with white text  Description automatically generated | Taking your attention off the road for ANY amount of time is never okay. There are lives at stake. Keep your phone down while driving. It’s the law. #BUPD | Facebook, X, Instagram |
| 10 | [Officer Interview](https://drive.google.com/open?id=1DdKw7mtcorKFB_TZtTmE8l-o70NtHWR0&usp=drive_fs) | There is nothing more important than keeping your attention on the road while driving. And now, you can be ticketed if you don’t follow the law. | Facebook, X, Instagram |

**SPANISH GRAPHIC**

Caption: No hay nada más importante que mantener la atención en la carretera mientras se conduce. Y ahora, te pueden multar si no sigues la ley.

A police car with flashing lights

Description automatically generated

Headline: Es la Ley