Twitter

*Target Setting Phase – beginning of the year through August*

* Your State is making New Year's resolutions by setting safety performance targets for this year. Learn more: LINK
* Give [STATE’S] safety goals a road map. Choose your course at: LINK
* Set performance targets and make [STATE’S] roadway safety dream a reality. Set your goals at: LINK

*Performance Phase – throughout the year*

* How many lives will you save in 20XX? Set a goal, make it a reality. Set your safety performance targets here: LINK
* Write your team a commendation dated 20XX. How many lives will you have saved? See how our safety performance targets measure up here: LINK
* Do you drive with safety in mind? [STATE] is working to lower fatality and injury numbers – and your decisions make a difference! LINK
* Keys, wallet, cape… Be a superhero behind the wheel! Learn how to help [STATE] save XX lives and prevent XXX injuries this year: LINK
* Be the change you want to see in that other driver. Learn how to help [STATE] save XX lives and prevent XXX injuries this year: LINK

*Achievement Phase – after determinations are finalized*

* What gets measured gets done. We reached our lifesaving targets on [STATE’S] roadways this year! See for yourself: LINK
* The results are in. [STATE] [DID/DID NOT] achieve last year's safety performance targets. LINK *(Attach image of dashboard)*