

COLLEGE TAKEOVER

You've been selected to participate in U in the Driver Seat's College Takeover where you have the chance to be the voice of UDS for a day! Below are a couple guidelines we request you follow, as well as some suggestions to get you going on social.



GUIDELINES

- Once given the login information and password, keep this information private and for your use only.
- Post to your designated social media platform on behalf of UDS on the specific date assigned.
- **Think PG:** Do not post any foul, political, or derogatory images or text. **Good rule of thumb: If you think it could possibly be taken out of context or you're questioning posting it, then don't post it.**
- The one person approved to post to UDS's social media, is the only person allowed to post during College Takeover. If UDS finds out the login information was shared with other team members, peers, or friends, UDS has the right to revoke further privileges for that school to participate in College Takeover.
- College Takeover IS NOT an outlet to share your day to day routine. UDS will allow you some (2-3) non-traffic safety related posts, but please keep these to a minimum. **Our main purpose is to share what's happening at UDS affiliated schools and get a student's perspective on driver safety.**
- You are allowed to respond to comments (not direct messages) via UDS's social media channels. However, only positive/uplifting comments should be responded to in a professional manner. Do not engage in negative or derogatory chatter on social media.

SUGGESTIONS FOR A SUCCESSFUL TEEN TAKEOVER

- **Take It Over, Your Way.** The day of your takeover, let our audience know you're taking over UDS's social media channel. Do this by snapping a selfie, giving a brief bio, video what school you represent, and/or tell our followers why you're spreading the safe driver message.
- **GET CREATIVE!** Social media provides multiple outlets to get the message out there: photo, video, drawings, and creative writing. We suggest you mix it up and show us what safe driver outreach you have going on that day.
- **Tell a story.** If you've planned a safety event at your school, tell us how you and your team came up the idea from beginning to end.
- **INTERVIEWS!** Come up with some interesting driver safety questions and ask your UDS team or peers to be interviewed. It could be a simple question like, do you text and drive? OR something more thoughtful, like did you know 33% of young driver and passenger deaths occur in speed related crashes? (and capture their reaction)
- **Be a reporter for the day.** News media is changing and in this day and age reporters now share what's happening in the moment on their social media channels. Try doing the same on UDS's channel. Give us updates, talk to people, take pictures and video, and don't be shy to get in front of the camera.

In case of an emergency or if you have any questions, please call or text:

Gaby Medina | Cell: (803) 553-1003

