

ILLINOIS STATE POLICE

ROAD RAGE SOCIAL MEDIA TOOL KIT



Illinois State Police Road Rage Social Media Tool Kit

Purpose: The Illinois State Police is launching a new Road Rage campaign. The purpose of this campaign is to decrease violence on the expressways.

Approved messages to post with images:

Road rage shootings are on the rise. If you encounter road rage, don't engage. You won't like where it takes you.

Road rage shootings are on the rise.

ISP data show expressway shootings related to road rage increased 83% from 2021 to 2022.

Road rage is their problem. Don't make it yours by reacting.

Road rage is dangerous behavior. It can put you and other drivers in a deadly situation. We are here to help!

If you see aggressive and dangerous behavior on the highway, call 911.

Road rage can lead to crashes, altercations, or evening shootings. Don't let your emotions get the best of you. Think before you react.

Road rage is not a game.

Hashtags:

#SafeDrivingSavesLives

#ArriveAlive

#RoadRageSafety

Social Media Graphics

Use your logo and our Road Rage campaign visuals to make your social media posts on Facebook, X, and Instagram. Stand out by adding visuals, like photos and videos to your posts.

Download and edit the templates at <https://www.isp.illinois.gov/TrafficSafety/RoadRage>

