



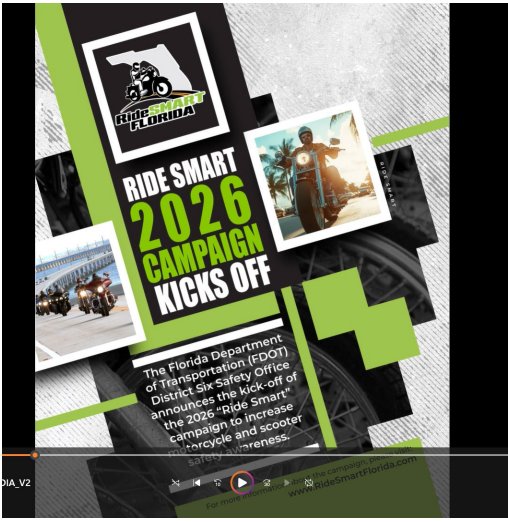
Ride Smart Florida Campaign 2026 Social Media Schedule – Facebook, Twitter, and Instagram

BACKGROUND INFO

Objectives: The “Ride Smart Florida” campaign is an initiative by the Florida Department of Transportation (FDOT) aimed at promoting safe motorcycle and scooter driving practices in the state of Florida. This year, the campaign will also promote safety awareness for the use of micromobility devices, such as electronic bicycles (e-bikes) and electronic scooters (e-scooters). This effort will take place throughout District Six, which encompasses Miami-Dade and Monroe counties and will run from May 2026 through end of June 2026.

Content Schedule

Note: posts to be dynamic

Content	Photo
<i>Date – May 8, 2026</i> Facebook, X, and Instagram: May is Motorcycle Awareness month! Ride Smart Campaign Kicks off! Motorists! Share the road, check blind spots, and "look twice" for motorcycle riders #RideSmartFL #gethomesafe	Post 1 – Campaign kick-off post 

Date – May 15, 2026

Facebook, X, and Instagram:

Watch out for scooters!

Scooters can be hard to see, especially in blind spots.

Assume they're closer than they appear Allow more space

Drive smart, save lives

Learn more at ridesmartflorida.com.

#RideSmartFL #gethomesafe

Post 2



Date - May 22, 2026

Facebook, Twitter, and Instagram:

Motorcyclists: Ride safe this Memorial Day weekend.

Gear up (helmet, gloves, jacket) Obey traffic laws, Stay visible, No distractions

Enjoy the freedom—ride responsibly!

#RideSmartFL #letsgeteveryonehome

Post 3



Date – May 29, 2026

Facebook, X, and Instagram:

Riding a motorcycle isn't like driving a car.

Learn the skills. Get trained. Stay safe.

ridesmartflorida.com

"The best protection is preparation."

#RideSmartFL #gethomesafe

Post 4



Date – June 5, 2026

Facebook, X, and Instagram:

Did you know?

Scooters over **50cc** require a **Class E license** to operate in Florida.

Know before you ride.

ridesmartflorida.com

#RideSmartFL #gethomesafe

Post 5



Date – June 12, 2026

Facebook, X, and Instagram:

Protect your ride—and your life.

Always wear a DOT-compliant helmet when riding.

Be smart. Be seen. Be safe.

#RideSmartFL #gethomesafe

Post 6



Date – June 19, 2026

Facebook, X, and Instagram:

Drivers, check twice!

Motorcyclists may be closer than they appear.

Stay alert. Share the road.

#RideSmartFL #gethomesafe

Post 7



Date – June 26, 2026

Facebook, X, and Instagram:

Nothing beats the open road.

But hey—no need to speed.

Your bike's already cool enough.

#RideSmartFL #gethomesafe

Post 8

