



Alert Today Alive Tomorrow Campaign 2026 Social Media Schedule – Facebook, Twitter, and Instagram

BACKGROUND INFO

Objectives: To expand FDOT’s Central Office’s *Alert Today, Alive Tomorrow* campaign in a tailored effort for District Six. The campaign is intended to increase awareness of the dangers of crossing outside of a crosswalk and drivers not yielding to pedestrians when making turns. In addition, to create area-specific campaigns and perform public outreach efforts as needed to educate the public about the importance of pedestrian and bicycle safety in Miami-Dade and Monroe counties.

Content Schedule

Content	Photo
<i>Date - July 10, 2026</i> Facebook, Twitter, and Instagram: Safety Campaign Alert Today, Alive Tomorrow launches this month! <i>Every Trip, Every Time — Safety First!</i> #alerttodayflorida	 The graphic features a blue background with a red and white circular logo at the top left that says 'ALERT TODAY' and 'ALIVE TOMORROW' around the FDOT logo. Below the logo, the text 'Alert Today Alive Tomorrow Campaign Kick-Off' is written in white. A blue banner at the bottom left contains the text 'Every Trip, Every Time — Safety First'. On the right side, there is a photo of a group of people standing on a city street crosswalk. At the bottom, there is a red banner with the FDOT logo, the 'ZERO' logo, and the text 'For additional information, visit: www.alerttodayflorida.com'. Post 1
<i>Date - July 17, 2026</i> Facebook, Twitter, and Instagram: Drivers, keep your eyes open! It’s Summer and the kids are out playing outside!	



Every Trip, Every Time — Safety First!
#alerttodayflorida

Date - July 24, 2026

Facebook, Twitter, and Instagram:

Keep your eyes peeled and drive carefully especially when turning right or left!

Every Trip, Every Time — Safety First!

#alerttodayflorida



Post 2



Post 3

Date – July 31, 2026

Facebook, Twitter, and Instagram:

Watch out! Summer is here — kids are playing outside!

Every Trip, Every Time — Safety First!

#alerttodayflorida



Post 4

Date – August 7, 2026

Facebook, Twitter, and Instagram:

Be predictable. The road belongs to all of us.

Every Trip, Every Time — Safety First!

#alerttodayflorida



Post 5

Date – August 14, 2026

Facebook, Twitter, and Instagram:

Don't forget to stop for school buses — kids are crossing the street!

Every Trip, Every Time — Safety First!

#alerttodayflorida



Post 6

Date - August 21, 2026

Facebook, Twitter, and Instagram:

Stay off the phone when driving in school zones!

Every Trip, Every Time — Safety First!

#alerttodayflorida



Post 7

Date - August 28, 2026

Facebook, Twitter, and Instagram:

The safest way to cross the street is to use a crosswalk! Be aware!

Every Trip, Every Time — Safety First!

#alerttodayflorida



Post 8

Date - September 4, 2026

Facebook, Twitter, and Instagram:

Traffic laws cannot help if you do not obey them!

Every Trip, Every Time — Safety First!

#alerttodayflorida



Post 9

Date - September 11, 2026

Facebook, Twitter, and Instagram:

Keep your eyes on the road!

Every Trip, Every Time — Safety First!

#alerttodayflorida



Post 10

Date - September 18, 2026 Facebook, Twitter, and Instagram: Whether you're driving a car, riding a bike, scooter or hoverboard or just walking, obey the rules! <i>Every Trip, Every Time — Safety First!</i> #alerttodayflorida	 Every Trip, Every Time — Safety First When DRIVING, BICYCLING, WALKING, SCOOTERING or HOVERBOARDING... pay attention, read the signs and obey the laws. In Florida, bicycles are vehicles with all the rights and responsibilities as motorists on the roads. FDOT ZERO For additional information, visit: www.alerttodayflorida.com Post 11
Date – September 25, 2026 Facebook, Twitter, and Instagram: Take those extra steps and use a crosswalk! <i>Every Trip, Every Time — Safety First!</i> #alerttodayflorida	 Pedestrians Stay Safe at Crosswalk FDOT ZERO For additional information, visit: www.alerttodayflorida.com Post 12
Date – September 30, 2025 (Wednesday) Facebook, Twitter, and Instagram: Watch the fun moments with the Alert Today, Alive Tomorrow team engaging with our community of walkers, bikers and drivers! Sharing safety tips at events has been a blast! <i>Every Trip, Every Time — Safety First!</i> #alerttodayflorida	Social Media Video Reel Post 13