



## **Social Media Copy for Automobile Dealerships Participating in the Put the Brakes on Litter Campaign**

In your marketing kit, you will find social media graphics communicating best practices for preventing roadside litter. Below is sample social media copy. Please post the copy with the appropriate graphic.

### **Secure Your Load Graphic**

Items that fall from an unsecured load are considered litter. Consequences of unsecured loads include collisions, injuries, and even fatalities. Do your part to #PutTheBrakesOnLitter and secure your load with rope, straps, netting, and/or a tarp. @KeepLouisianaBeautiful

### **Keep Your Truck Bed Clean Graphic**

Trash or debris in the bed of your truck can easily fly out and become litter. Do your part to #PutTheBrakesOnLitter! Make sure your truck bed is always clean before driving. @KeepLouisianaBeautiful

### **Keep a Bag for Trash in Your Car Graphic**

You can help prevent roadside litter by keeping a bag for your trash in your car. Do your part to #PutTheBrakesOnLitter! @KeepLouisianaBeautiful

### **Use a Pocket Ashtray**

Don't let your cigarette butts become litter... Protect wildlife and the environment by using a pocket ashtray. #PutTheBrakesOnLitter @KeepLouisianaBeautiful

## **Report Littering**

Littering is illegal. If you see someone littering, report them to Louisiana's litter hotline at 855-La-Litter. Make sure to share the violator's plate information and vehicle make. Report responsibly, don't dial while driving. #PutTheBrakesOnLitter @KeepLouisianaBeautiful