



Motorcycle Safety Facebook Campaign 2016

March - September





About the toolkit

This toolkit provides:

- Background information about the campaign
- Advice on how you can support the campaign
- Examples of content and copy that you can share
- Contact details



About the campaign

- Motorcyclists account for a very small percentage of road traffic in Great Britain (1% in 2014) yet they are the most at-risk user group. In 2014, there were 339 fatalities and 5,289 seriously injured reported casualties.
- Therefore, motorcyclists' safety remains a high priority for THINK! and we are launching a social-media led campaign from March - September.
- This campaign will re-use content that we have created in recent years such as our 'Never Too Good' episodes, featuring superbike racer Chaz Davies and comedian Alan Davies, and our 'Perfect Day' advert.
- Over the course of the summer, our campaign will encourage motorcyclists to sign up to extra training, wear the right protective gear and encourage riders to reduce their speed on country roads. We will also be encouraging drivers to take longer to out look for bikes, specifically at junctions.



Audience

Our target audience is all motorcyclists, with a core of male hobbyist riders aged 30-59 years.

- In 2014, this age group accounted for 59% of all motorcyclist fatalities.
- Male hobbyist riders are engaged with motorcycling and the motorcycling community and are therefore, easier to target on social media.

We will not be actively targeting young male riders who often ride for practical reasons and are less likely to engage with the motorcycling community and our campaign.





Campaign objectives

Objective: Contribute to a reduction in the number of motorcyclists killed and seriously injured (KSIs) on our roads by:

- 1. Increasing the number of motorcyclists completing further training**
Research shows that advanced motorcyclist training can lead to safer riding styles that are not acquired by experience alone. Motorcyclists with advanced training tend to ride at slower speeds with better road positioning and reaction times.
- 2. Encouraging motorcyclists to buy/wear the correct protective gear**
Motorcyclists are very exposed with relatively little protection beyond clothing. It is essential for motorcyclists to wear the right protective gear - in all weather conditions.
- 3. Encouraging riders to reduce their speed on country roads**
Despite rural roads accounting for 43% of motorcycle traffic, they account for 70% of motorcyclist fatalities. They have a much higher average speed than urban roads and are often narrow with blind bends, dips and potential unseen hazards. Of the 339 motorcyclist fatalities in 2014, 58% occurred on a rural road at a bend.
- 4. Encourage drivers to look out for bikes at junctions**
The most common contributory factor allocated to vehicles (cars and light vans) involved in accidents with motorcyclists is 'failed to look properly', often at a junction.

1. Increasing the number of riders completing further training

To encourage bikers to sign up to extra training, we will make it:

- **Easy**
By promoting clear information on how to sign up to extra training.
- **Attractive**
We are providing incentives such as discounts on training and insurance. In our Facebook posts, we will also show that completing extra training is fun rather than arduous or boring.
- **Social**
We will provide case studies to show that other bikers complete extra training and show the fun and social side of training.
- **Timely**
We are providing this information at the beginning of spring when riders are thinking about getting back on their bike after winter.

We will be promoting discounts with the following training and insurance providers:



10% 'Skills for Life' discount using the code: THINK10



5% 'Advanced Rider training' discount using the code: THINK!16



10% discount when you have completed further training. Use the code: THINK
<http://www.devittinsurance.com/think/>



10% discount when you have completed further training. Use the code: THINK
<http://www.carolenash.com/think-bike-offer>

If you offer a motorcycle training course that you would like us to promote or could offer a discount, please get in touch!

2. Encouraging motorcyclists to wear the correct protective gear

We will encourage bikers to wear the right protective gear by making it:

- **Easy**
We will promote clear information on what to look for when buying protective gear.
- **Persuasive**
We will promote case studies that show the negative consequences of not wearing protective gear.
- **Social**
We will reinforce the positive social norm that the majority of motorcyclists wear the right gear every time they ride. We will encourage advocacy and peer-to-peer influence by promoting 'sharable' content.
- **Timely**
We will create specific posts for various weather conditions, where motorcyclists may be tempted to not wear the right gear (i.e. hot weather) and post this during applicable seasons.



We will promote the SHARP website to inform riders of how to choose the safest helmets available:

<http://sharp.direct.gov.uk/>



We will also promote the 'essential guide to protective gear for bikers' leaflet:

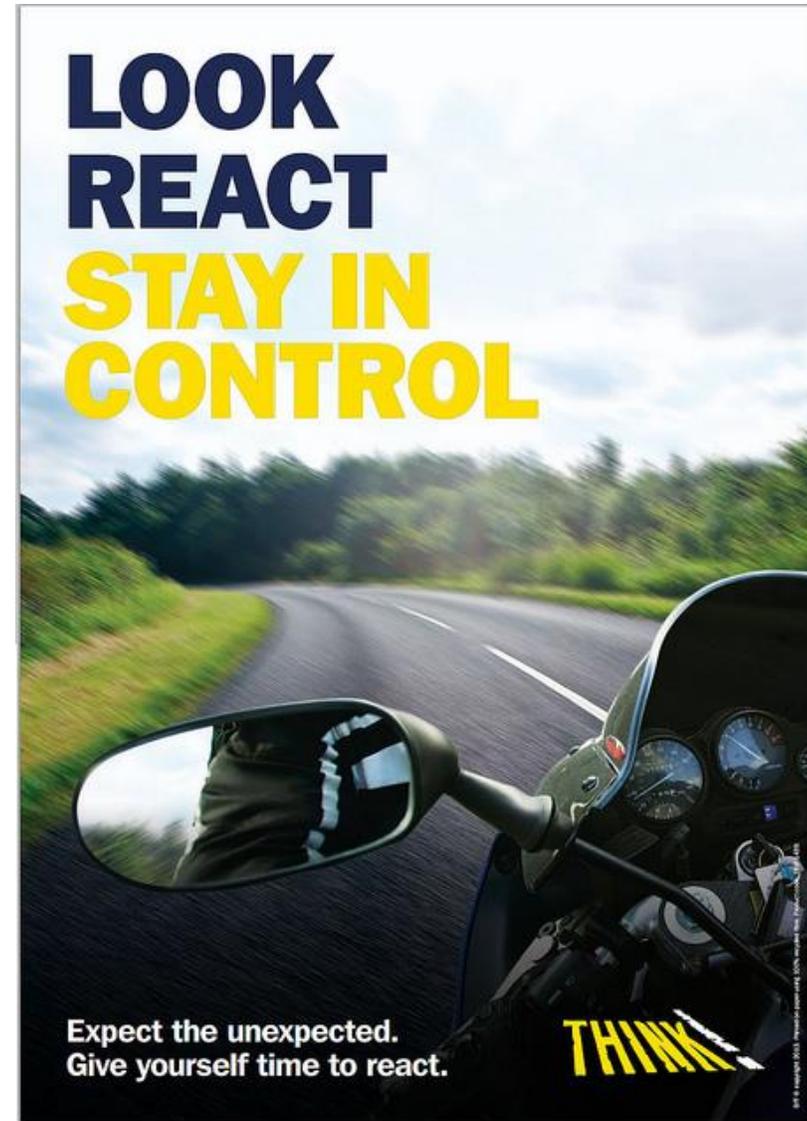
<http://bit.ly/1zQYeDm>

3. Encouraging riders to reduce their speed on country roads

Country roads have a much higher speed than urban roads and accidents are more likely to be fatal – they account for 70% of all motorcyclist fatalities.

In 2014, the most common contributory factor involved in single vehicle motorcycle accidents was 'loss of control' (41%), often at a bend.

We will encourage riders to anticipate hazards, particularly those that may lie around a bend, by slowing down to give themselves time to react.



4. Encourage drivers to look out for bikes at junctions

6 bikers are killed or seriously injured at junctions every day. The most common contributory factor is 'driver failed to look properly'.

Drivers claim to look at junctions, this behaviour is described as 'look but don't see'.

We will promote previous THINK! BIKER campaign messages and content encouraging drivers to 'take longer to look out for bikes' via our THINK! Twitter and Facebook channels.



Key messages

Encouraging bikers to sign up to extra training

- You're never too good, there's always more to learn
- Further training can make you safer and enhance your ride
- *#THINK #NeverTooGood*

Raising awareness of the danger of inappropriate speed on country roads

- Brake before the bend, not on it
- Slow down, give yourself time to react
- Look, react, stay in control
- *#THINK #CountryRoads*

Encouraging bikers to wear the right protective gear

Helmets

- When you think motorcycle helmet, *#THINK #SHARP*
- Whatever your price range check the fit, comfort and safety of your helmet before purchasing
- Each year, up to 50 lives could be saved, if bikers wore the safest helmets available to them
- *#THINK #SHARP*

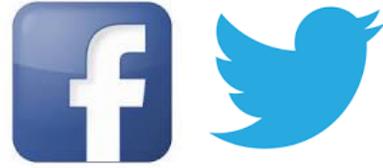
Gear

- If you come off your bike, proper motorcycle safety gear could save your life
- Whatever the weather, wear your safety gear
- *#THINK #GearSavesLives*

Encouraging drivers to 'look out for bikes' at junctions

- 6 bikers are killed or seriously injured at junctions every day
- Drivers, take longer to look out for bikes
- *#THINK*

Channels



- We will use promoted posts via the THINK! BIKER Facebook channel to reach our target audience.
www.facebook.com/THINKbiker
- We will use the general THINK! Facebook channel and THINK! Twitter channel when posting content encouraging drivers to 'look out for bikers'.
www.facebook.com/thinkroadsafety [@thinkgovuk](https://twitter.com/thinkgovuk)

Timings

Our first promoted post will be over the Easter bank holiday. We will be promoting last year's #NeverTooGood trailer video, encouraging bikers to sign up to extra training.

In each month, we will focus on the following themes:

March	extra training
April	extra training & country roads
May	extra training, country roads & correct safety gear
June	country roads & correct safety gear
July	country roads & correct safety gear
August	correct safety gear
September	country roads





How you can get involved

You can get involved in a number of ways:

- By sharing/re-tweeting our posts on your social media channels.
- By promoting the discounts available for extra training with the IAM and RoSPA and insurance discounts with Devitt and Carole Nash.
- You can also create your own posts by using our campaign messages and content available on our [YouTube channel](#) and [stakeholder download page](#). Please use the appropriate hashtags in any post (see slide 13).
- You can also order THINK! motorcycling resources, free of charge from our [THINK! shop](#).

Contact

If you are running a motorcycle campaign and would like to coordinate activity, please get in touch.

Likewise, if you have any case studies of riders who have completed further training, we'd love to hear them.

For any questions or further information please contact:

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