**Safe driving**

**Social media content calendar**

***Note: Markets to localise based on in-country guidelines and product offering; alternatively just use the content to promote safe driving.***

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|  | **Proposed copy** |
| 1 | A panel of experts chat about Vitality’s bold goal to build a world of great drivers and safer roads 🚘  Here’s what we explored: **LINK TO ARTICLE: BUILDING A WORLD OF BETTER DRIVERS AND SAFER ROADS – WITH VITALITY DRIVE**  #LiveLifeWithVitality |
| 2 | 💡 DID YOU KNOW that taking regular rest breaks can make you a better, safer driver?  #LiveLifeWithVitality  \_\_  *Ref creative image: Top tip to keep fresh and alert on the road* |
| 3 | TODAY’S TOP TIPS FROM VITALITY DRIVE:   * Do a multi-point safety check (brakes, tyres, shock absorbers) * Have a spare tyre in case of a breakdown * Make sure you have the right car insurance for your needs   #LiveLifeWithVitality |
|  | *Destination – picked.*  *Holiday – paid.*  *Luggage – packed.*  Now, it’s just about getting there safely.  Start your road trip planning with our Vitality Drive checklist: **LINK TO ARTICLE: PLANNING A ROAD TRIP? START WITH OUR VITALITY DRIVE CHECKLIST**  #LiveLifeWithVitality |
| 4 | Using your phone while driving = inattention blindness. This is where you fail to notice things around you because your attention is elsewhere.  More Vitality Drive safety tips here: **LINK TO ARTICLE: SAFER DRIVERS = SAFER ROADS: 4 WAYS YOU CAN HELP**  #LiveLifeWithVitality  \_\_  *Ref creative image: Inattention blindness* |
| 5 | Good driving behaviour  = safer roads  + greater rewards  Driving well can help you feel more confident in the driver’s seat, which in turn can help you to feel safer and more relaxed when driving.  #LiveLifeWithVitality |
| 6 | DID YOU KNOW: If your sensor detects you’ve had a crash ⚡ you’ll get an alert on your phone asking to confirm whether you’re alright. We can then send help to your location as quickly as possible.  #LiveLifeWithVitality |
| 7 | It’s something that no one wants to experience, yet around the world there are millions of car accidents every year. If the unexpected happens, you need to be prepared. Let us help: **LINK TO ARTICLE: VITALITY DRIVE TIPS IN CASE OF AN ACCIDENT**  #LiveLifeWithVitality  \_\_  *Ref gif: Vitality Drive tips in case of an accident* |
| 8 | Reasons to join Vitality Drive:  ✅ Improve your driving with us  ✅Achieve weekly drive goals  ✅Earn great rewards  ✅ Save on your insurance premium  #LiveLifeWithVitality  \_\_  *Ref creative image: Reasons to join Vitality Drive* |
| 9 | Driving with kids, especially young ones? This can be distracting for you as the driver.  If safety (and sanity!) are priorities for your next family road trip, here are some Vitality Drive recommendations to keep kids entertained in the car: **LINK TO ARTICLE: ARE WE THERE YET? 5 WAYS TO KEEP KIDS ENTERTAINED IN THE CAR**  #LiveLifeWithVitality |
| 10 | The psychology of driving? 6 ways to stay stress-free 🧘‍♂️ on the roads.  1️⃣ Ditch your phone  2️⃣ Keep your emotions in check  3️⃣ Entertain the little ones  4️⃣ Soothe your mood with music  5️⃣ Use innovative in-car technology  6️⃣ Monitor your behaviour  #LiveLifeWithVitality |