



The New Jersey Department of Children and Families – Car Seat Safety Social Media Toolkit

Overview

The New Jersey Department of Children and Families is raising awareness about car seat safety and helping families in NJ access free resources that can protect children every time they travel in a car.

Motor vehicle crashes remain a leading cause of death for children ages 1-13 in the United States. Choosing the right car seat, using it correctly, and ensuring it fits a child's age, height, weight and developmental stage can significantly reduce the risk of serious injury.

One of the most effective ways to reach parents, caregivers, grandparents, and families is through social media.

In addition to providing car seat information and resources, DCF offers **free car seat safety check events throughout New Jersey during the summer months**, connecting families with certified child passenger safety experts who can answer questions, inspect installations, check for recalls, and help ensure children are riding as safely as possible.

We invite our partners, stakeholders, schools, healthcare providers, community organizations, and local agencies to help share these important safety messages throughout the year.

Key Messages

- **Keeping Kids Safe on Every Ride**
 - o The right car seat, used the right way, can help children stay safe.
- **Children Grow & Car Seats Change**
 - o As children grow, they move through different car seat stages. Following height, weight, and developmental guidelines helps ensure the best fit for their car seat.
- **Free Car Seat Checks are Available This Summer!**



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- DCF certified child passenger safety experts are available to help families install, inspect and adjust their car seats during the summer season.
- **Register Your Car Seat to Stay Up To Date**
 - Registering your car seat helps make sure you receive important recall and safety information, even if you want to donate the car seat in the future

Free Car Seat Safety Checks

The New Jersey Department of Children and Families hosts free car seat safety check events throughout the summer season to help families keep children safe on every ride. At these events, **certified Child Passenger Safety Technicians** (CPSTs) provide one-on-one guidance and support for parents, caregivers, grandparents, and anyone who transports children.

During a safety check, experts can:

- Check car seat installation and ensure harnesses fit properly
- Review recalls and expiration dates of owned and purchased car seats
- Recommend the appropriate car seat based on a child's age, height, weight, and developmental stage
- Answer any questions about car seat safety and best practices

Car seat safety checks take approximately 20-30 minutes to complete at no cost to families. Partners are encouraged to share information about upcoming car seat safety check events throughout the summer to help connect New Jersey families with these free resources.

Find an event in New Jersey near you: <https://www.nj.gov/dcf/public-information/campaigns/car-seat-safety.shtml>



Social Media Posts

The following posts can be mixed and matched across Facebook, Instagram, LinkedIn, Threads, and other social media platforms:

GRAPHIC: KEEP KIDS SAFE ON EVERY RIDE



SINGLE GRAPHICS 1080 x 1350

Option 1: Parent Angle

🚗 Every parent wants to keep their child safe on the road.

One of the simplest ways to help protect children in a crash is by making sure they're riding in the right car seat and that it's being used correctly.

📄 Learn more at:
<https://www.nj.gov/dcf/public-information/campaigns/car-seat-safety.shtml>

Option 2: Safety Education Angle

✅ The right car seat + the right fit + the right use = safely getting to your destination.

👶 Car seats work best when they're appropriate for a child's age, height, weight, and developmental stage.

🕒 Take the time to choose and use the right seat. It can help reduce the risk of injury and keep kids safe on every ride.

📄 Learn more:
<https://www.nj.gov/dcf/public-information/campaigns/car-seat-safety.shtml>



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 **KEEP KIDS SAFE
ON EVERY RIDE**



FIND OUT MORE:



THE RIGHT CAR SEAT, USED THE RIGHT WAY,
CAN HELP CHILDREN STAY SAFE ON THE GO



 **KEEP KIDS SAFE
ON EVERY RIDE**



FIND OUT MORE:



THE RIGHT CAR SEAT, USED THE RIGHT WAY,
CAN HELP CHILDREN STAY SAFE ON THE GO



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GRAPHIC: FREE CAR SEAT SAFETY CHECKS GRAPHICS (SUMMER SEASON)



SINGLE GRAPHICS 1080 x 1350



Option 1: No Need to Guess Angle

🤔 You shouldn't have to guess whether your child's car seat is installed correctly.

New Jersey families can receive free help from certified technicians who can answer questions and help make sure car seats are installed safely.

👁️ Find a free car seat check near you: <https://www.nj.gov/dcf/public-information/campaigns/car-seat-safety.shtml>

Option 2: Myth Busting Angle

🤔 Think your child's car seat is installed correctly?

Many caregivers are surprised to learn that small installation mistakes can affect how well a car seat protects a child in a crash.

🆓 Free car seat safety checks by DCF car seat experts are available for New Jersey families.

💡 Learn more: <https://www.nj.gov/dcf/public-information/campaigns/car-seat-safety.shtml>



GRAPHIC: DO YOU KNOW WHICH CAR SEAT FITS YOUR BABY?



SINGLE GRAPHICS 1080 x 1350



Option 1: Growing Up Milestones Angle

👶 Kids don't stay little for long, and their car seat needs change as they grow.

A seat that fit perfectly a year ago may not be the safest choice today.

✅ Make sure your child is riding in the seat that best fits their age, height, development, and weight.

📖 Learn more: <https://www.nj.gov/dcf/public-information/campaigns/car-seat-safety.shtml>

Option 2: Quick Question Angle

🤔 Quick Question: Do you know which car seat style your child should be in right now?

Rear-facing. Forward-facing, booster seats, and seat belts all serve different needs as children grow.

👉 Knowing when it's time to change seats can help kids stay safer on every ride.

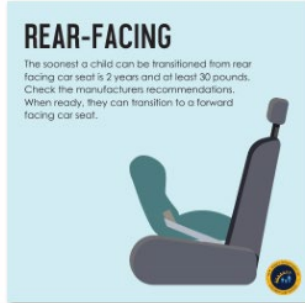
🔗 Find out more: <https://www.nj.gov/dcf/public-information/campaigns/car-seat-safety.shtml>



CAROUSEL: CAR SEAT MILESTONES



CarSeatSafety_1



CarSeatSafety_2



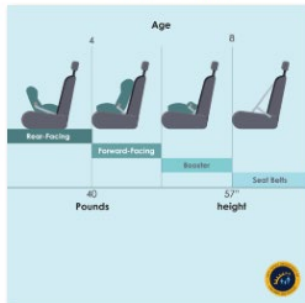
CarSeatSafety_3



CarSeatSafety_4



CarSeatSafety_5



CarSeatSafety_6

CAROUSEL (6 SLIDES) 1080 x 1080

Option 1: Parent/Caregiver Angle

🧒 Children grow up quickly, and their car seat needs change along with their developmental milestones.

Using the right car seat for your child's age, height, weight, and developmental stage can help them stay safe on every ride.

→ Swipe through to learn about each stage of car seat safety.

🔗 Learn more: <https://www.nj.gov/dcf/public-information/campaigns/car-seat-safety.shtml>

Option 2: Safety Education Angle

🧒 Did you know? Children move through 4 different car seat stages as they grow:

- ✓ Rear-Facing
- ✓ Forward-Facing
- ✓ Booster Seat
- ✓ Seat Belt

Each stage provides the safest fit and protection for a child's size and development.

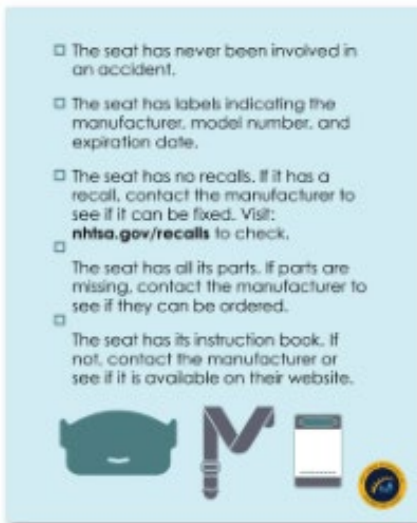
📖 Learn more: <https://www.nj.gov/dcf/public-information/campaigns/car-seat-safety.shtml>



CAROUSEL: USED CAR SEAT CHECKLIST



UsedCarSeatSafety-2_1



UsedCarSeatSafety-2_2

CAROUSEL (2 SLIDES) 1080 x 1350

Option 1: Parent/Caregiver Angle

♻️ Thinking about using a secondhand car seat?

Before you do, make sure to take a closer look. A used car seat may not be safe if you don't know its history.

Swipe to see our checklist in making sure the seat is safe to use before every ride.

📖 Learn more:
<https://www.nj.gov/dcf/public-information/campaigns/car-seat-safety.shtml>

Option 2: Safety Education Angle

⚠️ Not all used car seats are safe, even if at first glance it looks "fine."

Before using a previously owned seat, make sure:

- ✓ It has never been in a crash
- ✓ It has not expired and has no recalls
- ✓ All parts from previous owners are available
- ✓ The instruction manual is still available

When in doubt, don't use it without this research!

📖 Learn more:
<https://www.nj.gov/dcf/public-information/campaigns/car-seat-safety.shtml>