



Video Links:

<https://youtu.be/Kd2Vpp5oFUs> - PENGUINS

<https://youtu.be/CeJ6Nn1YqQ4> - BEARS

<https://youtu.be/CeJ6Nn1YqQ4> - MOOSE

Social media links:

https://twitter.com/snowhow_ca

<https://www.instagram.com/snowhow.ca/>

www.snowhow.ca (YouTube channel)

Tweets

General

- [Municipality name] is ready for winter weather – are you? This winter, use your #snowhow & stay safe on the roads. *Any video*
- [Municipality name] will clear about X km of roadway this winter. Are you ready for winter driving?
- [Municipality name] plows are standing by. Are you ready for the winter weather? Use your #snowhow & be safe on the roads. *Any video*
- ON municipalities clear snow from 290,000km every winter. Use your #snowhow and do your part to keep our roads safe www.snowhow.ca
- Use your #snowhow: drive according to weather conditions, not the speed limit. That means going slow in the snow.
- Speeding ahead of other cars in winter weather is a bad idea. This winter, go slow in the snow #snowhow *Moose video*
- Think you can get ahead of the pack by weaving in & out of traffic? Bad idea, especially on snow & ice. #snowhow *Penguin video*

Icy Weather

- It's slippery out there! Pack your patience, slow down, and don't be that guy. #snowhow *Penguin video*
- Temperatures are dropping & drivers should be extra careful on ice roads. Use your #snowhow and be nice on the ice. *Penguin video*
- Be nice on the ice this winter. Slow down and use your #snowhow when driving in winter weather. *Penguin video*
- Be nice on the ice and don't try to get ahead of the pack. You could end up like this guy. *Penguin #snowhow*

- Stopping distance on ice is DOUBLE that of a dry road. Give yourself extra time when driving on snow & ice #snowhow

Snowy Weather

- Go slow in the snow today & give yourself extra time. Use your #snowhow *Moose video*
- Heavy snow = poor driving conditions. Avoid the roads if you can, and if you can't, leave early #snowhow www.snowhow.ca
- Drive slow in the snow. Use your #snowhow & drive according to the weather, not the speed limit. *Moose video*

Snow Plow Safety

- Our plows are working their way through main arteries, then secondary routes & smaller roads. Remember to never pass a plow #snowhow *Polar bear video*
- What do you do if you're stuck behind a snowplow? Pack your patience. Passing a snowplow is almost always a bad idea #snowhow
- It's not a race, give snow plows space to get the job done. Use your #snowhow and stay safe on the roads this winter. *Polar bear video*
- Passing a snow plow is never a good idea. Don't end up like this guy. #snowhow *Polar bear video*
- Being stuck behind a plow is annoying, but a small price to pay for safe, clear roads. Never pass a plow. #snowhow *Polar Bear video*

Tweet Cards



DRIVE SLOW IN THE SNOW

Drive according to weather conditions, not the speed limit.

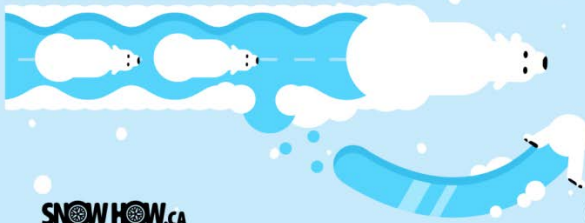


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IT'S NOT A RACE GIVE PLOWS SPACE

They can't see you and you can't see the road ahead.



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