



**BEEP
BEEP!
DAY**

WITH



**TIMMY
time**

TM

saving little lives

Social media toolkit

Organised by



Brake
the road safety charity



Helping young children learn about road safety

This simple toolkit will help you talk about Beep Beep! Days and why they are important to you and the children you support.

It will help you:

- Tell people why you are joining road safety charity Brake and taking part in a Beep Beep! Day
- Share important messages about why children need to be protected on roads
- Encourage others to take part in a Beep Beep! Day
- Raise vital funds to help families affected by road crashes.

If you have any questions, please email beepbeep@brake.org.uk

Beep Beep! Days are organised by Brake, the road safety charity, with support from Aardman Animations' Timmy Time.



About Beep Beep! Days

A Beep Beep! Day is a road safety day run by schools, nurseries, playgroups or childminders to teach important road safety basics to very young children (aged 2–7).

It's also a great opportunity to talk to parents and carers about how they can help keep young children safe around roads or campaign to address a local road safety issue.

Brake provides an action pack full of ideas and fun activities that focus on three important topics:

- Holding hands with a grown up when walking near roads
- Crossing roads at safe places with a grown up
- Using a child seat when travelling by car.



Why are Beep Beep! Days important?

Road safety is the perfect topic for activities that can really engage, protect and benefit young children. Even though they shouldn't walk or cycle independently, young children are still at risk of being hurt or killed when walking or cycling.

It's not nice to hear, but every day children are killed or seriously injured on our roads. In 2024, 572 children aged seven or younger were killed or seriously injured on roads in Britain; 322 of these were walking and 18 were cycling.

To find out more and encourage others to sign up, go to www.brake.org.uk/beep

*Department for Transport (2025) **Reported road casualties Great Britain, annual report: 2024 and supporting data sets.**



Social media toolkit



Tell other people about Beep Beep! Days

Images to share on social media

Download our images and share with parents and carers, the local community, other schools, nurseries or childminders. They will work on social media, in your emails and in print. English and Welsh versions are available.

To download these images, go to www.brake.org.uk/beep-action-pack

Square – for Instagram, Facebook or LinkedIn



English



Welsh

Vertical – for Facebook and Instagram stories



English



Welsh

Rectangle – for Facebook or LinkedIn



English



Welsh

Email header/footer



English



Welsh

Don't forget to tag [@brakecharity](https://www.instagram.com/brakecharity) on social media and use [#beepbeepday](https://www.instagram.com/brakecharity) [#roadsafety](https://www.instagram.com/brakecharity)

- Facebook - [facebook.com/brakecharity](https://www.facebook.com/brakecharity)
- Instagram - [instagram.com/brakecharity](https://www.instagram.com/brakecharity)
- LinkedIn - [linkedin.com/company/brake-the-road-safety-charity](https://www.linkedin.com/company/brake-the-road-safety-charity)

Social media toolkit



Tell other people about Beep Beep! Days

Sample social media posts

For educators

Before Beep Beep! Day

We're excited to take part in Beep Beep! Day with [@brakecharity](#) this March. On average, nine children aged 7 or under are killed or injured on roads in Britain every day and it's never too soon to start learning about road safety.

[Brake.org.uk/beep](#)
[#beepbeepday #roadsafety](#)

On 18 March we'll be taking part in [#beepbeepday](#) to teach our children important road safety skills with [@brakecharity](#) and Timmy Time characters.

[Brake.org.uk/beep](#)
[#beepbeepday #roadsafety](#)

On the day

Today the children are having fun and learning vital road safety skills for [@brakecharity](#) Beep Beep! Day. We have games, lessons and activities planned with Timmy Time characters to help us have fun while we learn.

[Brake.org.uk/beep](#)
[#beepbeepday #roadsafety](#)

We are very passionate about road safety and so today we're taking part in Beep Beep! Day with [@brakecharity](#) and Timmy Time to share important messages about walking, cycling and driving in the car.

[Brake.org.uk/beep](#)
[#beepbeepday #roadsafety](#)

After

Here are some photos of our children learning important road safety skills and having fun with Timmy Time characters from our Beep Beep! Day with

[@brakecharity](#).
[Brake.org.uk/beep](#)
[#beepbeepday #roadsafety](#)

At our Beep Beep! Day with [@brakecharity](#) and Timmy Time we learned important road safety skills like how to take care crossing the road and using our car seats.

[Brake.org.uk/beep](#)
[#beepbeepday #roadsafety](#)

For local authorities and family information services

Teach younger children vital road safety skills by taking part in Beep Beep! Day with [@brakecharity](#) on Wednesday 18 March. Sign up now for your free action pack.

[Brake.org.uk/beep](#)
[#roadsafety #beepbeepday](#)



[www.brake.org.uk/beep](#)

Photo permissions

We love to use photos of children taking part in a Beep Beep! Day on our website and social media channels to encourage other schools, families and organisations to take part in future events. We also like to use photos in our proposals and reports for organisations who help fund our projects - it's a great way to illustrate how people can get involved with road safety activities.

In accordance with our data protection policy, Brake will ensure all images are kept securely and will not pass these onto any third parties without written consent.

We need your written permission to be able to use your photos. To give us permission, please email your photos to beepbeep@brake.org.uk with the following information:

- I confirm that I own the copyright for the photos supplied and have permission from any people shown to share their image.
- I have permission from the parent/carer of children aged under 16 to share their image.
- I give permission for Brake to use the photos I have provided on its website and social media channels and in other publications as an example of how people get involved with road safety activities.

Name:

Job title:

Name of school or organisation:

Date:





Thank you

for taking part in a Beep Beep! Day
with Brake, the road safety charity



www.brake.org.uk/beep

Registered charity No.1093244

