



National Motor Vehicle
Theft Reduction
Council

POP. LOCK. STOP

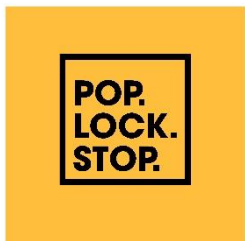
Social Media Kits

These examples are specifically for Twitter, noting the smaller character limit. Please remember to tag us (@carsafe) and include a relevant hyperlink so your followers know where to go for more information (whether it's our website or a campaign landing page). Any of the photos included in the social media kit can be used for these posts (the following are provided only as an example)



Example 1:

7 in 10 cars are stolen with their own keys. POP LOCK and STOP sneak theft. (promotional partner) and @carsafe are working together to highlight the simple steps you can take to reduce your risk. For more tips head to <http://carsafe.com.au/pop-lock-stop>



Example 2:

@carsafe and (promotional partner) want you to know preventing car theft is as simple as protecting your keys. POP keys out of sight LOCK all doors and windows & check everyone in the home is doing the same. STOP sneak theft.



Example 3:

Offenders sneak into homes through unlocked doors & windows to steal car keys. You can stop them. POP keys out of sight LOCK all doors and windows & check everyone in the home is doing the same. STOP sneak theft @carsafe @promotional partner handle

Facebook and Instagram Posts

There is 1x 15 second and 3 x 6 second cuts of the 45 second video designed for social media platforms. They are also included in the social media kit. We think these would be best utilised on facebook or instagram. Examples for these posts are below:

Did you know that 7 in 10 cars are stolen with their own keys? Offenders sneak into homes through unlocked doors and windows to access keys. It's called Sneak Theft. There are some simple steps you can take to stop them—

POP keys out of sight.

LOCK all doors and windows and ensure everyone in the home is doing the same.

STOP sneak theft.

(promotional partner), in partnership with the NMVTRC is highlighting the simple steps motorists can take to prevent vehicle theft and the importance of car security.

For more information head to (promotional partner information) or carsafe.com.au

Example 2:

Most of us rely on our cars. Having a car stolen is stressful, inconvenient, and costly. Offenders often sneak into homes through unlocked doors and windows to steal car keys. Follow some simple steps to safeguard your keys—

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak theft.

For more information visit (insert webpage here) or visit carsafe.com.au

We have a series of posts which can also be used on social media. We have determined due to the length of characters they would be better utilised on Facebook. They can accompany the 15 or 3 x 6 second videos or social media tiles.

Myth: Thieves are only interested in stealing luxury cars

Fact: Modern, mainstream cars are commonly the most stolen vehicles

What can you do to secure your car?

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak theft.

(promotional partner) and the NMVTRC are working together to show motorist just how easy it is to prevent car theft. For more information go to (insert webpage here) or visit carsafe.com.au

Myth: My vehicle is safe when at home

Fact: Thieves are stealing cars by sneaking into homes and taking the car keys.

What can you do to secure your car?

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak theft.

A joint initiative from @carsafe and (Promotional partner)

Myth: My car is secured with an immobiliser, so it will be safe.

Fact: Whilst immobilisers prevent hot-wiring, thieves are now getting hold of the car keys in order to steal the car

What can you do?

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak theft.

Myth: It won't happen to me

Fact: 1 in 174 Australian households fall victim to motor vehicle theft each year

What can you do? Its easy!

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak theft.

The NMVTRC and (promotional partner) are highlighting the simple steps you can take to reduce your chances of falling victim to motor vehicle theft. For more information visit (insert webpage here)

Myth: Vehicle theft isn't as important as other 'serious' crimes

Fact: Vehicles are stolen to facilitate other crimes such as armed robberies, burglaries or to trade for drugs

Remember-

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak theft.

For more information visit (insert webpage here)

Myth: I am insured so it doesn't matter if my car gets stolen

Fact: On average, victims of car theft incur \$5,000 in out of pocket expenses even if insured

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak theft.

For more information visit (insert webpage here)

A joint initiative from the NMVTRC and (Promotional partner)

Myth: Car theft is only a big city problem

Fact: In Australia, more than 1 in 3 vehicles are stolen from a non-metropolitan region

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak theft.

For more information visit (insert webpage here)

A joint initiative from the NMVTRC and (Promotional partner)

Myth: I always park my car in the garage or driveway, so it is safe.

Fact: 1 in 2 cars are stolen from the home by the thief gaining access to the car keys.

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak thefts.

For more information visit (insert webpage here)

A joint initiative from the NMVTRC and (Promotional partner)

Myth: Thieves will come looking for my keys if I don't leave them in an obvious spot.

Fact: Most car thieves actively avoid confrontation with homeowners. If a thief is unable to easily find the keys, they will simply move on.

POP keys out of sight.

LOCK all doors and windows and ensure everyone in your home is doing the same.

STOP sneak thefts.

(promotional partner) Is working with the NMVTRC to help reduce your risk of falling victim to vehicle theft