

| Date      | Topic                                            | Tweet                                                                                                                                                       | Instagram Post                                                                                                                                                                                              | Facebook Post                                                                                                                                                                                              | Image                                                                                                                                                                                                         | Notes                 |
|-----------|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| 8/25/2017 | US Rail Safety Week is coming                    | #DidYouKnow: Sept. 24-30, 2017 is U.S. Rail Safety Week! Learn more: <a href="http://bit.ly/USRSW17">http://bit.ly/USRSW17</a>                              | Join our mission to empower people to keep themselves safe around railroad tracks through #USRailSafetyWeek, Sept. 24-30, 2017! More info at <a href="http://oli.org/RSWeek">oli.org/RSWeek</a> #railsafety | We're on a mission to empower people to keep themselves safe around railroad tracks! Join us in celebrating #USRailSafetyWeek, Sept. 24-30. <a href="http://oli.org/RSWeek">oli.org/RSWeek</a>             | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW_LogoFINAL.png">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW_LogoFINAL.png</a> | RSW logo              |
| 8/26/2017 | Rail safety week Activities                      | We've got exciting activities planned during #USRailSafetyWeek, Sept. 24-30! Info: <a href="http://bit.ly/RSW-events">http://bit.ly/RSW-events</a>          | Learn more about #USRailSafetyWeek events at <a href="http://oli.org/RSWeek">oli.org/RSWeek</a> #seetracksthinktrain #railsafety #partnership                                                               | Check out the events we're planning with our #railsafety partners during #USRailSafetyWeek 2017! <a href="http://bit.ly/RSW-events">http://bit.ly/RSW-events</a>                                           | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW-poster.png">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW-poster.png</a>       | RSW poster            |
| 8/27/2017 | #USRailSafetyWeek Preview - Social launch day    | Get ready for the launch of #USRailSafetyWeek, Sept. 24-30 - share our hashtag and social graphics <a href="http://bit.ly/RSW-events">bit.ly/RSW-events</a> | Don't be a statistic! #USRailSafetyWeek Sept. 24-30 will educate communities about staying safe near #traintracks #USRailSafetyWeek                                                                         | Day 1 of U.S. Rail Safety Week, Sept. 24-30, will focus on social sharing. Use the #USRailSafetyWeek and #railsafety hashtags to raise awareness! <a href="http://bit.ly/RSW-events">bit.ly/RSW-events</a> | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/Every+3+Hours.png">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/Every+3+Hours.png</a> | Every 3 hours graphic |
| 8/28/2017 | DYK #USRailSafetyWeek Preview - Press Conference | DYK? Our #USRailSafetyWeek activities will kick off Sept. 25 with a press conference in #Washington, DC! @amtrak #sneakpeek                                 | #sneakpeek - on Sept. 25 in #Washington DC we'll hold a national press event with #railsafety partners and someone who lost a family member in a #traintrack #tragedy. #USRailSafetyWeek                    | We'll kick off our #USRailSafetyWeek activities by holding a national press event in DC with our #railsafety partners, plus someone who lost a family member in a track tragedy.                           | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW_LogoFINAL.png">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW_LogoFINAL.png</a> | RSW logo              |

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| 8/29/2017 | Join our RSW team         | #USRailSafetyWeek is fast approaching - join our team to support our #railsafetyeducation efforts: <a href="http://bit.ly/RSW-team">http://bit.ly/RSW-team</a>                       | Our #USRailSafetyWeek celebration, Sept. 24-30, will be here soon! Visit <a href="http://oli.org">oli.org</a> for more details on how you can get involved. #joinourteam #safety | Won't you join our efforts to save lives through #USRailSafetyWeek? Go to <a href="http://bit.ly/RSW-team">bit.ly/RSW-team</a> for more. #partnership                                                                             | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW-poster.png">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW-poster.png</a>                                                                         | RSW poster                                      |
| 8/30/2017 | Operation Clear Track p   | On 9/26 during #USRailSafetyWeek, @Amtrak & law enforcement will give out these #lifesaving tips at key RR crossings nationwide!                                                     | On 9/26 our #volunteers will work with #lawenforcement and @amtrak across the U.S. on #OperationClearTrack handing out these #railsafety tips! #USRailSafetyWeek                 | Get ready for #OperationClearTrack on 9/26 during #USRailSafetyWeek! Law enforcement partners, Amtrak and volunteers will be at key railroad crossings across the country to reinforce safe behavior for drivers and pedestrians. | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW-Operation-Clear-Track-Crossing-Safety-Tips.png">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW-Operation-Clear-Track-Crossing-Safety-Tips.png</a> | Operation Clear Track safety card crossing tips |
| 8/31/2017 | Resources for Media - R   | #USRailSafetyWeek starts in just over 3 weeks! #NewsMedia can find resources, stats and info here: <a href="http://bit.ly/RSW-media">http://bit.ly/RSW-media</a>                     | News media coverage will help us tell the #railsafety story during #USRailSafetyWeek, Sept. 24-30! Info: <a href="http://bit.ly/RSW-media">bit.ly/RSW-media</a>                  | The news media play a key role in helping raise #railsafety awareness in our communities. Media resources for #USRailSafetyWeek are at <a href="http://bit.ly/RSW-media">bit.ly/RSW-media</a>                                     | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/Always+Hear.png">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/Always+Hear.png</a>                                                                       | "think you'll hear" graphic                     |
| 9/5/2017  | Thanks to our RSW sponsor | Thx to our #USRailSafetyWeek sponsors @USDOTFRA @FTA_DOT @USDOTFHWA @Amtrak @NSCsafety @DuPageRRSafety! Join them: <a href="http://bit.ly/RSW-sponsor">http://bit.ly/RSW-sponsor</a> | Our sponsors make #USRailSafetyWeek, Sept. 24-30, possible! Thanks.                                                                                                              | Thank you to the sponsors and #railsafety partners behind our #USRailSafetyWeek efforts! We couldn't do it without them. Join us: <a href="http://bit.ly/RSW-sponsor">bit.ly/RSW-sponsor</a>                                      | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW-poster.png">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW-poster.png</a>                                                                         | RSW poster                                      |

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| 9/6/2017  | Get ready for Red Out for Rail Safety! | 9/29 is "Red Out for Rail Safety" day! Support rail safety awareness by wearing red & share your pics with the #USRailSafetyWeek hashtag.                                          | Show your support for ending track trespass tragedies on Friday, 9/29 by wearing red and sharing your pics and selfies on "Red Out for Rail Safety" day - use the #USRailSafetyWeek hashtag! | Track trespassing is illegal and deadly. Show your awareness on Friday, 9/29 - "Red Out for Rail Safety" day - wear red to school, high school sports games, and more, and be sure to post pics with the hashtag #USRailSafetyWeek! | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW_RedOut_graphic.png">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW_RedOut_graphic.png</a>     | "Red Out for Rail Safety" graphic       |
| 9/7/2017  | Get Ready for Transit Safety Week!     | Do you ride transit? Share our graphics to promote #TransitSafetyThursday, 9/28! <a href="http://bit.ly/RSW-events">bit.ly/RSW-events</a>                                          | #TransitSafetyThursday is Sept. 28 during #USRailSafetyWeek - share our #railsafety tips!                                                                                                    | Share our lifesaving tips as we get ready for #TransitSafetyThursday, 9/28 during #USRailSafetyWeek, 9/24-30! Get yours at <a href="http://bit.ly/RSW-events">bit.ly/RSW-events</a>                                                 | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/transit_distractions.png">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/transit_distractions.png</a> | Distractions are deadly transit graphic |
| 9/10/2017 | Two weeks left!                        | Getting excited for #USRailSafetyWeek? We are, too! <a href="http://bit.ly/USRSW17">http://bit.ly/USRSW17</a>                                                                      | Get ready for #USRailSafetyWeek, Sept. 24-30!                                                                                                                                                | #USRailSafetyWeek is two weeks away! Find materials, safety messages here: <a href="http://bit.ly/USRSW17">http://bit.ly/USRSW17</a>                                                                                                | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW_LogoFINAL.png">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW_LogoFINAL.png</a>               | RSW logo                                |
| 9/13/2017 | Why #USRailSafetyWeek?                 | We're launching the first #USRailSafetyWeek Sept. 24-30 because every 3 hours, a person or vehicle is hit by a train.                                                              | Did you know? Every 3 hours in the U.S., a person or vehicle is hit by a train. Join us in saving lives during #USRailSafetyWeek, Sept. 24-30!                                               | This is why we are observing #USRailSafetyWeek, Sept. 24-30. #seetracksthinktrain                                                                                                                                                   | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/Every3Hours.png">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/Every3Hours.png</a>                   | Every 3 hours graphic                   |
| 9/20/2017 | Starts Sunday!                         | The 1st #USRailSafetyWeek starts Sunday, Sept. 24! Download and share our toolkit to save lives in your community! <a href="http://bit.ly/RSW-events">http://bit.ly/RSW-events</a> | Starts Sunday! Join us in saving lives during #USRailSafetyWeek, Sept. 24-30.                                                                                                                | We're kicking off #USRailSafetyWeek on Sunday, Sept. 24! Help us raise awareness of the need for caution near #traintracks                                                                                                          | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW_LogoFINAL.png">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW_LogoFINAL.png</a>               | RSW logo                                |

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| 9/24/2017 | Launch #USRailSafetyW | It's Day 1 of #USRailSafetyWeek - download and share our social posts to spread the word and save lives! <a href="http://bit.ly/RSW-events">http://bit.ly/RSW-events</a>     | Get social for #USRailSafetyWeek, which starts today! Show your support by liking this post and sharing our official hashtag. Thank you!                                                                | #USRailSafetyWeek starts today! Use our hashtag and find suggested social posts to share with your friends and family to save lives.                                                                                                                                                                           | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/Headphones.png">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/Headphones.png</a>       | "Think you'll hear" graphic |
| 9/25/2017 | RSW kickoff           | #USRailSafetyWeek has begun! Thanks to @USDOT @amtrak @AAR_Freight_Rail and others for supporting our lifesaving efforts. <a href="http://oli.org/RSWeek">oli.org/RSWeek</a> | We're starting off #USRailSafetyWeek, Sept. 24-30, with a national #railsafety news conference to encourage #safe behavior near tracks and trains.                                                      | Grateful for our #railsafety partners at the U.S. Department of Transportation, Amtrak, National Safety Council, DuPage Railroad Safety Council, and our state programs for their #USRailSafetyWeek support. <a href="https://oli.org/about-us/news/sponsorship">https://oli.org/about-us/news/sponsorship</a> | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW_LogoFINAL.png">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW_LogoFINAL.png</a> | RSW logo                    |
| 9/26/2017 | Operation Clear Track | Railroads, law enforcement conduct "Operation Clear Track" at crossings across the U.S. today! [link to release] #USRailSafetyWeek                                           | Police and #railsafety partners are giving these lifesaving cards out at crossings across the nation today during "Operation Clear Track" #USRailSafetyWeek #seetracksthinktrain #CrossTracksCautiously | Today is "Operation Clear Track" at crossings across the nation as #USRailSafetyWeek continues! [link to release]                                                                                                                                                                                              | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW-Poster.png">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW-Poster.png</a>       | safety card crossing tips   |

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| 9/27/2017 | ENS awareness           | This sign could save your life at a crossing! Raising awareness during #USRailSafetyWeek #ENS <a href="https://vimeo.com/222729263">https://vimeo.com/222729263</a> | The Emergency Notification Sign (ENS) has the number to call if you're stuck at a crossing - it can save your life! #USRailSafetyWeek #partnerships #railroadcrossings   | Today during #USRailSafetyWeek we are stressing Crossing Safety and the importance of these blue signs at the crossing. Watch our video: <a href="https://vimeo.com/222729263">https://vimeo.com/222729263</a>       | <a href="https://s3.amazonaws.com/download.oli.org/ENS_Sign_current2015-sm-193x115.jpg">https://s3.amazonaws.com/download.oli.org/ENS_Sign_current2015-sm-193x115.jpg</a>                                                           | ENS sign                         |
| 9/28/2017 | Transit Safety Thursday | It's #TransitSafetyThursday during #USRailSafetyWeek - our partners @APTA_info and @FTA_DOT are spreading the word on how to stay safe!                             | This #passengerrailsafety poster for #TransitThursday during #USRailSafetyWeek is new - share it with someone you love!                                                  | Our #passengerrailsafety partners at APTA and FTA are working with us on #TransitThursday, part of #USRailSafetyWeek! Share our poster!                                                                              | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/transit_BeAlert_animated.gif">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/transit_BeAlert_animated.gif</a> | transit safety gif or screenshot |
| 9/29/2017 | Trespass Prevention     | Today is "Red Out for Rail Safety" day! Support rail safety awareness by wearing red - share pics with the #USRailSafetyWeek hashtag.                               | Show your support for ending track trespass #tragedies by wearing red and sharing your pics and selfies on #RedOutforRailSafety day - use the #USRailSafetyWeek hashtag! | Track trespassing is illegal and deadly. Show your awareness on "Red Out for Rail Safety" day - wear red to school, high school sports games, and more, and be sure to post pics with the hashtag #USRailSafetyWeek! | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW_RedOut_graphic.png">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/RSW_RedOut_graphic.png</a>             | Red Out for Rail Safety graphic  |
| 9/30/2017 | Community Connection    | It's #CommunityConnection Day! Look for #railsafety events near you, share photos and videos with the #USRailSafetyWeek hashtag!                                    | We're wrapping up #USRailSafetyWeek with a focus on #railsafety awareness in YOUR community! #SeeTracksThinkTrain                                                        | Show us how you've celebrated Rail Safety Week in your community! Post your pics and vids with the #USRailSafetyWeek hashtag! #CommunityConnection                                                                   | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/Snap.png">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/Snap.png</a>                                         | snap graphic                     |

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| 10/1/2017 | Thanks for your Rail Safety Week support | It's been a great week to champion community safety with #USRailSafetyWeek! Thanks to all of our partners for your help in saving lives. | Thank you for all of your support during the first #USRailSafetyWeek! #savinglives #thanks | #We are grateful to everyone who helped make the first #USRailSafetyWeek a big success! | <a href="https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/OLI+RailSafetyWeekLogos630_17Evergreen.png">https://s3.amazonaws.com/download.oli.org/Rail+Safety+Week/2017+RSW+Materials/OLI+RailSafetyWeekLogos630_17Evergreen.png</a> | Generic RSW logo |
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