



ECODRIVE DIGITAL CONTENT

Below is a combination of Facebook and Twitter posts (most are interchangeable, but some may be too long for twitter's length limit of 140 characters). Those that are 140 characters or less will be followed by "Click to Tweet" links, which will automatically load a tweet for you to post. Next to each section is a list of numbers for photo options that would pair well with the posts. Photos can be accessed at <https://www.mediafire.com/?fjdxw8vsperpr>. Please choose the photos you feel are most appealing for your audience and relative to the selected tip. Please note that the Click to Tweet links do not contain links to photos and that adding image links may result in more than 140 characters. EcoDrive tips can also be found online at <https://www.oregon.gov/ODOT/Programs/Pages/EcoDrive.aspx>

GENERAL & MULTI-TIP

- That daily drive draining your wallet? Find ways to save just in how you drive and maintain your car. Get tips here! [add URL to appear under post]
([Click to Tweet](#))
- Boost your fuel economy and cut emissions just by how you drive and maintain your car. Check out these easy tips for savings that matter! [add URL to appear under post]
- Bit of a leadfoot, jackrabbit or polar bear in the car from time-to-time? Driving habits can be a real drag on fuel economy. Tap into eco-driving tips for savings that add up.
- Want better fuel economy out of your car? Check out these easy eco-driving tips that can help you save! And, you'll help keep the air cleaner, too!
- Did you know a whopping 20% of CO2 emissions in Oregon come from vehicle use alone? Tap into eco-driving tips to help cut emissions and keep our air clean.
- EcoDrive—discover easy dollar savings just in how you drive and maintain your car. Click here for easy, simple tips that add up to big savings. [add URL to appear under post]
- Driving smart. Car's at optimal. You're king of the road! EcoDrive!
([Click to Tweet](#))
- Save money, improve air quality and cut CO2 emissions with some simple #OREcoDrive tips.
([Click to Tweet](#))
- Easy Savings. Easy Driving. #OREcoDrive
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- #OREcoDrive. Easy ways to save and make a difference.

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- #OREcoDrive, how you drive and maintain your car matters to your pocketbook and the planet. Look for eco-driving tips as we roll them out!

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- #OREcoDrive Quick Tip: Plan-remember to consolidate trips and lighten your car loads to save time and money.

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- #OREcoDrive Quick Tip: MAINTENANCE- use the right oil, change filters, inflate tires, and get a tune-up for better mileage and engine life.

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- #OREcoDrive Quick Tip: PERFORMANCE- speeding costs; steady it up, jackrabbits lose, #AvoidIdling, #DriveWithTheWind, and #ModerateAC for maximum performance.

PLAN

Consolidate trips (Photo Options: 1119, 1132, 1138, 1140, 1148, 1158, 1169, 1174)

- Always on the go? All those trips to points a, b, c and d add up. Combine trips to save money and time.
[\(Click to Tweet\)](#)
- EcoDrive \$ tip—consolidate your trips- worth your time, worth your money
[\(Click to Tweet\)](#)
- You have 5 million things to do. Why not plan your trips to save time and gas money?
[\(Click to Tweet\)](#)
- Tip Tuesday: Plan routes and combine trips to save time and gas.
[\(Click to Tweet\)](#)
- Combine car trips for savings that add up. Most wear and tear on your car — plus the pollution it creates— takes place in the first few minutes of driving. Doing several errands at once, during low traffic hours if possible, will help extend the life of your car.

Lighten your load (Photo Options: 719, 727, 734, 742, 749, 762, 767, 772, 780, 784)

- EcoDrive \$ tip; Extra junk in your trunk like those tools, the golf bag and that cooler from last weekend can reduce gas mileage by 2% or more.
- Want better fuel efficiency? Be sure to lighten your load by removing any extra weight from your car. It could be costing you 2% or more in gas hauling it around.
- Got junk? In your trunk that is? Driving around with extra stuff drags down your fuel efficiency. Lighten your load and improve fuel economy.
- We sure love biking, camping and the great outdoors here in the northwest. But, hauling racks and carriers around while not in use puts a big drag on your car's fuel efficiency. Lighten your load and reduce drag on your car for better fuel efficiency.
- Tip Tuesday: Junk in your trunk wastes gas. Improve fuel economy by removing extra weight.
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MAINTAIN

General maintenance

- Drive all night! Drive all day! Save some gas along the way! Tune it up! Oo-oo! Tune it up!
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- Life gets busy, but take a minute to make sure your car is tuned up at optimal performance. Just keeping tires properly inflated can save up to 3.3% on gas mileage.
- EcoDrive \$ tip: Regular car maintenance- good for daily performance; good for resale value.
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- Buying a car is a big investment. Be sure to protect it by getting it regularly tuned up and keeping it at optimal performance.
([Click to Tweet](#))
- For the love of your car...keep it regularly maintained and at optimum performance...it will repay you with long life
([Click to Tweet](#))
- Tip Tuesday: Fixing a serious maintenance problem, such as a faulty oxygen sensor, can improve your mileage by as much as 40%.
([Click to Tweet](#))

Tune-up (Photo Options: 234, 238, 240, 243, 247, 251, 257, 267, 270, 278, 281, 285)

- Drive all night. Drive all day! Tune it up! Oo-oo! Tune it up! Getting a regular tune up on your car will help maintain fuel efficiency and reduce emissions.
- Extend engine life and fuel efficiency with regular tune-ups that can boost gas mileage by 4%!
([Click to Tweet](#))
- Get in tune! We might not all be able to carry a good tune, but we can keep our cars in tune. That's a sweet sound for your pocketbook and the planet!
- Tip Tuesday: When's the last time you had your car tuned up? Getting a tune-up on your car can increase gas mileage by 4% and it will extend engine life.

Use the right oil (Photo Options: 003, 005, 011, 020, 027, 045, 071, 081, 090, 094, 097, 103, 110, 176, 190, 195, 222, 226, 230)

- 99 bottles of oil on the wall, but which type to get? Ask your mechanic or consult with your owner's manual.
([Click to Tweet](#))
- Your car has dietary restrictions too. Check the owner's manual for the proper oil diet.
([Click to Tweet](#))
- Tip Tuesday: Extend engine life and improve fuel efficiency by up to 2% using the recommended grade of motor during regular oil changes.
([Click to Tweet](#))

Change filters (Photo Options: 122, 125, 135, 139, 141, 155)

- EcoDrive \$ tip: simple car maintenance like changing filters can add up to real savings over the life of your car.

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- Simple auto tip that can save you money and help reduce pollution: about every 15,000 miles replace your car's air filter. It's an inexpensive way to keep your car performing well for years.
- You've probably heard of the oil filter, but equally important is your car's air filter. A dirty air filter can put a real drag on fuel efficiency and increase tail pipe emissions. Be sure to get it regularly checked and changed.
- Tip Tuesday: Replacing dirty filters improves gas mileage (on older vehicles) and prevents engine damage.

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Check tires (Photo Options: 289, 299, 359, 384, 387, 402, 410, 413, 424, 432, 433, 438, 446, 449, 458, 461, 468, 479, 488, 490, 509, 517, 533, 547, 554, 558, 567, 660, 662, 679, 688, 698, 707, 791)

- EcoDrive \$ tip: just keeping your car's tires properly inflated can improve gas mileage by up to 3.3%. Check tires regularly to ensure you're getting the most out of your gas tank.
- Did you know that your vehicle's tires can lose up to 1psi (pounds per square inch) every month? Check all your tires, including your spare, once a month or before a long trip.
- Please sir, may I have more air? Be sure to keep your tires properly inflated to maintain your vehicle's fuel efficiency and driving performance.
- Keeping your car's tires inflated can make a real difference in fuel efficiency and driving performance. Not sure what your tire pressure should be? Just check inside the driver's side door, or make a quick stop by a service station.
- You might not readily think it, but your car's tires can impact fuel efficiency. And while not among the largest of factors, tires are easy fixes to get more out of your gas tank. Be sure tires are properly inflated and aligned, plus replace balding tires quickly.
- Here's a way to improve your vehicle's gas mileage- be sure there's plenty of tread on your tires. Not sure how? Insert a penny upside down in your tire's tread. If you can see the top of President Lincoln's head, then it's too low. A service station can also gauge how much tread you still have on your tires.
- Tip Tuesday: Keeping tires at proper PSI levels improves gas mileage by up to 3.3%.

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PERFORM

Avoid idling (Photo Options: 829, 830, 838, 841, 850, 855, 871, 889, 891, 907, 920, 922, 924, 939)

- 🎵 Here in my car, I don't idle at all, because I save gas...and reduce emissions...when I drive...in cars.🎵
[\(Click to Tweet\)](#)
- Idle engines waste hard-earned money. Turn it off past 30 (seconds).
[\(Click to Tweet\)](#)
- EcoDrive \$ tip: Idle engines equal extra exhaust & considerable cost.
[\(Click to Tweet\)](#)
- Turning engines off past 30 keeps air from getting dirty. (30 seconds)

[\(Click to Tweet\)](#)

- Did you know that exhaust levels are higher inside an idling car than outside? Think about turning off your car next time you're in a drive-through or waiting in traffic (unless at a stoplight).
- Why does idling in your car matter? Idling uses extra gas, can be hard on your engine and pollutes. A good rule of thumb is to turn your car off past 30 seconds of being at idle (unless at a stoplight).
- Want to save on gas and cut harmful emissions? Try to avoid waiting in long drive-thru lines at fast-food restaurants or banks. Park your car and go in.
- Think cars need to be "warmed up" before driving? Gently driving your vehicle will warm it up much faster than letting it idle—you'll save gas and pollute less.
- Attention drivers! Turn off your idling engines. It'll save you money and cut down on harmful pollution.

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- Tip Tuesday: Idling is hard on your engine, contaminates engine oil and makes spark plugs dirty. Plus, exhaust levels are higher inside an idling car than outside.

Moderate AC (Photo Options: 976, 022, 026, 031, 034)

- EcoDrive \$ tip: Hot as it may be...spare the AC.
[\(Click to Tweet\)](#)
- Hey, AC...you may be cool, but you sure can waste gas.
[\(Click to Tweet\)](#)
- Sparing the AC can save you up to 25% on fuel economy. BAM!
[\(Click to Tweet\)](#)
- My name is AC, I'm your friend...who steals 5-25% of your gas mileage 😊
[\(Click to Tweet\)](#)
- The car's AC...also known as the gas mileage drainer.
[\(Click to Tweet\)](#)
- Tip Tuesday: Use your AC sparingly to save 5 to 25% on gas mileage
[\(Click to Tweet\)](#)

Jackrabbit Lose (Photo Options: 949, 951, 953, 956, 957, 959, 983, 992, 1029, 1041, 1050, 1053, 1065, 1066, 1067, 1070, 1084)

- Jackrabbits lose with quick starts and stops.
[\(Click to Tweet\)](#)
- Cute: Jackrabbits. Not-cute: Driving like a jackrabbit.
[\(Click to Tweet\)](#)
- Driving like jackrabbits. A quick start and stop to a car's heart.
[\(Click to Tweet\)](#)
- Avoid expensive car repairs. Try avoiding quick starts and stops for better mileage and an efficient car.
[\(Click to Tweet\)](#)
- Tip Tuesday: Avoid quick starts and stops to conserve gas and maximize brake life.
[\(Click to Tweet\)](#)

Speeding costs (Photo Options: 949, 951, 953, 956, 957, 959, 983, 992, 1029, 1041, 1050, 1053, 1065, 1066, 1067, 1070, 1084)

- Hey Speedy Gonzales, slow down from 65 to 55mph to save 15% of gas.
([Click to Tweet](#))
- Dear 65mph, reducing to 55mph saves me 15% on gas mileage. I'm dumping you.
([Click to Tweet](#))
- Tip Tuesday: Fuel efficiency usually decreases rapidly at speeds over 55mph. You can save as much as 15% per gallon by slowing down from 65mph to 55mph.

Steady it up (Photo Options: 949, 951, 953, 956, 957, 959, 983, 992, 1029, 1041, 1050, 1053, 1065, 1066, 1067, 1070, 1084)

- Drive at a steady slower speed...you'll be surprised by how much gas you save.
([Click to Tweet](#))
- Tom Cruise. Cruise control. One makes a lot of money and one saves a lot of money.
([Click to Tweet](#))
- The Fast & Furious franchise forgets to tell you how much gas you lose from driving fast and furiously.
([Click to Tweet](#))
- Have a teenager? Remind them that slow and steady wins the race, both in life and when saving gas money.
([Click to Tweet](#))
- SURPRISE! You save gas when driving at steady and slower speeds!
([Click to Tweet](#))
- Tip Tuesday: Maintaining a steady speed in town and on the highway improves fuel economy and makes roads safer.
([Click to Tweet](#))

Drive with the wind (Photo Options: 579, 587, 591, 601, 605, 611, 614, 621, 625, 637, 808, 816)

- Fly like an eagle, close your windows at 40mph +
([Click to Tweet](#))
- Drive with the wind. Lose the car racks and carriers when you're not being a weekend warrior for better gas mileage.
([Click to Tweet](#))
- Tip Tuesday: Added air drag on your car can cut fuel efficiency by 5%. Close windows and unload racks and carriers when not in use for better mileage.

Seasonal Tips:

Idle (Photo Options: 829, 830, 838, 841, 850, 855, 871, 889, 891, 907, 920, 922, 924, 939)

- #OREcoDrive. Did you know you don't need to idle your engine during cold months to warm-up your car? Immediate driving is best.
([Click to Tweet](#))

- #OREcoDrive #AvoidIdling. Even if it's 10 degrees F outside, no more than 30 to 60 seconds of warming up is needed before driving off.
([Click to Tweet](#))
- Some people claim that idling in the winter is good for warming up your vehicle, but gently driving your vehicle will warm up it up much faster than letting it idle.
- Brrrr. It's cold out! But did you know letting your car sit in idle is the slowest way to bring it up to operating temperature, even if freezing outside? Yeh! Driving is the best way to warm up your car and engine.

Tire Pressure (Photo Options: 289, 299, 359, 384, 387, 402, 410, 413, 424, 432, 433, 438, 446, 449, 458, 461, 468, 479, 488, 490, 509, 517, 533, 547, 554, 558, 567, 660, 662, 679, 688, 698, 707, 791)

- 🎵All the leaves are brown and the skies are grey. Every 10° Fahrenheit change will change tires by about 1 psi...even in LA. 🎵
([Click to Tweet](#))
- Tip Tuesday: Fall and early winter months are the most critical times to check tire PSI. Every 10° Fahrenheit fluctuation will change tires by about 1 psi.
- Cold mornings and warm evenings. Rule of thumb is for every 10° Fahrenheit change in air temperature means your tire's pressure will change by about 1 psi. Keep an eye on your tire pressure.
- EcoDrive Winter News Alert: As winter's temperatures set in a potential loss of about 5 psi may occur with tire pressure. Remember to #InflateTires and to #OREcoDrive

Oil (Photo Options 003, 005, 011, 020, 027, 176, 190, 195, 222, 226, 230)

- #OREcoDrive #RightOil. The lower the number before the "W," the better the oil works in cold weather.
([Click to Tweet](#))
- Sharp changes in temperature where you live? Multi-weight oils cover a range of temperatures. #OREcoDrive #RightOil.
([Click to Tweet](#))
- #OREcoDrive lesson on oil: Some oils are made for multi-seasons. Example, 10W-40 oil means multi-viscosity. The 10W refers to oil flows at low temperatures (Winter); 40 refers to flow at high temp.

AC- 40 mph (Photo Options: 976, 022, 026, 031, 034)

- Another hot summer day. Save fuel by closing car windows at 40mph, & turning-off AC when driving below 40mph (with your windows down).
([Click to Tweet](#))
- Close your windows at speeds above 40mph and moderately use the AC to conserve gas. Now, drive with the wind!
([Click to Tweet](#))

Road-trip (Photo Options: 234, 238, 240, 243, 247, 251, 257, 267, 270, 278, 281, 285)

- Going on a #RoadTrip? Search for #OREcoDrive to get tips on how to save fuel when on the road.

[\(Click to Tweet\)](#)

- Be sure to get your car inspected before road-trips. Proper #tirepressure, #oil, and #airfilters can seriously affect gas mileage. #OREcoDrive

[\(Click to Tweet\)](#)