

## Social Media: Ride Right – Snowmobile

Ride Right is a snowmobile and ORV safety campaign promoted by the Michigan Department of Natural Resources. The DNR encourages snowmobile and ORV enthusiasts, businesses and local law enforcement agencies to utilize the joint messaging to promote safety for each sport to help individuals continue to enjoy Michigan's natural resources.

### Dates

The DNR will begin to promote snowmobile safety as soon as the snow begins to accumulate anywhere in Michigan. Snowmobile trails are open **Dec. 1-March 31**.

In Michigan, snowmobile enthusiasts can operate a snowmobile on private or public land anytime during the year.

### Social Media Posts

Official hashtag: #RideRight

- Michigan snowmobile trails offer some of the best snowmobile riding in the country and are open to snowmobilers with a trail permit Dec. 1-March 31. #RideRight by riding on the right side of the trail and yielding to trail groomers.
- During the 2017-18 snowmobile season, 80% of snowmobile accidents and deaths in the Upper Peninsula were caused by excessive speed. #RideRight by riding at a safe speed with enough distance to safely stop or maneuver your sled around obstacles and other snowmobiles.
- Drugs, alcohol and excessive speed are among the top contributing factors for snowmobile accidents and fatalities. #RideRight by riding sober, riding the right side of the trail and riding at a safe speed.
- Most snowmobile accidents in northern Michigan occur at the beginning of the season when people are excited but they aren't used to the snow or their machine. Take the time to #RideRight – become familiar with your machine, make sure it's in good operating condition and get comfortable with the snow.
- Snow conditions change year to year and day to day. Operating a snowmobile under the influence of drugs or alcohol can slow your reaction time to obstacles that may not have been on your path previously. #RideRight and ride sober!

