

ROAD SAFETY PRESIDENTIAL AWARDS 2026

APPLICATION FORM

Best Road Safety Social Media Campaign

SECTION 1 – APPLICANT / ORGANIZATION DETAILS

1. **Organization Name:**

2. **Contact Person:**

- Name:
- Designation:
- Telephone:
- Email:

SECTION 2 – CAMPAIGN INFORMATION

1. **Name of Social Media Campaign:**

2. **Campaign Duration:**

☐ Ongoing ☐ Completed

Start Date: End Date (if completed):

3. **Platforms Used:**

☐ Facebook ☐ Instagram ☐ YouTube ☐ TikTok ☐ Twitter/ X ☐ LinkedIn
☐ Other:

4. **Campaign Format:**

☐ Video ☐ Short-form Video / Reels ☐ Infographics ☐ Stories
☐ Live Sessions ☐ Social Media Posts ☐ User-generated Content
☐ Other:

5. **Brief Campaign Summary**

Provide a brief description of the campaign and its contribution to road safety.

(Maximum 200 words)

SECTION 3 – ALIGNMENT WITH NATIONAL ROAD SAFETY

1. What road safety issue(s) does the campaign address?

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.....

2. What are the key road safety messages communicated through the campaign?

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.....

SECTION 4 – CAMPAIGN RESULTS AND IMPACT

1. Campaign Results

- Describe the measurable outcomes achieved through the campaign.
(Maximum 200 words)

Include, where applicable:

- Number of people reached
- Engagement generated
- Schools or communities engaged
- Awareness or behaviour change
- Road safety initiatives or actions generated
- In-kind support provided
- Policy or institutional response
- Other measurable road safety outcomes.....

2. Inclusivity and vulnerable road users

Describe how the campaign addresses the experiences, risks or needs of vulnerable road users, where applicable.

- | | | |
|--|--|--|
| ☐ School Children | ☐ Motorcyclists | ☐ Three-wheel Riders |
| ☐ Bus Drivers | ☐ Truck Drivers | ☐ Pedestrians |
| ☐ Cyclists | ☐ Persons with Disabilities | ☐ Women |
| ☐ General Public | ☐ Employees | ☐ Other (Specify) |

3. Innovation

Describe any innovative approaches used in communicating road safety messages through social media, such as creative storytelling, short-form videos, challenges, user-generated content, influencers, interactive content or other approaches. (Maximum 100 words)

4. Consistency and continuity

If the campaign consisted of multiple posts or activities, describe its continuity and contribution to keeping road safety on the public agenda:

.....
.....

SECTION 5 – REACH AND PUBLIC ENGAGEMENT

1. **Estimated Reach / Impression:**

2. **Geographical reach:**

☐ Islandwide ☐ Provincial ☐ District ☐ Other:

3. **Engagement:**

Provide key engagement figures, where available.

- Likes / Reactions:
- Comments:
- Shares / Reposts:
- Views:

4. **Public Engagement and Response**

Briefly describe notable audience engagement, public participation or response generated by the campaign.

SECTION 6 – CONTENT QUALITY AND CREDIBILITY

1. **Key experts, professionals or organizations featured/ consulted:**

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2. **Sources of information / data used:**

.....

3. **Measures taken to ensure accuracy and credibility of the content:**

.....

SECTION 7 – SUPPORTING EVIDENCE

Please attach or provide links to relevant supporting material.

- | | |
|---|---|
| ☐ Campaign / Social Media Links | ☐ Screenshots / Copies of Campaign Content |
| ☐ Social Media Analytics | ☐ Reach / Engagement Statistics |
| ☐ Audience Feedback / Testimonials | ☐ Evidence of Campaign Outcomes |
| ☐ Other Supporting Documents | |

Campaign / Social Media Link(s):

SECTION 8 – DECLARATION

I/We certify that the information provided in this application is accurate and that the campaign submitted for consideration was conducted during the specified eligibility period of the Road Safety Presidential Awards – Sri Lanka.

Name of Authorized Representative:

Designation:

Organization:

Signature:

Date: