



SOCIAL MEDIA PLAYBOOK

AUGUST/LABOR DAY IMPAIRED DRIVING CAMPAIGN

2024

August 14–September 2



How to Use This Playbook

This document is a social media playbook for the 2024 August/Labor Day Impaired Driving campaign period. It includes specific content and assets, along with instructions, to address drivers and encourage them to not drive under the influence. There will be additional high-visibility enforcement (HVE) leading up to and around the campaign. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts during this time of the year may help save lives.

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Campaign Overview

Campaign Summary

Driving under the influence of alcohol or marijuana is dangerous to drivers, passengers and those on the road. Based on FARS data, the most significant demographic involved in fatal crashes due to impairment are 18- to 34-year-old males (marijuana-impaired), 21- to 34-year-old males (alcohol-impaired) and motorcycle riders 35- to 54-year-old motorcycle riders, making all three groups the primary target audiences for this campaign.

Although impaired driving and riding are dangerous and prevalent year-round, the August/Labor Day period is particularly deadly. NHTSA supports states with HVE efforts leading up to and on Labor Day, and this campaign seeks to educate drivers on the dangers of drunk driving and riding as well as drug-impaired driving. A national media buy also occurs to heighten awareness of increased enforcement.

Objectives

- Increase awareness of heightened alcohol- and drug-impaired driving enforcement by law enforcement officials.
- Remind drivers and riders of the consequences that come from driving under the influence, which include tickets, jail time and other legal ramifications.
- Educate drivers and riders about the potential consequences of driving and riding under the influence of alcohol and marijuana.

Posting Strategy

The 2024 August/Labor Day Impaired Driving HVE campaign period runs from Wednesday, August 14 to Monday, September 2, with paid media efforts running at the same time. Posting organically on social media both during the paid media and enforcement periods will help support the campaign. In addition to posting throughout the campaign, it is recommended to post especially in the days leading up to the holiday and on the weekends to emphasize the importance of the message when people are likely to be celebrating and partaking.

Below are relevant hashtags to use when posting about the campaign to tap into conversations related to the 2024 August/Labor Day Impaired Driving campaign:

- **#LaborDay**
- **#DriveSober**
- **#DriveSoberOrGetPulledOver**
- **#RideSober**
- **#RideSoberOrGetPulledOver**
- **#DriveHighGetADUI**
- **#ImpairedDriving**

Creating Your Own Content

While standard social messages are offered within this playbook, we encourage you to create your own messages to accompany the graphics provided. Over the course of several campaigns, we've seen that messages that localize the campaign and speak to each organization's audience receive significantly more engagement.

There are countless ways to create your own messages or tailor our pre-written messages to your audience, but here are some suggestions to get you started:

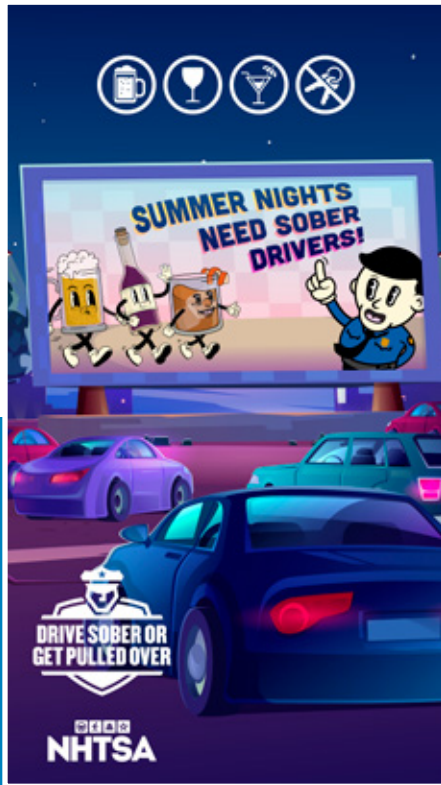
- Include the state or city name within the message
- Utilize local crash or traffic stop data
- Mention local celebrations or events to draw a connection to the campaign

Here are some examples of a "create your own" style message:

- Barbecuing? 🍖 Swimming? 🏊 Drinks? 🍹 Orlando, enjoy the long Labor Day weekend with friends and family 🎆 – just have a plan in place for a safe ride home. Drive Sober or Get Pulled Over 🚓.
- The term doesn't matter Cincinnati – marijuana, weed, high or stoned – if you're using drugs over Labor Day weekend, getting behind the wheel could be DEADLY 🦴🚫. If You Feel Different, You Drive Different. Drive High, Get a DUI 🚓.

Social Media Content

This section contains shareable social media content for the 2024 August/Labor Day Impaired Driving campaign period. Provided on pages (13-18) are downloadable graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.



Social Story 1080x1920



Social Post 1200x1200

On the left are two sample social media graphics: one for social stories on Instagram and Facebook and one for social feed posts that can be used on any platform.

On the following pages, you will see additional graphics and post examples for the campaign. Be sure to consider which social media platform your target audience typically uses when you choose the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.

Content Organization

The social media content is organized into sections based on creative concept and message. Both English and Spanish versions are provided for this campaign.

English—Alcohol

- Drive-in—p. [13](#)

Spanish—Alcohol

- Without DUI—p. [14](#)

English—Alcohol, Motorcycle

- Wheels—p. [16](#)

English—Drug

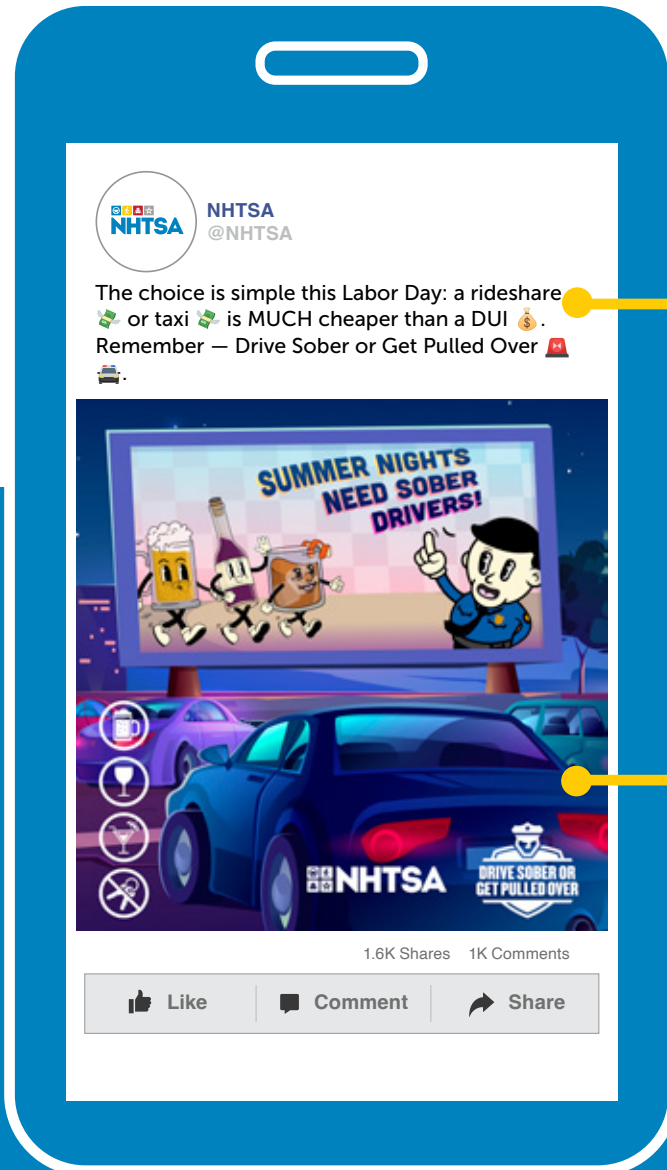
- Fly—p. [17](#)

Spanish—Drug

- Got Burned—p. [18](#)

Social Post Example

Here is an example of how a social post should look when published.



1 Suggested copy from this playbook.

2 Downloaded graphic from trafficsafetymarketing.gov.



Social Story Example

Here is an example of how a social story should look when published.

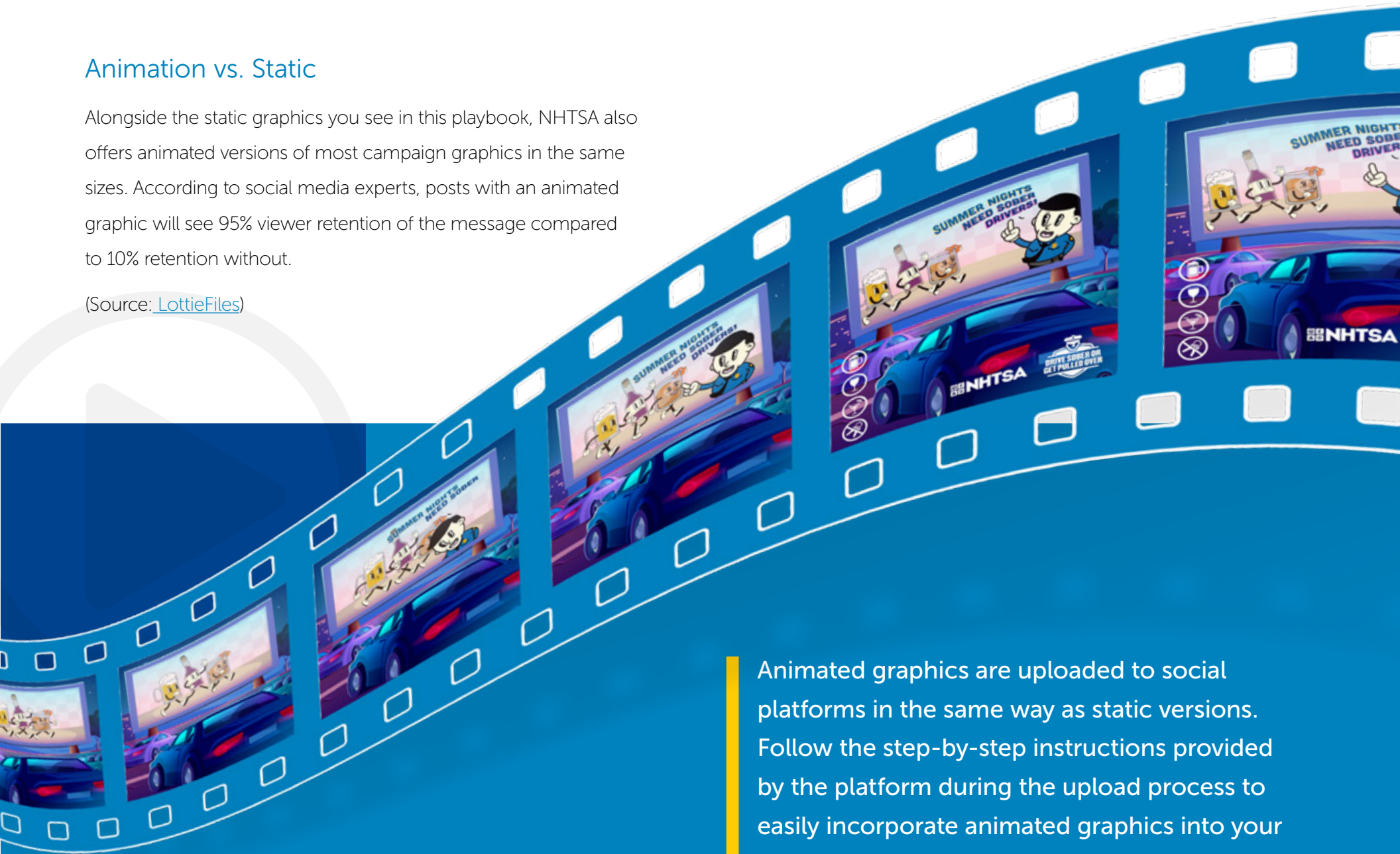
1

Downloaded graphic from trafficsafetymarketing.gov.

Animation vs. Static

Alongside the static graphics you see in this playbook, NHTSA also offers animated versions of most campaign graphics in the same sizes. According to social media experts, posts with an animated graphic will see 95% viewer retention of the message compared to 10% retention without.

(Source: [LottieFiles](#))



Animated graphics are uploaded to social platforms in the same way as static versions. Follow the step-by-step instructions provided by the platform during the upload process to easily incorporate animated graphics into your content after downloading them from the trafficsafetymarketing.gov website.

Social Media & Accessibility

Creating inclusive content is of increasing priority on social media.

To make platforms more accessible, most have implemented the option to include alternative text (or alt text) along with images. This alt text allows for users who utilize screen readers to still understand what the graphics are presenting. In this playbook, you will find alt text provided for each graphic concept that can be used across the various sizes. For how to include alt text on each social media platform, visit the resources below.



[Facebook](#)



[Instagram](#)



[X \(Formerly Twitter\)](#)



Alt Text Example

Cars at a drive-in movie with drinks on the screen and a cop saying summer nights need sober drivers.

Drive-in—English —Alcohol—Enforcement

STEP

1 Download graphics.

Download the “Drive-in” graphic below at:
[Traffic Safety Marketing](#)

Alt Text: Cars at a drive-in movie with drinks on the screen and a cop saying summer nights need sober drivers.



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- ENJOY Labor Day to the fullest! 🎉 But PLAN to have a safe, sober ride home. Schedule a rideshare 🚗, call a taxi 🚕, or have a sober friend 🚗 get you home safely. Drive Sober or Get Pulled Over 🚔🚗.
- The choice is simple this Labor Day: a rideshare 🚗 or taxi 🚕 is MUCH cheaper than a DUI 💰. Remember — Drive Sober or Get Pulled Over 🚔🚗.
- Real friends make sure EVERYONE has a safe, sober ride home from the Labor Day party. Here are three ways to be a great host:
 - 🚗 Schedule a rideshare.
 - 🚕 Call a taxi.
 - 🚗 Have a sober friend drive your guests home.Drive Sober or Get Pulled Over 🚔🚗.

Sample X (Formerly Twitter) Messages

- It's time to CELEBRATE 🎉 America's workers this Labor Day! If you're planning to drink, plan a safe and sober ride home. Call a taxi, schedule a rideshare or have a sober friend get you home safely. Drive Sober or Get Pulled Over 🚔🚗.
- Barbecuing? 🍖 Swimming? 🏊 Drinks? 🍹 Enjoy the long Labor Day weekend with friends and family 🎉 — just have a plan in place for a safe ride home. Drive Sober or Get Pulled Over 🚔🚗.

Without DUI—Spanish —Alcohol—Enforcement

STEP

1 Download graphics.

Download the “Without DUI” graphic below at: [Traffic Safety Marketing](#)

Alt Text: Imagen de un conductor en un atardecer de verano y un vehículo de policía en el espejo retrovisor.



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- ¡DISFRUTA al máximo el Labor Day! 🎉 Pero PLANEA un viaje seguro a casa con un conductor sobrio. Programa un viaje compartido 🚗, llamar a un taxi 🚕 o pedirle a un amigo sobrio 🚗 que te lleve a casa de forma segura. Maneja Tomado y Serás Arrestado 🚔🚗.

Translation: ENJOY Labor Day to the fullest! 🎉 But PLAN to have a safe, sober ride home. Schedule a rideshare 🚗, call a taxi 🚕 or have a sober friend 🚗 get you home safely. Drive Sober or Get Pulled Over 🚔🚗.

- La decisión es simple este Labor Day: un servicio de viaje compartido 🚗 o un taxi 🚕 es MUCHO menos costoso que un DUI 💰. Recuerda: Maneja Tomado y Serás Arrestado 🚔🚗.

Translation: The choice is simple this Labor Day: a rideshare 🚗 or taxi 🚕 is MUCH cheaper than a DUI 💰. Remember — Drive Sober or Get Pulled Over 🚔🚗.

- Los verdaderos amigos se aseguran de que TODOS tengan un viaje seguro a casa con un conductor sobrio desde cualquier celebración de Labor Day. Aquí hay tres maneras de ser un buen anfitrión:

- 🚗 Programa un viaje de servicio compartido.
 - 🚕 Llama a un taxi.
 - 🚗 Designa a un amigo para llevar a tus invitados a sus casas.
- Maneja Tomado y Serás Arrestado 🚔🚗.

Translation: Real friends make sure EVERYONE has a safe, sober ride home from the Labor Day party. Here are three ways to be a great host:

- 🚗 Schedule a rideshare.
 - 🚕 Call a taxi.
 - 🚗 Have a sober friend drive your guests home.
- Drive Sober or Get Pulled Over 🚔🚗.*

Without DUI—Spanish —Alcohol—Enforcement

STEP

1 Download graphics.

Download the “Without DUI” graphic below at: [Traffic Safety Marketing](#)

Alt Text: Imagen de un conductor en un atardecer de verano y un vehículo de policía en el espejo retrovisor.



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample X (Formerly Twitter) Messages

- ¡Llegó el momento de CELEBRAR 🎉 a los trabajadores de los Estados Unidos este Labor Day! Si vas a beber alcohol, planea un viaje seguro a casa con un conductor sobrio. Llama a un taxi, programa un viaje compartido o pídele a un amigo sobrio que te lleve a casa de forma segura. Maneja Tomado y Serás Arrestado 🚓.

Translation: It's time to CELEBRATE 🎉 America's workers this Labor Day! If you're planning to drink, plan a safe and sober ride home. Call a taxi, schedule a rideshare or have a sober friend get you home safely. Drive Sober or Get Pulled Over 🚓.

- ¿Piensas hacer una barbacoa? 🍖 ¿Nadar? 🏊 ¿Beber alcohol? 🍹 Disfruta el fin de semana festivo del Labor Day con amigos y familia 🎉. Sólo recuerda: Incluye en tus planes un viaje seguro a casa. Maneja Tomado y Serás Arrestado. 🚓.

Translation: Barbecuing? 🍖 Swimming? 🏊 Drinks? 🍹 Enjoy the long Labor Day weekend with friends and family 🎉 — just have a plan in place for a safe ride home. Drive Sober or Get Pulled Over 🚓.

Wheels—English—Alcohol —Enforcement, Motorcycle

STEP

1 Download graphics.

Download the “Wheels” graphic below at:
[Traffic Safety Marketing](#)

Alt Text: An officer pulling over a motorcyclist during a sunset with a Ferris wheel behind them.



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Cruisin’ the open road is a Labor Day tradition! 🏍️ 🎉 But riding after drinking could have DEADLY consequences 🚔 ❌. Ride Sober or Get Pulled Over 🚓 🚒.
- Planning a two- or three-wheeled cruise over the Labor Day holiday? 🏍️ 🎉 Remember to ALWAYS:
 - ✓ Ride safely.
 - ✓ Obey the speed limit.
 - ✓ Wear a DOT-compliant helmet.
 - ✓ Ride sober.Ride Sober or Get Pulled Over 🚓 🚒.
- Keep you and your fellow riders safe by ALWAYS riding sober 🏍️. Ride Sober or Get Pulled Over 🚓 🚒.

Sample X (Formerly Twitter) Messages

- If you PLAN to drink this Labor Day weekend, DON’T plan to ride home 🏍️ ❌. Schedule a rideshare 🚗, call a taxi 🚕, or have a sober friend get you home safely 🚗. Ride Sober or Get Pulled Over 🚓 🚒.
- This Labor Day, ride SMART — not IMPAIRED 🏍️. It’s NEVER worth the risk ❌. Ride Sober or Get Pulled Over 🚓 🚒.
- Riders, if you plan to drink over the long Labor Day weekend, plan to leave your motorcycle somewhere SAFE! 🏍️ Then have a sober friend take you home 🚗, schedule a rideshare 🚗, or call a taxi 🚕. Ride Sober or Get Pulled Over 🚓 🚒.

Fly—English —Drug—Enforcement

STEP

1 Download graphics.

Download the “Fly” graphic below at:
[Traffic Safety Marketing](#)

Alt Text: Two lightning bugs are smoking a joint with an officer pulling someone over in the background.



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample X (Formerly Twitter) Messages

- This Labor Day, and every day, remember that impairment — no matter the substance — can be DEADLY ☠️ ❌. If You Feel Different, You Drive Different. Drive High, Get a DUI 🚗 🚒.
- If you plan to use drugs this Labor Day weekend, schedule a rideshare 🚗, call a taxi 🚕 or have a sober friend 🚗 get you home safely. If You Feel Different, You Drive Different. Drive High, Get a DUI 🚗 🚒.
- If you are planning to use drugs this Labor Day weekend, PLAN for a sober ride home! And if you see a friend who has been using drugs, take their keys and help them find their way home safely. Remember: If You Feel Different, You Drive Different. Drive High, Get a DUI 🚗 🚒.

Sample X (Formerly Twitter) Messages

- The term doesn't matter — marijuana, weed, high or stoned — if you're using drugs over Labor Day weekend, getting behind the wheel could be DEADLY ☠️ ❌. If You Feel Different, You Drive Different. Drive High, Get a DUI 🚗 🚒.
- CELEBRATE 🎉 over this long Labor Day weekend! But if your celebration includes drugs, remember — even a small amount of marijuana can impair your judgment and slow your reaction time. If You Feel Different, You Drive Different. Drive High, Get a DUI 🚗 🚒.
- The choice is simple this Labor Day: a rideshare 🚗 or taxi 🚕 is MUCH cheaper than a DUI 💰. If You Feel Different, You Drive Different. Drive High, Get a DUI 🚗 🚒.

Got Burned—Spanish —Drug—Enforcement

STEP

1 Download graphics.

Download the “Got Burned” graphic below at: [Traffic Safety Marketing](#)

Alt Text: Un conductor bronceado con hojas de marihuana y un vehículo de policía en el espejo retrovisor.



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Este Labor Day, y todos los días, recuerda que manejar bajo la influencia de cualquier sustancia puede ser FATAL 🚑 ❌. Si Te Sientes Diferente, Manejas Diferente. Maneja Drogado y Serás Arrestado 🚓 🚔.

Translation: This Labor Day, and every day, remember that impairment — no matter the substance — can be DEADLY 🚑 ❌. If You Feel Different, You Drive Different. Drive High, Get a DUI 🚓 🚔.

- Si planeas usar drogas este fin de semana festivo de Labor Day, programa un servicio de viaje compartido 🚗, llama a un taxi 🚕 o haz que un amigo sobrio 🚗 te lleve a casa de forma segura. Si Te Sientes Diferente, Manejas Diferente. Maneja Drogado y Serás Arrestado 🚓 🚔.

Translation: If you plan to use drugs this Labor Day weekend, schedule a rideshare 🚗, call a taxi 🚕 or have a sober friend 🚗 get you home safely. If You Feel Different, You Drive Different. Drive High, Get a DUI 🚓 🚔.

- ¡Si planeas usar drogas este fin de semana festivo de Labor Day, PLANEA para que un conductor sobrio te lleve a casa! Y si ves a un amigo que ha estado usando drogas, quítale las llaves y ayúdale a llegar a casa de forma segura. Recuerda: Si Te Sientes Diferente, Manejas Diferente. Maneja Drogado y Serás Arrestado 🚓 🚔.

Translation: If you are planning to use drugs this Labor Day weekend, PLAN for a sober ride home! And if you see a friend who has been using drugs, take their keys and help them find their way home safely. Remember: If You Feel Different, You Drive Different. Drive High, Get a DUI 🚓 🚔.

Got Burned—Spanish —Drug—Enforcement

STEP

1 Download graphics.

Download the “Got Burned” graphic below at: [Traffic Safety Marketing](#)

Alt Text: Un conductor bronceado con hojas de marihuana y un vehículo de policía en el espejo retrovisor.



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample X (Formerly Twitter) Messages

- No importa qué termino tú uses: marihuana, hierba, high o en onda, si planeas usar drogas durante el fin de semana festivo de Labor Day, ponerte detrás del volante podría ser FATAL 🦴🚗. Si Te Sientes Diferente, Manejas Diferente. Maneja Drogado y Serás Arrestado 🚗🚔.

Translation: The term doesn't matter — marijuana, weed, high or stoned — if you're using drugs over Labor Day weekend, getting behind the wheel could be DEADLY 🦴🚗. If You Feel Different, You Drive Different. Drive High, Get a DUI 🚗🚔.
- ¡CELEBRA 🎉 durante el fin de semana festivo de Labor Day! Pero si tus celebraciones incluyen usar drogas, recuerda: incluso una pequeña cantidad de marihuana puede afectar tu juicio y disminuir el tiempo de reacción. Si Te Sientes Diferente, Manejas Diferente. Maneja Drogado y Serás Arrestado 🚗🚔.

Translation: CELEBRATE 🎉 over this long Labor Day weekend! But if your celebration includes drugs, remember — even a small amount of marijuana can impair your judgment and slow your reaction time. If You Feel Different, You Drive Different. Drive High, Get a DUI 🚗🚔.
- La decisión es simple este Labor Day: un servicio de viaje compartido 🚗 o un taxi 🚗 es mucho menos costoso que un DUI. Si Te Sientes Diferente, Manejas Diferente. Maneja Drogado y Serás Arrestado 🚗🚔.

Translation: The choice is simple this Labor Day: a rideshare 🚗 or taxi 🚗 is MUCH cheaper than a DUI 💰. If You Feel Different, You Drive Different. Drive High, Get a DUI 🚗🚔.

NHTSA Contact

If you have questions about the 2024 August/Labor Day Impaired Driving campaign, please contact Kil-Jae Hong at Kil-Jae.Hong@dot.gov

