



SOCIAL MEDIA PLAYBOOK

HALLOWEEN IMPAIRED DRIVING CAMPAIGN

2024

October 25–October 31



How to Use This Playbook

This document is a social media playbook for the 2024 Halloween Impaired Driving campaign period. It includes specific content and assets, along with instructions, to address drivers and encourage them not to drive impaired. 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 year may help save lives.

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Campaign Overview

Campaign Summary

While impaired driving is a significant danger on the road year-round, there is an increase in celebration surrounding the Halloween period, creating a higher risk of impaired driving. The goal of the Halloween Impaired Driving campaign is to encourage positive behaviors like designating a sober driver, calling a ride share and ultimately not driving under the influence while celebrating. The target audience is males ages 21 to 34 years old for alcohol-impaired driving and males ages 18 to 34 years old for drug-impaired.

Objectives

- Motivate drivers not to drive while impaired by alcohol or drugs
- Encourage the positive behaviors that can replace driving impaired
- Promote awareness of fatality data from the Halloween period
- Encourage celebrators to plan ahead and have a sober ride home

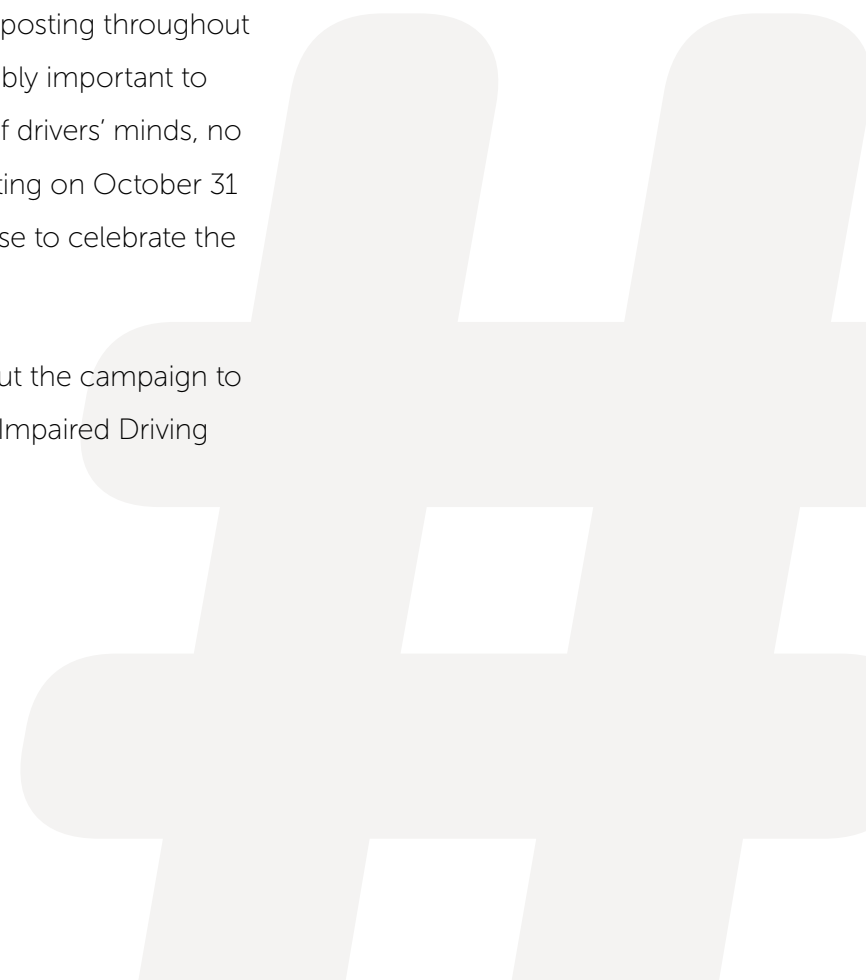
Halloween Posting Strategy

The 2024 Halloween Impaired Driving campaign materials can be used in October during the weeks leading up to and on Halloween itself.

Halloween falls on a Thursday this year, which makes posting throughout the weekend before and after the holiday itself incredibly important to keep the message of not driving impaired at the top of drivers' minds, no matter when they decide to celebrate. Increasing posting on October 31 will also emphasize the message to drivers who choose to celebrate the day of Halloween.

Below are relevant hashtags to use when posting about the campaign to tap into conversations related to the 2024 Halloween Impaired Driving campaign:

- **#Halloween**
- **#HappyHalloween**
- **#TrickorTreat**
- **#BuzzedDriving**
- **#IfYouFeelDifferentYouDriveDifferent**
- **#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:

- Orlando, leave the scares to haunted houses 🏠, spooky music 🎵 and frightening movies! 🎬 Don't turn those into real-life dangers by drinking and driving. Buzzed Driving Is Drunk Driving.
- Fort Mill, you're not a mummy 🧟 vampire 🧛 or Frankenstein 🧬 — once you're gone, there's no coming back from the dead. 🦠 If You Feel Different, You Drive Different.

Social Media Content

This section contains shareable social media content for the 2024 Halloween Impaired Driving campaign period. Provided on pages (13–17) 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 social platform. English and Spanish versions are provided for this campaign.

English

- Zombie—Alcohol—p [13](#)
- Spider Web—Drug—p [14](#)

Spanish

- Toxic—Alcohol—p [15](#)
- Spirits—Drug—p [17](#)

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 these resources:



[Facebook](#)



[Instagram](#)



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



Alt Text Example

A zombie is holding an alcoholic beverage & saying to have a designated driver if you plan to drink

Zombie—Alcohol

STEP

1 Download graphics.

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

Alt Text: A zombie is holding an alcoholic beverage & saying to have a designated driver if you plan to drink



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

- Leave the scares to haunted houses 🏠, spooky music 🎵 and frightening movies! 🎬 Don't turn those into real-life dangers by drinking and driving. Buzzed Driving Is Drunk Driving.
- If you're sipping a potion 🧪, drinking something BOO-ZY 🍷 or indulging in a witch's brew 🧛, don't get behind the wheel. Call a sober friend, rideshare or use public transportation to get home safely. Buzzed Driving Is Drunk Driving.
- You're no mummy 🧛, vampire 🧛 or Frankenstein 🧛 — you have ONE life. Make sure your Halloween fun doesn't end in a nightmare. Remember, Buzzed Driving Is Drunk Driving.

Sample X (Formerly Twitter) Messages

- Don't be scared to plan for a sober ride! It's NEVER safe to get behind the wheel after drinking. Designate a sober driver before the party, call a rideshare or use public transportation. Buzzed Driving Is Drunk Driving.
- Once you're gone, there's no coming back from the dead. 🧛 This Halloween, make sure you stay above ground — don't drink and drive. Buzzed Driving Is Drunk Driving.

Spider Web—Drug

STEP

1 Download graphics.

Download the "Spider Web—Drug" graphic below at: [Traffic Safety Marketing](#)

Alt Text: A car is trapped in a spider web shaped like a marijuana leaf that says plan a safe and sober ride.



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

- There's nothing scarier than someone who gets behind the wheel after drinking or using drugs. Don't let your life become a cautionary tale. If You Feel Different, You Drive Different.
- Leave the scares to haunted houses 🏠, spooky music 🎵 and frightening movies 🎬! NEVER get behind the wheel after using drugs — it's dangerous AND deadly. 🦋 If You Feel Different, You Drive Different.
- A fun and spooky Halloween party 🎃 can quickly turn into a NIGHTMARE 🦋 if you or someone you know gets behind the wheel after using drugs 🦋. If You Feel Different, You Drive Different.

Sample X (Formerly Twitter) Messages

- If tricking out your treats 🍬 with a little something extra 🦋 is how you'll spend this Halloween, plan for a safe trip home. Call a sober friend, rideshare or use public transportation to get home safely. If You Feel Different, You Drive Different.
- You're no mummy 🧟, vampire 🧛 or Frankenstein 🧪 — once you're gone, there's no coming back from the dead. 🦋 If You Feel Different, You Drive Different.

Toxic—Alcohol—Spanish

STEP

1 Download graphics.

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

Alt Text: Una bruja vierte diferentes tipos de alcohol en una caldera en la que vemos un choque de dos autos.



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

- ¡Deja los sustos para las casas embrujadas 🏠, la música espeluznante 🎵 y las películas de terror 🎬! No los conviertas en peligros reales con una mala decisión como lo es beber y manejar. Manejar Entonado es Manejar Borracho.

Translation: Leave the scares to haunted houses 🏠, spooky music 🎵 and frightening movies! 🎬 Don't turn those into real-life dangers by drinking and driving. Buzzed Driving Is Drunk Driving.
- Si tu poción mágica 🧪, tu bebida espeluznante 🧛 o tu trago de brujas tienen alcohol 🍷, no te pongas detrás del volante. Llama a un amigo sobrio o a un servicio de viaje compartido o usa el transporte público para regresar a casa de forma segura. Manejar Entonado es Manejar Borracho.

Translation: If you're sipping a potion 🧪, drinking something BOO-ZY 🧛 or indulging in a witch's brew 🧛, don't get behind the wheel. Call a sober friend, rideshare or use public transportation to get home safely. Buzzed Driving Is Drunk Driving.
- Tú no eres ni una momia 🧟, ni un vampiro 🧛 ni Frankenstein 🧪: tienes UNA sola vida. Asegúrate de que la diversión de Halloween no termine en una verdadera pesadilla. Recuerda: Manejar Entonado es Manejar Borracho.

Translation: You're no mummy 🧟, vampire 🧛 or Frankenstein 🧪 — you have ONE life. Make sure your Halloween fun doesn't end in a nightmare. Remember, Buzzed Driving Is Drunk Driving.

Toxic—Alcohol—Spanish

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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

- ¡No tengas miedo de planear un viaje seguro a casa! NUNCA es seguro ponerse detrás del volante después de beber alcohol. Designa a un conductor sobrio antes de cualquier fiesta, llama a un servicio de viaje compartido o usa el transporte público. Manejar Entonado es Manejar Borracho.

Translation: Don't be scared to plan for a sober ride! It's NEVER safe to get behind the wheel after drinking. Designate a sober driver before the party, call a rideshare or use public transportation. Buzzed Driving Is Drunk Driving.

- Si te mueres, no puedes regresar a la vida. 🕸 Este Halloween, asegúrate de permanecer vivo: si vas a beber, no manejes. Manejar Entonado es Manejar Borracho.

Translation: Once you're gone, there's no coming back from the dead. 🕸 This Halloween, make sure you stay above ground — don't drink and drive. Buzzed Driving Is Drunk Driving.

Spirits—Drug—Spanish

STEP

1 Download graphics.

Download the “Spirits—Drug” graphic below at: [Traffic Safety Marketing](https://www.nhtsa.gov/traffic-safety-marketing)

Alt Text: Un hombre bajo los efectos de la marihuana, conduce consternado rodeado de fantasmas



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

- Una fiesta de Halloween divertida y tenebrosa 🎃 puede convertirse rápidamente en una verdadera pesadilla 🦋 si tú o alguien que conoces se pone detrás del volante después de consumir drogas 🚗. Si Te Sientes Diferente, Manejas Diferente.

Translation: A fun and spooky Halloween party 🎃 can quickly turn into a NIGHTMARE 🦋 if you or someone you know gets behind the wheel after using drugs 🚗. If You Feel Different, You Drive Different.

- Si planeas pasar tu Halloween consumiendo golosinas engañosas 🍬 con algo extra 🚗, también recuerda hacer un plan para regresar a casa de forma segura. Llama a un amigo sobrio o a un servicio de viaje compartido o usa el transporte público para regresar a casa de forma segura. Si Te Sientes Diferente, Manejas Diferente.

Translation: If tricking out your treats 🍬 with a little something extra 🚗 is how you'll spend this Halloween, plan for a safe trip home. Call a sober friend, rideshare or use public transportation to get home safely. If You Feel Different, You Drive Different.

- Tú no eres ni una momia 🧟, ni vampiro 🧛 ni Frankenstein 🧪 si te mueres, no puedes regresar a la vida. Si Te Sientes Diferente, Manejas Diferente.

Translation: You're no mummy 🧟, vampire 🧛 or Frankenstein 🧪 — once you're gone, there's no coming back from the dead. 🦋 If You Feel Different, You Drive Different.

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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

- ¡No hay nada más aterrador que un conductor bajo la influencia del alcohol o las drogas! No dejes que tu vida se convierta en un cuento con moraleja. Si Te Sientes Diferente, Manejas Diferente.

Translation: There's nothing scarier than someone who gets behind the wheel after drinking or using drugs. Don't let your life become a cautionary tale. If You Feel Different, You Drive Different.
- ¡Deja los sustos para las casas embrujadas 🏠, la música espeluznante 🎵 y las películas de terror 🎬! NUNCA te pongas detrás del volante después de consumir drogas; es peligroso y FATAL. 🦴 Si Te Sientes Diferente, Manejas Diferente.

Translation: Leave the scares to haunted houses 🏠, spooky music 🎵 and frightening movies 🎬! NEVER get behind the wheel after using drugs — it's dangerous AND deadly. 🦴 If You Feel Different, You Drive Different.

NHTSA Contact

If you have questions about the 2024 Halloween Impaired Driving campaign, please contact Kil-Jae Hong at kil-jae.hong@dot.gov.

