



SOCIAL MEDIA PLAYBOOK

THANKSGIVING EVE ALCOHOL-IMPAIRED DRIVING CAMPAIGN 2024

November 23-27, 2024



How to Use This Playbook

This document is a social media playbook for the 2024 Thanksgiving Eve Alcohol-Impaired Driving campaign. 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 the year may help save lives.

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Campaign Overview

Campaign Summary

Every year, people reunite with friends in their hometowns to celebrate the night before Thanksgiving. While it can be an exciting time for friends to catch up before family gatherings, it can also present dangerous behaviors of alcohol-impaired driving. The Thanksgiving Eve Alcohol-Impaired Driving campaign seeks to educate drivers about the dangers of alcohol-impaired driving. The target audience is males ages 21 to 34 years old.

This gathering is referred to by many names, such as Thanksgiving Eve, Drinksgiving or Blackout Wednesday. We encourage you to review events and conversations in your community to understand which name best resonates with your area on social media.

Objectives

- Increase public awareness of the dangers of alcohol-impaired driving
- Reinforce positive actions of not driving impaired
- Remind the public of alternatives to alcohol-impaired driving and the importance of planning ahead and designating a sober driver or taking a taxi or rideshare home

Speed Posting Strategy

Thanksgiving Eve will take place on Wednesday, November 27, 2024, which makes posting throughout the week leading up to the celebration itself incredibly important to keep the messaging of not driving impaired at the top of drivers' minds as they make their plans. Increasing posting on Thanksgiving Eve will reinforce the messages of planning ahead and not driving while impaired.

Below are relevant hashtags to use when posting about the campaign to tap into conversations related to Thanksgiving Eve:

- **#BlackoutWednesday**
- **#Drinksgiving**
- **#HappyThanksgiving**
- **#BuzzedDriving**
- **#ImpairedDriving**



Creating Your Own Content

While standard social messages are offered within this playbook, NHTSA encourages you to look into how this celebration is recognized in your area and create your own messages to accompany the graphics provided. Over the course of several campaigns, we have seen that messages that localize the campaign and speak to each organization's audience receive significantly more engagements.

There are countless ways to create your own messages or tailor NHTSA's 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:

- Madison, we're thankful for YOUR safe driving choices. Drive sober this Thanksgiving holiday, and every day.
- You're only a turkey 🦃 if you don't drive sober, Lincolnnton.

Social Media Content

This section contains shareable social media content for the 2024 Thanksgiving Eve Alcohol-Impaired Driving campaign period. Provided on page 13 is a downloadable graphic 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

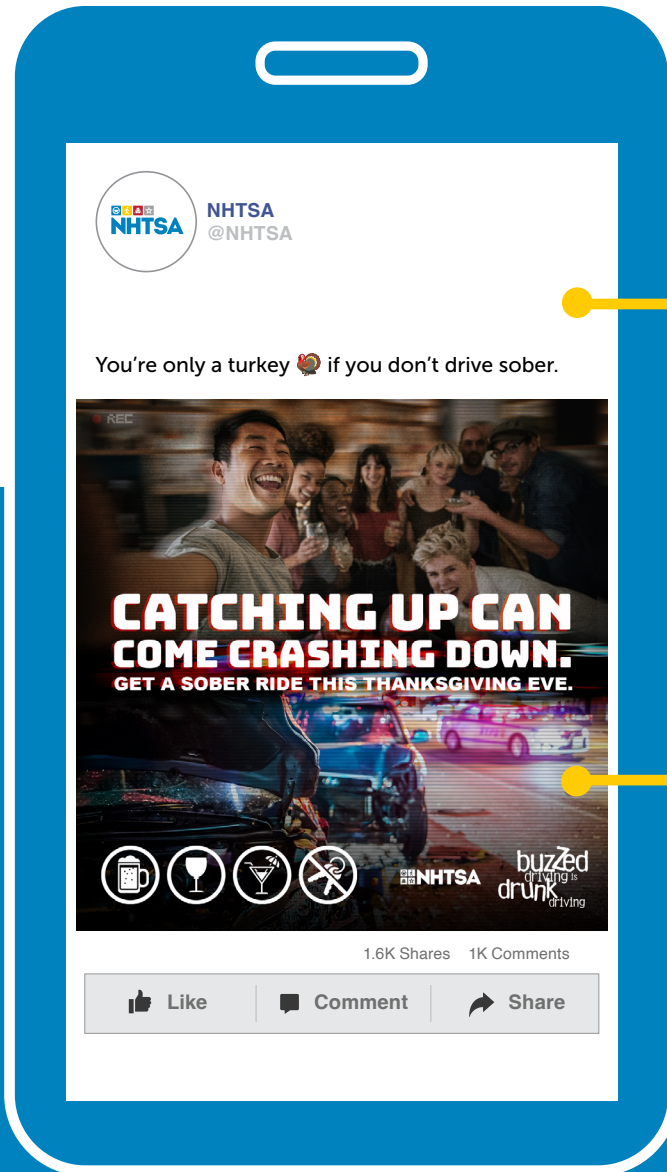
The social media content is organized into sections based on creative concept and social platform. English versions are provided for this campaign.

English

- Catching Up—p. [13](#)

Social Post Example

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

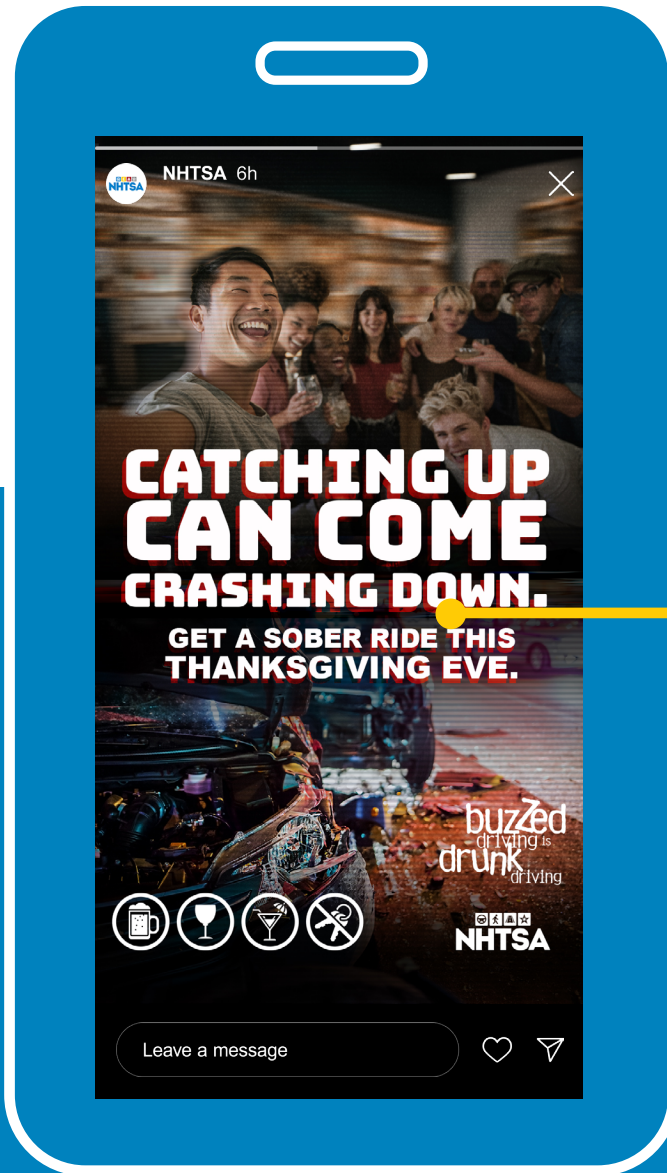


1

Suggested copy from this playbook.

2

Downloaded graphic from trafficsafetymarketing.gov.



Social Post 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 group of friends are out drinking together. Then, they get into a crash from drinking impaired.

Catching Up

STEP

1 Download graphics.

Download the "Catching Up" graphic below at: [Traffic Safety Marketing](#)

Alt Text: A group of friends are out drinking together. Then, they get into a crash from drinking impaired.



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

- You're only a turkey 🦃 if you don't drive sober.
- Add a sober designated driver to your Thanksgiving Eve agenda. It's not an indulgence — it's a necessity.
- Make Thanksgiving Eve a safe tradition. Catch up with friends, but designate a sober driver 🚗, or call a taxi 🚕 or rideshare 🚙 to get you home safely.
- Families need their loved ones at the table 🍽️. Keep yourself and others on the road safe by driving sober, designating a sober driver 🚗 or calling a taxi 🚕 or rideshare 🚙 to get you home safely.

Sample X (Formerly Twitter) Messages

- Don't let a pre-Thanksgiving party ruin anyone's holiday. If you've been drinking, call a sober friend 🚗, taxi 🚕 or rideshare 🚙 to get you home safely.
- You'll need more than a wishbone 🦃 if you make the choice to drink and drive. Call a sober friend 🚗, taxi 🚕 or rideshare 🚙 to get home safely.
- We're thankful for YOUR safe driving choices. Drive sober this Thanksgiving holiday, and every day.

NHTSA Contact

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

