

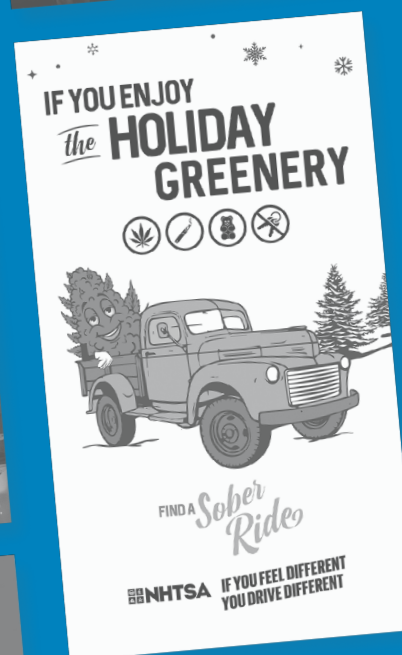
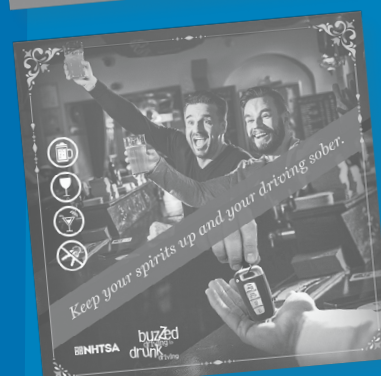


SOCIAL MEDIA PLAYBOOK

PRE-HOLIDAY IMPAIRED DRIVING CAMPAIGN

2024

December 1–12, 2024



How to Use This Playbook

This document is a social media playbook for the 2024 Pre-Holiday Impaired Driving campaign. It includes specific content and assets, along with instructions, to address drivers and encourage them to not 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

Following Thanksgiving and throughout the month of December, Americans have many opportunities to celebrate the upcoming holidays and past year with coworkers, friends and family. A mainstay of these gatherings for many people is alcohol and marijuana.

The 2024 Pre-Holiday Impaired Driving campaign seeks to educate drivers about the dangers of alcohol- and drug-impaired driving. 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

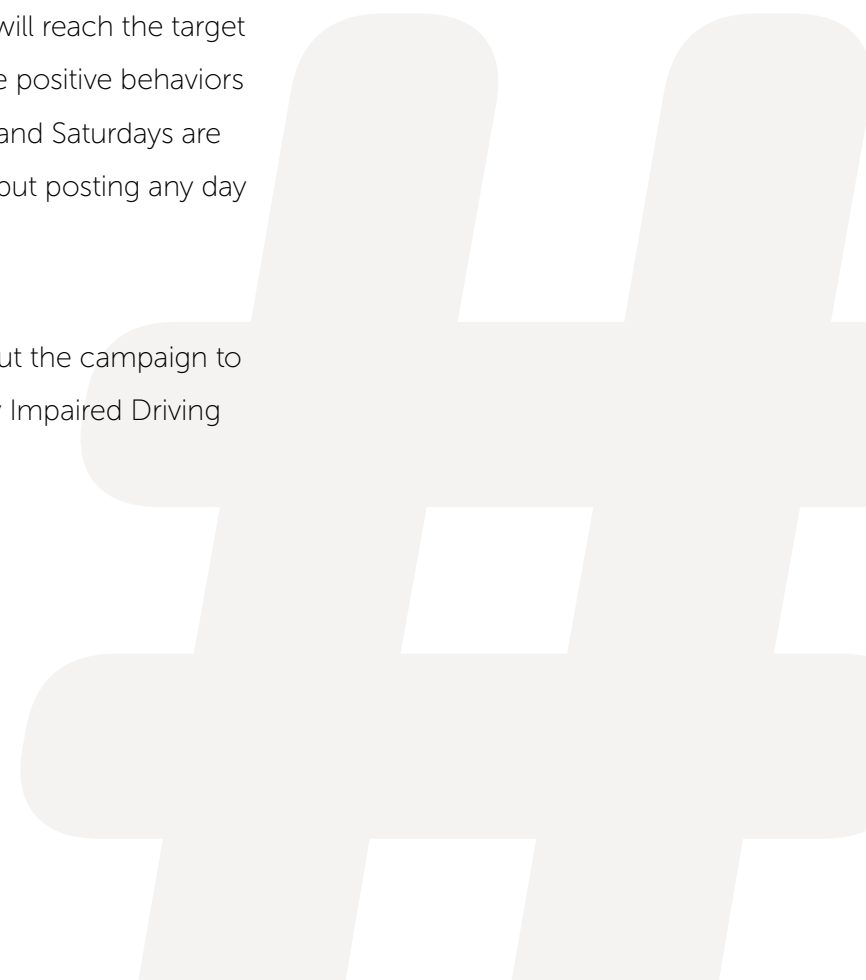
- Motivate drivers to not drive while impaired by alcohol or drugs
- Illustrate positive behaviors that discourage impaired driving
- Remind the public of alternatives to impaired driving and the importance of planning ahead and either designating a sober driver or taking a taxi or rideshare home

Posting Strategy

The 2024 Pre-Holiday Impaired Driving campaign period is from December 1 to December 12, a time when parties and celebrations are frequent. Scheduling posts in the days leading up to weekend parties and other festivities held within the campaign period will reach the target audience at a prime time and remind them to practice positive behaviors before they head out to celebrate. Thursdays, Fridays and Saturdays are the recommended posting days for these messages, but posting any day of the week will be impactful.

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

- **#HappyHolidays**
- **#Holidays**
- **#HolidayCheer**
- **#TisTheSeason**
- **#BuzzedDriving**
- **#FeelDifferentDriveDifferent**
- **#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 engagements.

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:

- Don't get yourself in a "sticky" 🍃 situation, Milwaukee, by driving high during the holidays (or any time!). If you've been partaking, do not drive — it's that simple. If You Feel Different, You Drive Different.
- Many drunk-driving fatal crashes happen between midnight and 3 a.m. Please, never get behind the wheel after drinking. Call a sober friend 🧐, rideshare 🚗 or taxi 🚕 to get you home safely, Winston-Salem. Buzzed Driving Is Drunk Driving.

Social Media Content

This section contains shareable social media content for the 2024 Pre-Holiday 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

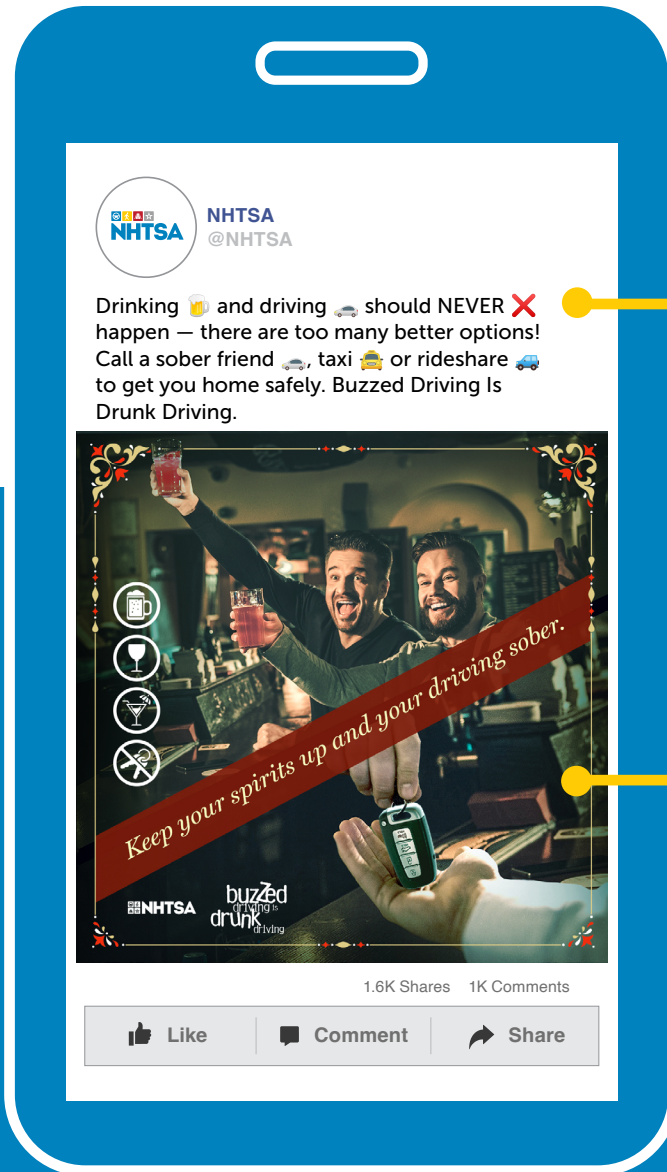
- Spirits (Alcohol)—p. [13](#)
- Greenery (Drug)—p. [14](#)

Spanish

- Cheers (Alcohol)—p. [15](#)
- Fiesta (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

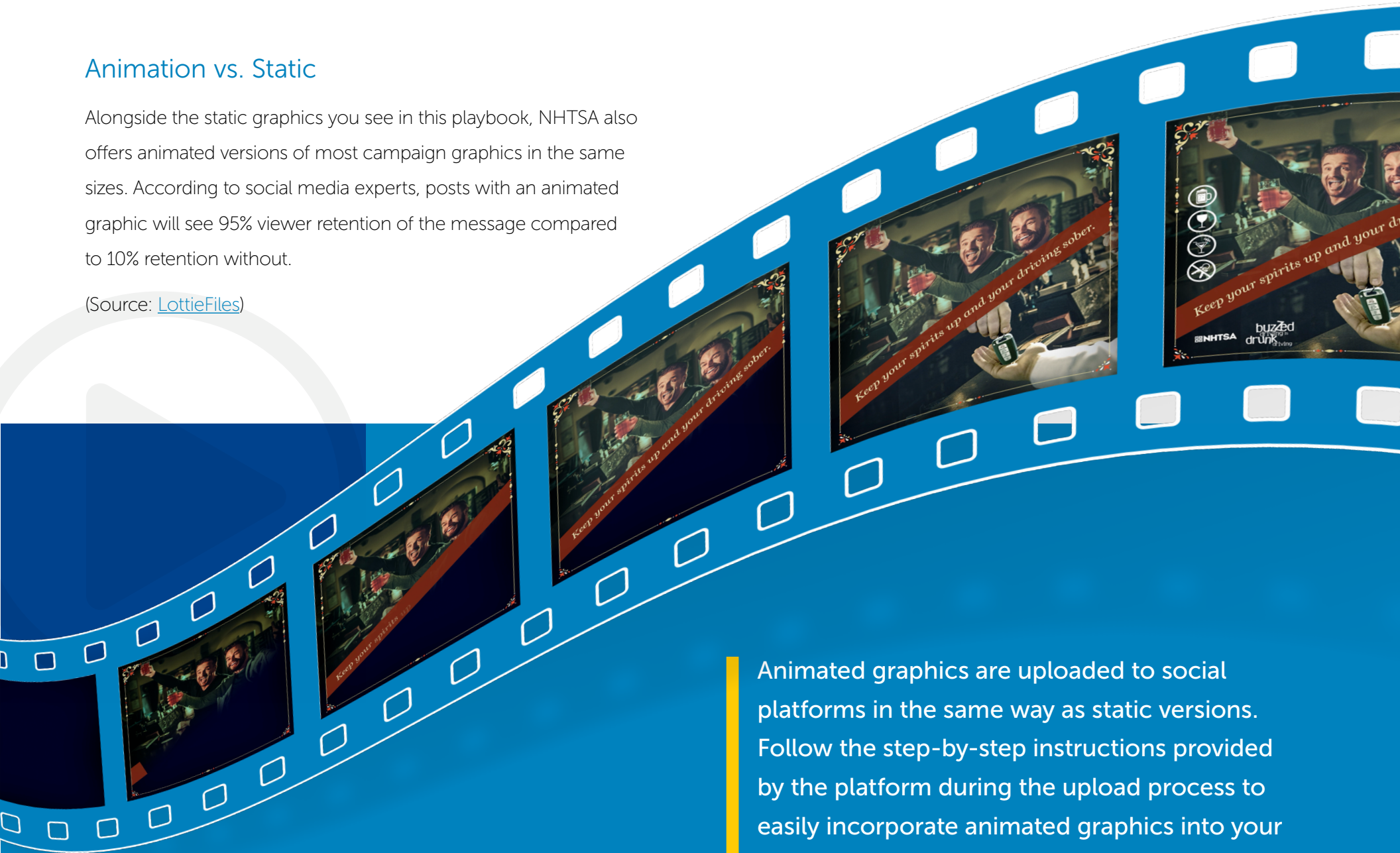
Here is an example of how a social story should look when published.

- 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

Men celebrating with beers and handing car keys to sober driver to encourage driving sober.

Spirits—Alcohol—English

STEP

1 Download graphics.

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

Alt Text: Men celebrating with beers and handing car keys to sober driver to encourage driving sober.



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

- Drinking 🍺 and driving 🚗 should NEVER ❌ happen — there are too many better options! Call a sober friend 🚗, taxi 🚕 or rideshare 🚗 to get you home safely. Buzzed Driving Is Drunk Driving.
- Celebrate the season safely. ❄️ Even one drink can cause impairment. If you’ve been drinking, call 📞 a sober friend 😎, rideshare 🚗 or taxi 🚕 to get you home safely. Buzzed Driving Is Drunk Driving.
- The end of the year is a busy time for many, with more drivers on the road than usual. If you’ve been drinking, do not drive. Call a sober friend 😎, rideshare 🚗 or a taxi 🚕 to get you home safely. Buzzed Driving Is Drunk Driving.

Sample X (Formerly Twitter) Messages

- Get your holiday hosting checklist together! 🎉
 - ✓ Punch 🍷
 - ✓ Decorations 🎄
 - ✓ Food 🍽️
 - ✓ Solutions for a safe ride home! 🚗 Buzzed Driving Is Drunk Driving.
- Many drunk-driving fatal crashes happen between midnight and 3 a.m. Please, never get behind the wheel after drinking. Call a sober friend 😎, rideshare 🚗 or taxi 🚕 to get you home safely. Buzzed Driving Is Drunk Driving.

Greenery—Drug—English

STEP

1 Download graphics.

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

Alt Text: Christmas tree made to look like marijuana in truck encouraging people to find a 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

- The weeks leading up to the winter holiday season are busy and, often, hectic. If you plan to unwind with 🌿, plan for a safe and sober ride home. If You Feel Different, You Drive Different.
- Regardless of how you obtained it 🌿, it doesn't belong behind the wheel. If you're impaired by any substance, call a sober friend 🧑🏻‍🦯, rideshare 🚗 or taxi 🚕 to get you home safely. If You Feel Different, You Drive Different.
- “Weed” like to remind you that no matter what time of year it is, driving while impaired is still illegal. If you've been partaking, call a sober friend 🧑🏻‍🦯, rideshare 🚗 or taxi 🚕 to get you home safely. If You Feel Different, You Drive Different.

Sample X (Formerly Twitter) Messages

- Don't get yourself in a “sticky” 🌿 situation by driving high during the holidays (or any time!). If you've been partaking, do not drive — it's that simple. If You Feel Different, You Drive Different.
- It doesn't matter what term you use: stoned, high or baked — drugs impair your ability to drive safely. Call a sober friend 🧑🏻‍🦯, rideshare 🚗 or use public transportation 🚏 to get you home safely. If You Feel Different, You Drive Different.

Cheers—Alcohol—Spanish

STEP

1 Download graphics.

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

Alt Text: Auto choca contra una copa de champaña y un mensaje anima a la gente a designar un conductor sobrio.

Translation: Car crashes into champagne glass with text encouraging people to designate a sober driver.



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

- ¡Beber alcohol 🍷 y manejar 🚗 NUNCA ❌ debe ser opción; ¡existen muchas otras mejores opciones! Llama a un amigo sobrio 🚗, a un taxi 🚕 o a un servicio de viaje compartido 🚗 para llegar a casa de forma segura. Manejar Entonado es Manejar Borracho.

Translation: Drinking 🍷 and driving 🚗 should NEVER ❌ happen — there are too many better options! Call a sober friend 🚗, taxi 🚕 or rideshare 🚗 to get you home safely. Buzzed Driving Is Drunk Driving.
- Celebra la temporada de forma segura. ❄️ Incluso un sólo trago con alcohol puede afectar la capacidad de conducir. Si has estado bebiendo, llama 📞 a un amigo sobrio 🧐, a un servicio de viaje compartido 🚗 o a un taxi 🚕 para llegar a casa de forma segura. Manejar Entonado es Manejar Borracho.

Translation: Celebrate the season safely. ❄️ Even one drink can cause impairment. If you've been drinking, call 📞 a sober friend 🧐, rideshare 🚗 or taxi 🚕 to get you home safely. Buzzed Driving Is Drunk Driving.
- El fin de año es una época muy ocupada para muchos, con más conductores en las carreteras que lo habitual. Si has estado bebiendo alcohol, no manejes. Llama a un amigo sobrio 🧐, a un servicio de viaje compartido 🚗 o a un taxi 🚕 para llegar a casa de forma segura. Manejar Entonado es Manejar Borracho.

Translation: The end of the year is a busy time for many, with more drivers on the road than usual. If you've been drinking, do not drive. Call a sober friend 🧐, rideshare 🚗 or call a taxi 🚕 to get you home safely. Buzzed Driving Is Drunk Driving.

Cheers—Alcohol—Spanish

STEP

1 Download graphics.

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

Alt Text: Auto choca contra una copa de champaña y un mensaje anima a la gente a designar un conductor sobrio.

Translation: Car crashes into champagne glass with text encouraging people to designate a sober driver.



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

- ¡Prepara tu lista de verificación de anfitrión para la fiesta navideña! 🎉
 - ✓ Ponche 🍷
 - ✓ Decoraciones 🎄
 - ✓ Comida 🍴
 - ✓ ¡Soluciones para un viaje seguro a casa!
 - 🚗 Manejar Entonado es Manejar Borracho.

Translation:

Get your holiday hosting checklist together! 🎉

- ✓ Punch 🍷
- ✓ Decorations 🎄
- ✓ Food 🍴
- ✓ Solutions for a safe ride home! 🚗 *Buzzed Driving Is Drunk Driving.*

- Muchos de los choques de tráfico causados por conductores que manejan bajo los efectos del alcohol ocurren entre la medianoche y las 3 a.m. Por favor, nunca te pongas detrás del volante después de beber. Llama a un amigo sobrio 🧐, a un servicio de viaje compartido 🚗 o a un taxi 🚕 para llegar a casa de forma segura. Manejar Entonado es Manejar Borracho.

Translation: Many drunk-driving fatal crashes happen between midnight and 3 a.m.

Please, never get behind the wheel after drinking. Call a sober friend 🧐, rideshare 🚗 or taxi 🚕 to get you home safely. Buzzed Driving Is Drunk Driving.

Fiesta—Drug—Spanish

STEP

1 Download graphics.

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

Alt Text: Hombre bailando en fiesta y mensaje que anima a designar un conductor sobrio y no conducir drogado.

Translation: Man partying with text encouraging people to designate a sober driver and not drive high.



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

- Las semanas previas a la temporada navideña son, a menudo, muy ajetreadas. Si planeas relajarte con 🌿, planea un viaje seguro a casa con un conductor sobrio. Si Te Sientes Diferente, Manejas Diferente.

Translation: The weeks leading up to the winter holiday season are busy and, often, hectic. If you plan to unwind with 🌿, plan for a safe and sober ride home. If You Feel Different, You Drive Different.

- Sin importar como lo obtuviste 🌿, un conductor drogado no pertenece detrás del volante. Si estás bajo la influencia de cualquier sustancia, llama a un amigo sobrio 🕶️, a un servicio de viaje compartido 🚗 o a un taxi 🚕 para llegar a casa de forma segura. Si Te Sientes Diferente, Manejas Diferente.

Translation: Regardless of how you obtained it 🌿, it doesn't belong behind the wheel. If you're impaired by any substance, call a sober friend 🕶️, rideshare 🚗 or taxi 🚕 to get you home safely. If You Feel Different, You Drive Different.

- Nos gustaría recordarte que no importa qué época del año sea, manejar bajo la influencia de drogas siempre es ilegal. Si has estado consumiendo drogas, llama a un amigo sobrio 🕶️, a un servicio de viaje compartido 🚗 o a un taxi 🚕 para llegar a casa de forma segura. Si Te Sientes Diferente, Manejas Diferente.

Translation: "Weed" like to remind you that no matter what time of year it is, driving while impaired is still illegal. If you've been partaking, call a sober friend 🕶️, rideshare 🚗 or taxi 🚕 to get you home safely. If You Feel Different, You Drive Different.

Fiesta—Drug—Spanish

STEP

1 Download graphics.

Download the “Fiesta” graphic below at:
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Alt Text: Hombre bailando en fiesta y mensaje que anima a designar un conductor sobrio y no conducir drogado.

Translation: Man partying with text encouraging people to designate a sober driver and not drive high.



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 te pongas en una situación complicada conduciendo drogado 🌿 durante las navidades (¡o en cualquier momento!) Si has estado consumiendo drogas, no manejes; es así de simple. Si Te Sientes Diferente, Manejas Diferente.

Translation: Don't get yourself in a "sticky" 🌿 situation by driving high during the holidays (or any time!). If you've been partaking, do not drive — it's that simple. If You Feel Different, You Drive Different.

- No importa qué termino uses: ajumado, high o drogado, las drogas afectan tu capacidad para manejar 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: It doesn't matter what term you use: stoned, high or baked — drugs impair your ability to drive safely. Call a sober friend 🚗, rideshare 🚗 or use public transportation 🚗 to get you home safely. If You Feel Different, You Drive Different.

NHTSA Contact

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

