

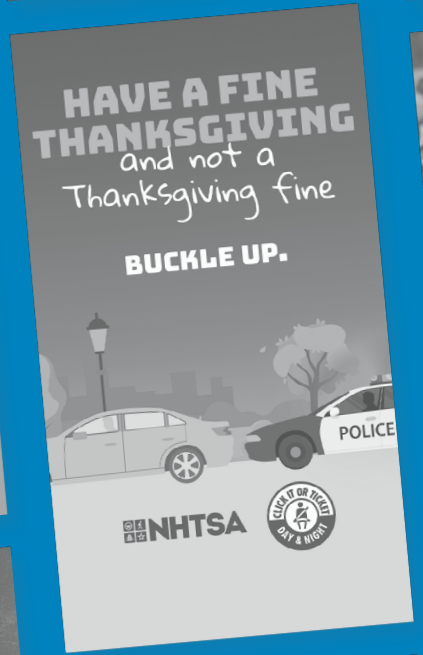
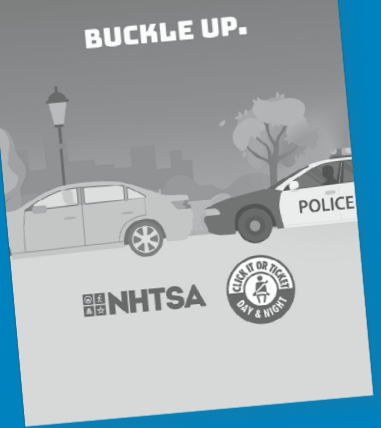


## SOCIAL MEDIA PLAYBOOK

# THANKSGIVING SEAT BELTS CAMPAIGN

2024

November 21–28, 2024



# How to Use This Playbook

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This document is a social media playbook for the 2024 Thanksgiving Seat Belts campaign period. It includes specific content and assets, along with instructions, to address drivers and encourage them to wear a seat belt. 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

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## Campaign Summary

Every Thanksgiving, Americans hit the road to gather with friends and family and celebrate what they are thankful for. While driving without a seat belt is a significant danger on the road year-round, the Thanksgiving period is particularly dangerous due to more people traveling on the roads. The goal of the 2024 Thanksgiving Seat Belts campaign is to encourage drivers and riders to wear a seat belt while in the car. The target audience for this campaign is men 18 to 34 years old.

## Objectives

- Increase public awareness of the dangers of not wearing a seat belt—especially at night
- Reinforce positive actions of wearing a seat belt



## Thanksgiving Seat Belts Posting Strategy

The 2024 Thanksgiving Seat Belts campaign will take place throughout November with an emphasis on the week leading up to Thanksgiving, the holiday itself and the days following (Thursday, November 21–Thursday, November 28). NHTSA encourages you to post throughout the month, especially during the time when families begin to travel for Thanksgiving festivities the weekend before and as they return home the weekend after. This will keep messaging of wearing your seat belt at the front of drivers' minds as they travel to see friends and family.

This campaign also provides an enforcement option for states that plan to conduct seat belt enforcement leading up to Thanksgiving. The enforcement option should only be used if your state is participating in enforcement activities ahead of the holiday.

Below are some relevant hashtags to use when posting about the campaign to tap into conversations around Thanksgiving Seat Belts:

- **#BuckleUp**
- **#BuckleUpEveryTripEveryTime**
- **#Thanksgiving**
- **#HappyThanksgiving**
- **#TurkeyDay**
- **#GivingThanks**

If using the provided enforcement options, use one of these hashtags:

- **#ClickItorTicket**
- **#ClickItDontRiskIt**

# Creating Your Own Content

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While standard social messages are offered within this playbook, NHTSA encourages you to create your own messages to accompany the graphics provided. Over the course of several campaigns, NHTSA has 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:

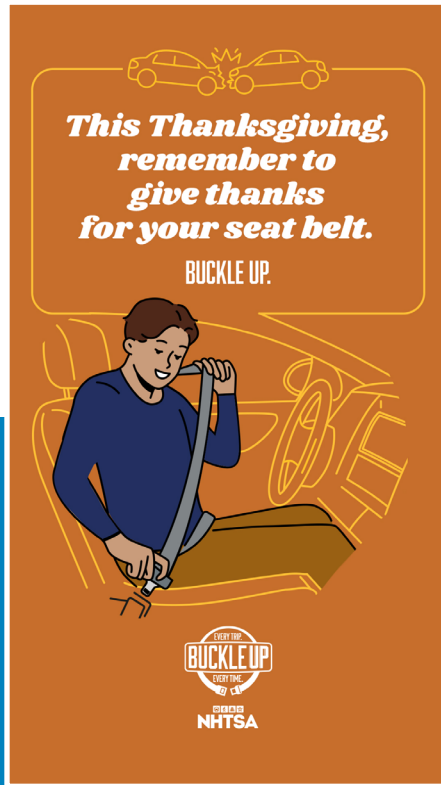
- Include the state or city name within the message
- Utilize local crash or traffic stop data
- Mention local celebrations or events to draw a connection to the campaign

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

- Your Thanksgiving turkey awaits Cincinnati, but first, buckle up for a safe journey to the feast so you can enjoy the delicious treats.  
**#BuckleUpEveryTripEveryTime**
- Want to be eating delicious food instead of getting an expensive ticket this Thanksgiving, St. Louis? It's as easy as buckling up on your way to Thanksgiving dinner. Click It. Don't Risk It. **#ClickItorTicket**

# Social Media Content

This section contains shareable social media content for the 2024 Thanksgiving Seat Belts 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. Both English and Spanish versions are provided for this campaign.

### **Social Norming**

#### English

- Click It—p. [13](#)

#### Spanish

- Take Action—p. [14](#)

### **Enforcement**

#### English

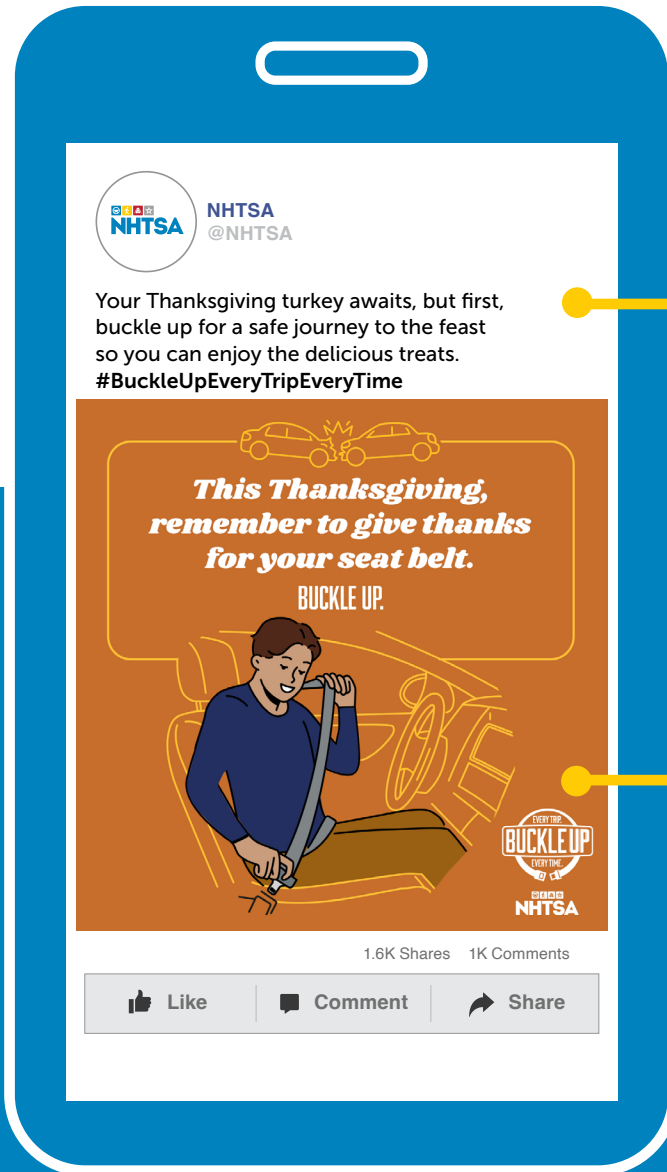
- Ticket—p. [16](#)

#### Spanish

- Turkey Got Cold—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](https://trafficsafetymarketing.gov).*



## Social Story Example

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

- 1 Downloaded graphic from [trafficsafetymarketing.gov](https://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](https://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 person is behind the wheel of a car practicing safety by buckling up before they start driving.



# Click It—English Social Norming

STEP

**1** Download graphics.

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

**Alt Text:** A person is behind the wheel of a car practicing safety by buckling up before they start driving.



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

- Your Thanksgiving turkey awaits, but first, buckle up for a safe journey to the feast so you can enjoy the delicious treats. **#BuckleUpEveryTripEveryTime**
- Wherever you're headed this Thanksgiving, ensure a secure journey by wearing your seat belt every time you get behind the wheel. **#BuckleUpEveryTripEveryTime**
- Let's give thanks for the moments we get to have because we buckled up. Keep buckling up and enjoying many Thanksgivings to come. **#BuckleUpEveryTripEveryTime**
- As Thanksgiving approaches, don't forget to buckle up for safety! Wear your seat belt and ensure every trip is a secure one. **#BuckleUpEveryTripEveryTime**
- This Thanksgiving, make every trip a safe one. Don't forget to fasten your seat belt, even for short drives. **#BuckleUpEveryTripEveryTime**

## Sample X (Formerly Twitter) Messages

- Before you drive to that Thanksgiving feast, make sure you're buckled in! Seat belts save lives. Celebrate safely with your friends and family this Thanksgiving. **#BuckleUpEveryTripEveryTime**
- The best way to celebrate Thanksgiving is by arriving to your destination safely. **#BuckleUpEveryTripEveryTime**
- As you prepare to celebrate with your friends and family, prioritize wearing your seat belt. Buckle up for a happy Thanksgiving. **#BuckleUpEveryTripEveryTime**
- Thanksgiving is a time for gratitude and family. Let's make sure our loved ones arrive safely by buckling up for every ride, no matter the distance. **#BuckleUpEveryTripEveryTime**

# Take Action—Spanish Social Norming

## STEP

### 1 Download graphics.

Download the "Take Action" graphic below at: [Traffic Safety Marketing](#)

**Alt Text:** Una corona que dice, "Este Día de Acción de Gracias, actúa. Abróchate el cinturón y da gracias."



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 Día de Acción de Gracias no te pierdas del pavo, de la familia, y del resto de tu vida. Abróchate. **#AbróchateEnTodoViajeTodoElTiempo**  
*Translation: This Thanksgiving don't miss out on the turkey, family and the rest of your life. Buckle up. #BuckleUpEveryTripEveryTime*
- Demos gracias este Día de Acción de Gracias que podemos llegar con seguridad y compartir con la familia. **#AbróchateEnTodoViajeTodoElTiempo**  
*Translation: Let's give thanks this Thanksgiving that we get there safely and share with our family. #BuckleUpEveryTripEveryTime*
- Ponte el cinturón de seguridad siempre. No cuando te dé la gana. Este Día de Acción de Gracias, llega seguro. **#AbróchateEnTodoViajeTodoElTiempo**  
*Translation: Wear a seat belt always. Not just when you feel like it. This Thanksgiving, arrive safely. #BuckleUpEveryTripEveryTime*

# Take Action—Spanish Social Norming

STEP

1 Download graphics.

Download the "Take Action" graphic below at: [Traffic Safety Marketing](https://www.transportation.gov/traffic-safety-marketing)

**Alt Text:** Una corona que dice, "Este Día de Acción de Gracias, actúa. Abróchate el cinturón y da gracias."



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 olvides de abrocharte el cinturón antes de salir a celebrar a Thanksgiving! Es un momento que puede salvarte la vida y asegurarte de que llegues sano y salvo a disfrutar con tu familia.  
**#AbróchateEnTodoViajeTodoElTiempo**

*Translation: Don't forget to buckle up before heading out to celebrate Thanksgiving! It is a moment that can save your life and ensure you arrive safely to enjoy your family.  
**#BuckleUpEveryTripEveryTime***
- Para este Thanksgiving, asegúrate el cinturón: la vida de tus seres queridos y la tuya valen más que cualquier excusa. ¡Disfruta de las festividades con seguridad!  
**#AbróchateEnTodoViajeTodoElTiempo**

*Translation: This Thanksgiving, buckle up. The lives of your loved ones and yours are worth more than any excuses. Enjoy the festivities safely! **#BuckleUpEveryTripEveryTime***
- Antes de dirigirte a la cena de Thanksgiving, abrochate el cinturón. Es una pequeña acción que puede hacer una gran diferencia. ¡Cuida de ti y de los tuyos!  
**#AbróchateEnTodoViajeTodoElTiempo**

*Translation: Before heading to your Thanksgiving dinner, buckle up. It's a small gesture that can make a big difference. Take care of yourself and your loved ones!  
**#BuckleUpEveryTripEveryTime***

# Ticket—English Enforcement

STEP

1 Download graphics.

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

**Alt Text:** A car is pulled over by law enforcement. They receive a fine for not wearing a seat belt.



Ticket Version

Night Version

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

- Think twice before you skip your seat belt this Thanksgiving. Buckling up is an easy way to avoid a costly ticket. **#ClickItDontRiskIt #ClickItorTicket**
- Want to steer clear of a costly and inconvenient ticket? It’s as easy as buckling up on your way to Thanksgiving dinner. **#ClickItorTicket**
- Want to be eating delicious food instead of getting an expensive ticket this Thanksgiving? It’s as easy as buckling up on your way to Thanksgiving dinner. Click It. Don’t Risk It. **#ClickItorTicket**
- Not wearing your seat belt on the way to your Thanksgiving plans could cost you a ticket—or your life. Buckle up for safe celebrations. **#ClickItDontRiskIt**

### Sample X (Formerly Twitter) Messages

- Don’t be the reason everyone has to wait to eat. Avoid getting pulled over by wearing your seat belt. Click It. Don’t Risk It. **#ClickItorTicket**
- Thanksgiving road trips are moments we cherish. Buckle up to ensure your journey doesn’t end with a costly ticket. **#ClickItorTicket #ClickItDontRiskIt**
- Heading home for Thanksgiving? Don’t forget to buckle up, or you could arrive with a ticket. **#ClickItorTicket #ClickItDontRiskIt**

# Turkey Got Cold—Spanish Enforcement

## STEP

### 1 Download graphics.

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

**Alt Text:** Mujer espera a alguien que fue parado por no usar el cinturón de seguridad en camino a la cena.



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 Thanksgiving, no arriesgues tu vida ni tu cartera. Abróchate el cinturón, evita las multas. **#AbrochadoOMultado**

*Translation: This Thanksgiving, don't risk your life or your wallet. Buckle up and avoid fines. **#ClickItorTicket***

- No arruines tu Día de Acción de Gracias con una multa. Ponte el cinturón de seguridad y viaja seguro. **#AbrochadoOMultado**

*Translation: Don't ruin your Thanksgiving with a ticket. Buckle up and travel safely. **#ClickItorTicket***

- Abróchate el cinturón antes de salir a celebrar el Día de Acción de Gracias. Evita multas y cuida de tu vida. **#AbrochadoOMultado**

*Translation: Buckle up before heading out to celebrate Thanksgiving. Avoid fines and protect your life. **#ClickItorTicket***



# Turkey Got Cold—Spanish Enforcement

## STEP

1 Download graphics.

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

**Alt Text:** Mujer espera a alguien que fue parado por no usar el cinturón de seguridad en camino a la cena.



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

- Este Thanksgiving, evita una multa. Usa el cinturón de seguridad y protege lo más valioso: tu vida y la de tus seres queridos. **#AbrochadoOMultado**

*Translation: Avoid a ticket this Thanksgiving. Use your seat belt and protect what's most valuable: your life and that of your loved ones. **#ClickItorTicket***

- No te arriesgues este Thanksgiving. Usa el cinturón de seguridad y evita multas. Cuida de ti y de tu familia. ¡Festeja con responsabilidad! **#AbrochadoOMultado**

*Translation: Don't take risks this Thanksgiving. Use your seat belt and avoid fines. Take care of yourself and your family. Celebrate responsibly! **#ClickItorTicket***

- Antes de ir a la cena de Thanksgiving, abróchate el cinturón. Es una pequeña acción que te puede salvar de una multa y proteger tu vida. **#AbrochadoOMultado**

*Translation: Before heading to Thanksgiving dinner, buckle up. It's a small gesture that can save you from a ticket and protect your life. **#ClickItorTicket***

## NHTSA Contact

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If you have questions about the 2024 Thanksgiving Seat Belts campaign, please contact Mike Joyce at [mike.joyce@dot.gov](mailto:mike.joyce@dot.gov).

