



SOCIAL MEDIA PLAYBOOK

WINTER HOLIDAY SEASON IMPAIRED DRIVING CAMPAIGN 2024

December 11, 2024–January 1, 2025



How to Use This Playbook

This document is a social media playbook for the 2024 Winter Holiday Season Impaired Driving campaign period. It includes specific content and assets, along with instructions, to address drivers and encourage them to not drive after consuming alcohol or marijuana. There will be additional high-visibility enforcement 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

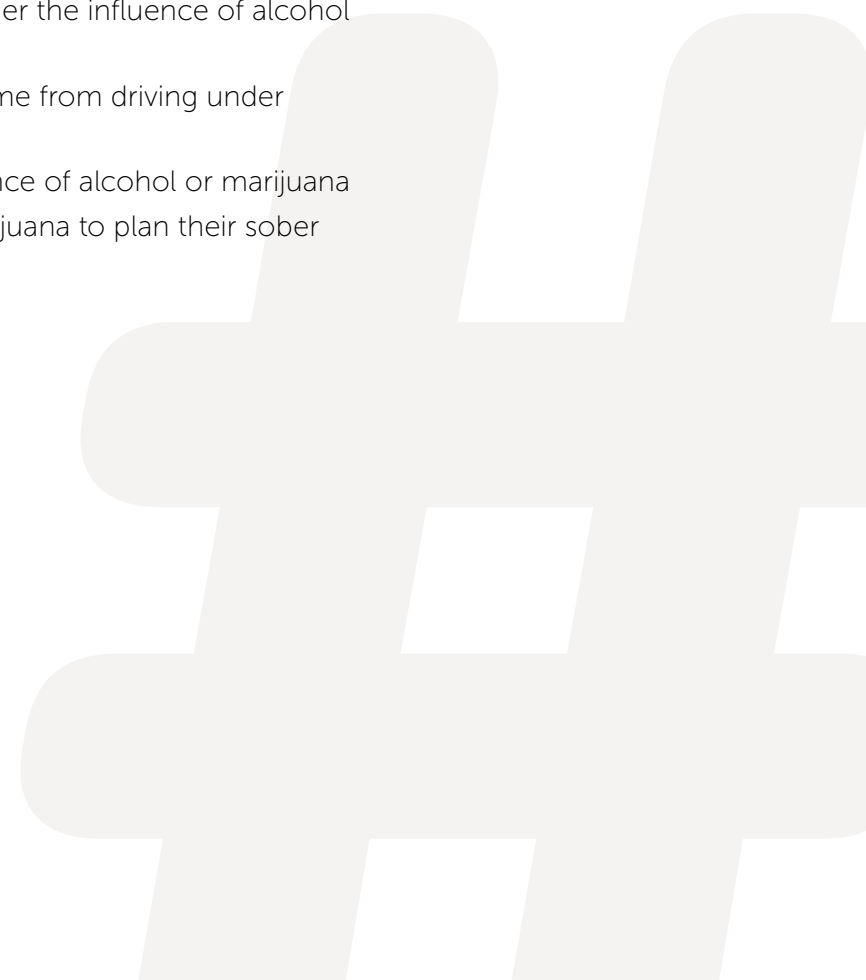
Campaign Summary

Driving under the influence of alcohol or marijuana is dangerous to drivers, passengers and everyone on the road. Although impaired driving is dangerous and prevalent year-round, the winter holiday period is particularly deadly. NHTSA supports states in active high-visibility enforcement leading up to and around the winter holidays and this campaign seeks to educate drivers on the dangers of alcohol- and drug-impaired driving, as well as heighten awareness of increased enforcement.

Based on Fatality Analysis Reporting System (FARS) data, the most significant demographic involved in fatal crashes due to driving under the influence of marijuana is 18- to 34-year-old males and, for driving under the influence of alcohol, 21- to 34-year-old males, making them the primary target for this campaign. Hispanic males 18- to 34-year-old are the secondary target for driving under the influence of marijuana and, for driving under the influence of alcohol, Hispanic males 21- to 34-year-old.

Objectives

- Raise awareness of the increase in alcohol- and drug-impaired driving enforcement during this holiday period
- Educate drivers on the impacts of driving under the influence of alcohol and marijuana
- Remind drivers of the consequences that come from driving under the influence
- Motivate drivers to not drive under the influence of alcohol or marijuana
- Encourage those partaking in alcohol or marijuana to plan their sober ride ahead of time to get home safe



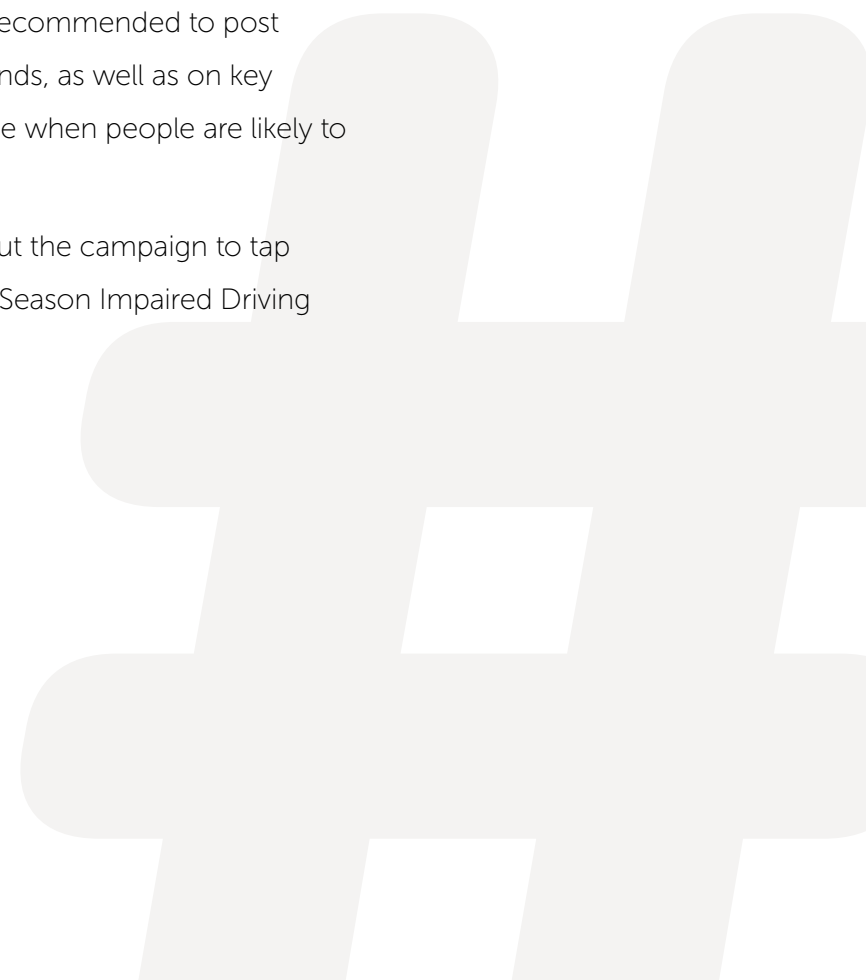
Posting Strategy

The 2024 Winter Holiday Season Impaired Driving high-visibility enforcement campaign runs from December 11, 2024 to January 1, 2025, with paid media efforts running at the same time. Posting organically on social media during this period will help support the campaign.

In addition to posting throughout the campaign, it is recommended to post especially in the days leading up to and on the weekends, as well as on key holidays, 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 Winter Holiday Season Impaired Driving campaign:

- **#HolidaySeason**
- **#TistheSeason**
- **#HappyHolidays**
- **#DriveSober**
- **#DriveSoberOrGetPulledOver**
- **#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 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:

- Montgomery, no one wants to spend their holiday behind bars. 🚔 If you're planning to drink, plan to get a safe, sober ride home. Drive Sober or Get Pulled Over.
- Regardless of how you obtained it 🌿, it doesn't belong behind the wheel, Chicago. If you're impaired by any substance, call a sober friend 🧘, rideshare 🚗 or taxi 🚕 to get you home safely. Drive High, Get a DUI.

Social Media Content

This section contains shareable social media content for the 2024 Winter Holiday Season Impaired Driving campaign period. Provided on pages [\(14-22\)](#) 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

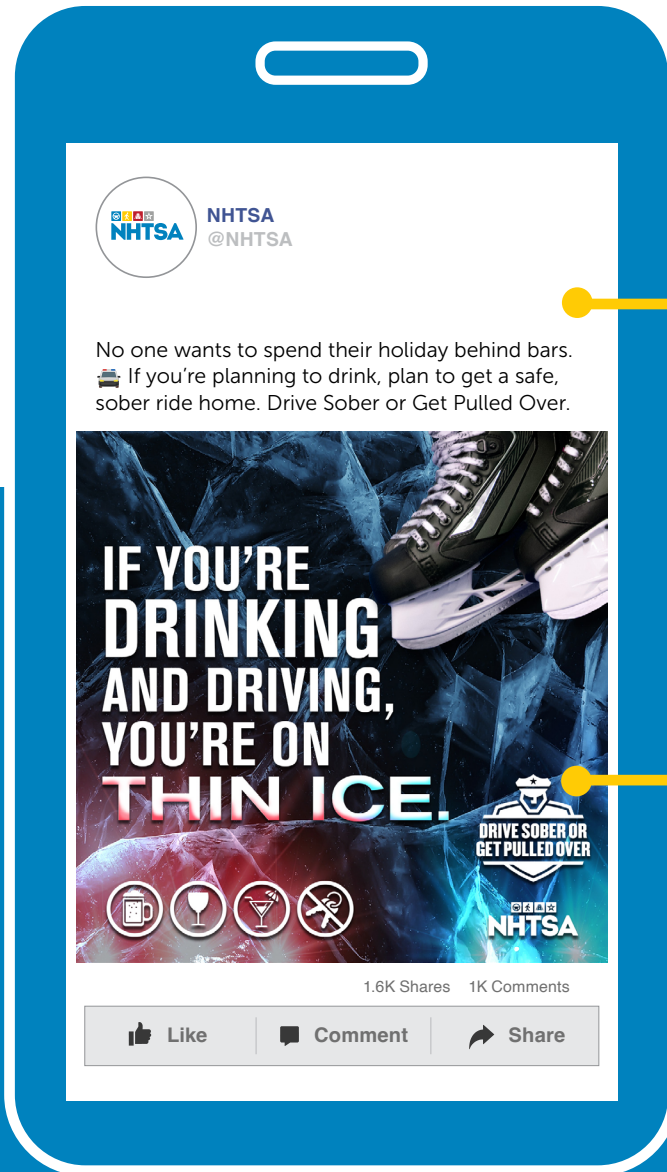
- Thin Ice—Alcohol—p. [14](#)
- Shake Up—Drug—p. [16](#)

Spanish

- That Socks—Alcohol—p. [18](#)
- Carol—Drug—p. [20](#)

Social Post Example

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

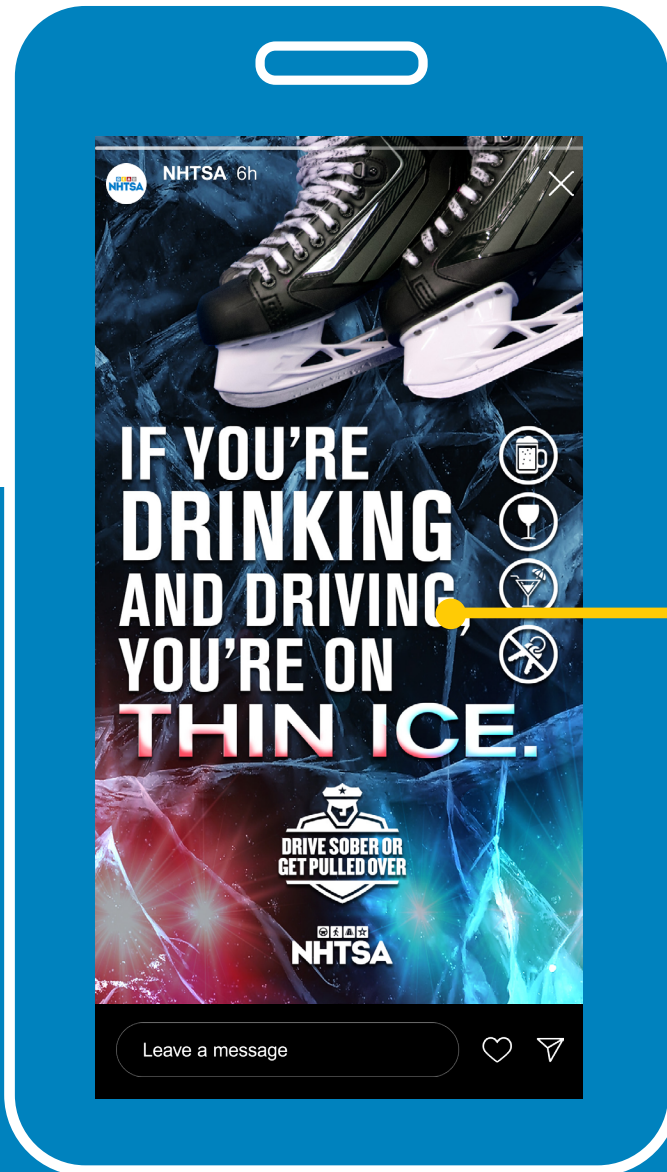


1

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

Cracked ice with a pair of skates that says, "If you're drinking and driving, you're on thin ice."

Thin Ice—Alcohol—English

STEP

1 Download graphics.

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

Alt Text: Cracked ice with a pair of skates that says, “If you’re drinking and driving, you’re on thin ice.”



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

- No one wants to spend their holiday behind bars. 🚗 If you’re planning to drink, plan to get a safe, sober ride home. Drive Sober or Get Pulled Over.
- However you celebrate 🪄🌲🌟 if your plans involve alcohol 🍷, make sure you plan for a designated driver. Drive Sober or Get Pulled Over.
- If you have to ask if you’re okay to drive 🚗, then you already know the answer. Drive Sober or Get Pulled Over.
- 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. Drive Sober or Get Pulled Over.
- Get your holiday hosting checklist together! 🎉
 - ✓ Punch 🍷
 - ✓ Decorations 🌲
 - ✓ Food 🍽️
 - ✓ Solutions for a safe ride home! 🚗 Drive Sober or Get Pulled Over.

Thin Ice—Alcohol—English

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1 Download graphics.

Download the “Thin Ice” graphic below at:
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Alt Text: Cracked ice with a pair of skates that says, “If you’re drinking and driving, you’re on thin ice.”



Sizes Available:



Social Posts
 1200x1200

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

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Sample X (Formerly Twitter) Messages

- No one wants to spend their holiday behind bars. 🍷 If you’re planning to drink, plan to get a safe, sober ride home. Drive Sober or Get Pulled Over. **#DriveSober**
- However you celebrate 🍷🎄🌟, if your plans involve alcohol 🍷, make sure you plan for a designated driver. Drive Sober or Get Pulled Over. **#DriveSober**
- If you have to ask if you’re okay to drive 🚗, then you already know the answer. Drive Sober or Get Pulled Over. **#DriveSober**
- 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. Drive Sober or Get Pulled Over.
- Get your holiday hosting checklist together! 🎉 **#DriveSober**
 - ✓ Punch 🍷
 - ✓ Decorations 🎄
 - ✓ Food 🍽️
 - ✓ Solutions for a safe ride home! 🚗 Drive Sober or Get Pulled Over. **#DriveSober**

Shake Up—Drug—English

STEP

1 Download graphics.

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

Alt Text: A car is in a snow globe with text that reads, “Don’t let a DUI shake up your holidays.”



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 winter holiday season is a busy and, often, hectic time. If you plan to unwind with 🍷, plan for a safe and sober ride home. Drive High, Get a DUI.
- 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. Drive High, Get a DUI.
- “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. Drive High, Get a DUI.
- 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. Drive High, Get a DUI.
- 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. Drive High, Get a DUI.

Shake Up—Drug—English

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1200x1200

Social Stories
1080x1920

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Copy/paste one of the suggested posts below.

Sample X (Formerly Twitter) Messages

- The winter holiday season is a busy and, often, hectic time. If you plan to unwind with 🍃, plan for a safe and sober ride home. Drive High, Get a DUI. **#ImpairedDriving**
- 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. Drive High, Get a DUI. **#ImpairedDriving**
- “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. Drive High, Get a DUI. **#ImpairedDriving**
- 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. Drive High, Get a DUI.
- 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. Drive High, Get a DUI. **#ImpairedDriving**

That Socks—Alcohol—Spanish

STEP

1 Download graphics.

Download the "That Socks" graphic below at: [Traffic Safety Marketing](#)

Alt Text: Un hombre muestra una multa recibida por conducir tomado mientras lleva puesto un atuendo festive.

Translation: A man shows a ticket received for drunk driving while dressed for the holidays.



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

- Nadie quiere pasar sus navidades encarcelado. 🚚 Si planeas beber alcohol, planifica un viaje seguro a casa con un conductor sobrio. Maneja Tomado y Serás Arrestado.

Translation: No one wants to spend their holiday behind bars. 🚚 If you're planning to drink, plan to get a safe, sober ride home. Drive Sober or Get Pulled Over.
- No importa cómo celebres 🍷🌲🎄, si tus planes incluyen beber alcohol 🍷, asegúrate de tener un conductor designado sobrio. Maneja Tomado y Serás Arrestado.

Translation: However you celebrate 🍷🌲🎄, if your plans involve alcohol 🍷, make sure you plan for a designated driver. Drive Sober or Get Pulled Over.
- Si tienes que preguntarte si puedes manejar de forma segura, ya sabes que la respuesta es no. Maneja Tomado y Serás Arrestado.

Translation: If you have to ask if you're okay to drive 🚗, then you already know the answer is no. Drive Sober or Get Pulled Over.
- 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. Maneja Tomado y Serás Arrestado.

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. Drive Sober or Get Pulled Over.
- ¡Prepara tu lista de verificación de anfitrión para la fiesta navideña! 🎄

 - ✓ Ponche 🍷
 - ✓ Decoraciones 🌲
 - ✓ Comida 🍽️

✓ ¡Soluciones para un viaje seguro a casa! 🚗 Maneja Tomado y Serás Arrestado.

Translation: Get your holiday hosting checklist together! 🎄

 - ✓ Punch 🍷
 - ✓ Decorations 🌲
 - ✓ Food 🍽️

✓ Solutions for a safe ride home! 🚗 Drive Sober or Get Pulled Over.

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STEP

1 Download graphics.

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

Alt Text: Un agente de la ley detiene a un conductor por manejar drogado con música navideña de fondo.

Translation: Law enforcement stops a driver for driving while high with holiday music surrounding the scene.



Sizes Available:



Social Posts
1200x1200

Carol—Drug—Spanish

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

- La temporada navideña es, a menudo, muy ajetreada. Si planeas relajarte con 🌿, planea un viaje seguro a casa con un conductor sobrio. Maneja Drogado y Serás Arrestado.

Translation: The winter holiday season is a busy and, often, hectic time. If you plan to unwind with 🌿, plan for a safe and sober ride home. Drive High, Get a DUI.
- Sin importar como la 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. Maneja Drogado y Serás Arrestado.

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. Drive High, Get a DUI.
- 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. Maneja Drogado y Serás Arrestado.

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. Drive High, Get a DUI.
- 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. Maneja Drogado y Serás Arrestado.

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. Drive High, Get a DUI.
- 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. Maneja Drogado y Serás Arrestado.

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. Drive High, Get a DUI.

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Social Posts
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Carol—Drug—Spanish

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- Sin importar como la 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. Maneja Drogado y Serás Arrestado. **#ImpairedDriving**

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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. Drive High, Get a DUI.

#ImpairedDriving

- 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. Maneja Drogado y Serás Arrestado. **#ImpairedDriving**

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NHTSA Contact

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

