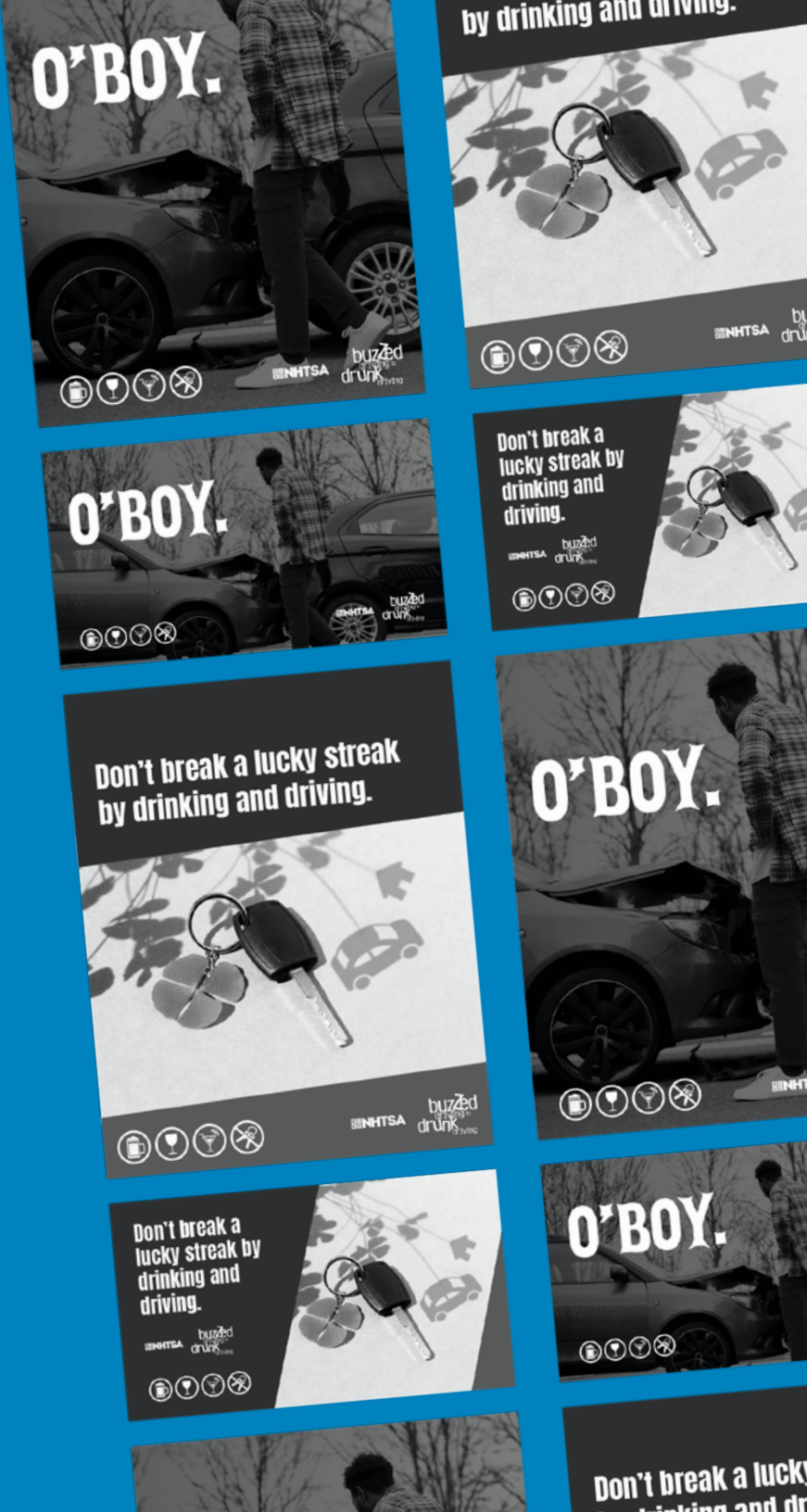




## SOCIAL MEDIA PLAYBOOK

# ST. PATRICK'S DAY ALCOHOL-IMPAIRED DRIVING CAMPAIGN 2025

March 17, 2025



# How to Use This Playbook

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This document is a social media playbook for the 2025 St. Patrick's Day Alcohol-Impaired Driving campaign period. 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

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## Campaign Summary

According to NHTSA-provided data, the number of deaths from drunk-driving-related crashes during the St. Patrick's Day holiday period increased by 33% in 2022. The goal of this campaign is to encourage positive behaviors while celebrating the holiday and motivate drivers to plan ahead for a safe and sober ride on St. Patrick's Day.

## Objectives

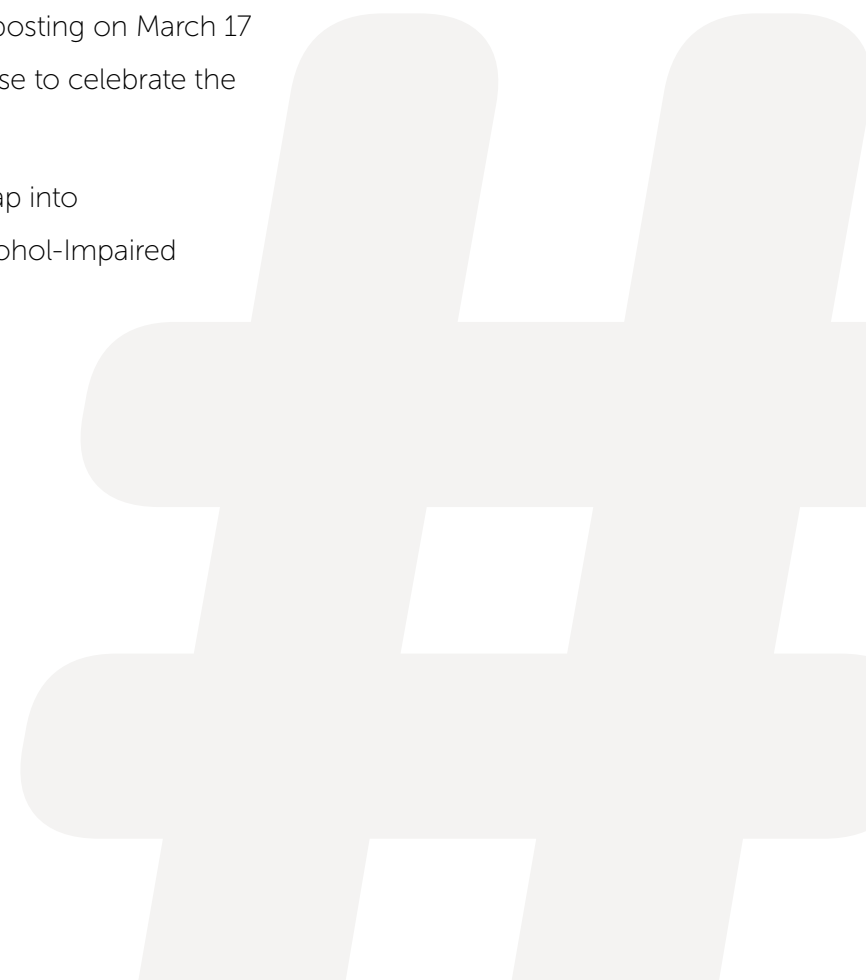
- Influence drivers to not drive while impaired
- Encourage drivers to plan ahead for a sober ride if they plan to consume any amount of alcohol
- Raise awareness around the fatality data from the St. Patrick's Day holiday period

## Posting Strategy

St. Patrick's Day falls on a Monday this year, which makes posting throughout the week leading up to the holiday itself incredibly important to keep the messaging of not driving impaired at the top of drivers' minds no matter when they decide to celebrate. Increasing posting on March 17 will also emphasize the message to drivers who choose to celebrate the day of.

Below are relevant hashtags to use when posting to tap into conversations related to the 2025 St. Patrick's Day Alcohol-Impaired Driving campaign:

- **#StPatricksDay**
- **#SaintPatricksDay**
- **#BuzzedDriving**
- **#LuckoftheIrish**



# Creating Your Own Content

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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:

- A sober ride is your lucky charm 🍀 to a great St. Patrick's Day, Virginia! Plan ahead if you choose to drink with friends. **#BuzzedDriving** Is Drunk Driving.
- The 🗝️ to a great St. Patrick's Day in New Orleans: Plan ahead for a sober ride home. 🍀 **#BuzzedDriving** Is Drunk Driving

## Social Media Content

This section contains shareable social media content for the 2025 St. Patrick's Day Alcohol-Impaired Driving campaign period. Provided on pages [\(14-15\)](#) 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 1080x1350*

*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.*

## Content Organization

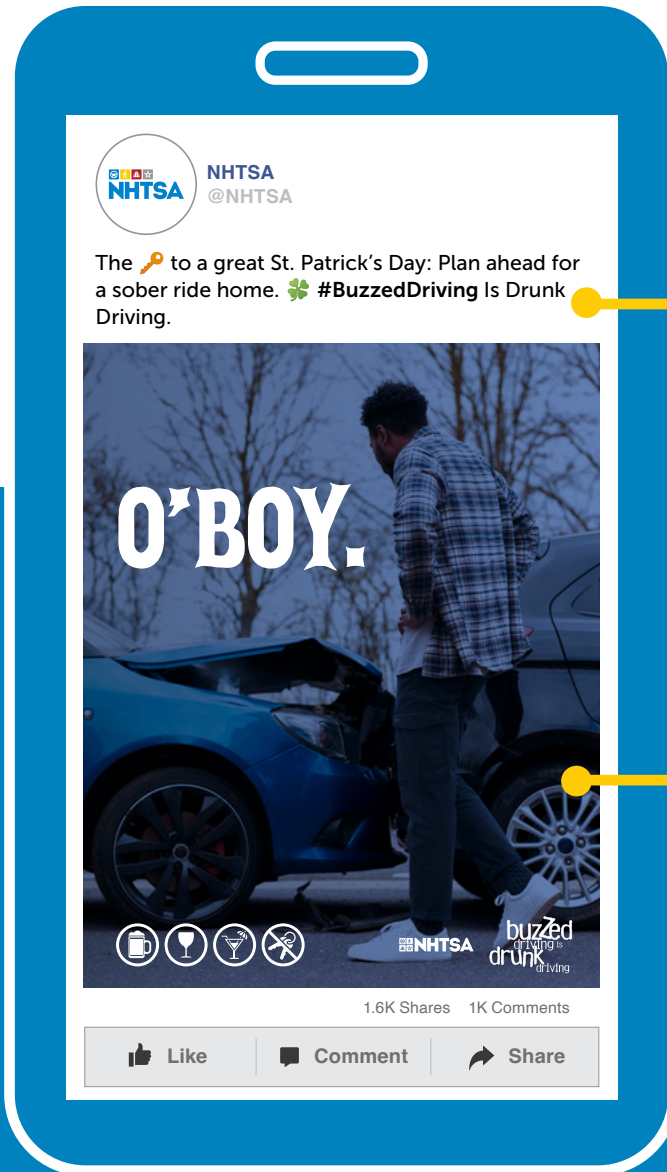
The social media content is organized into sections based on creative concept and social platform. Only English versions are provided for this campaign.

### English

- Lucky Keys—p. [14](#)
- O'Boy—p. [15](#)

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.





## 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.

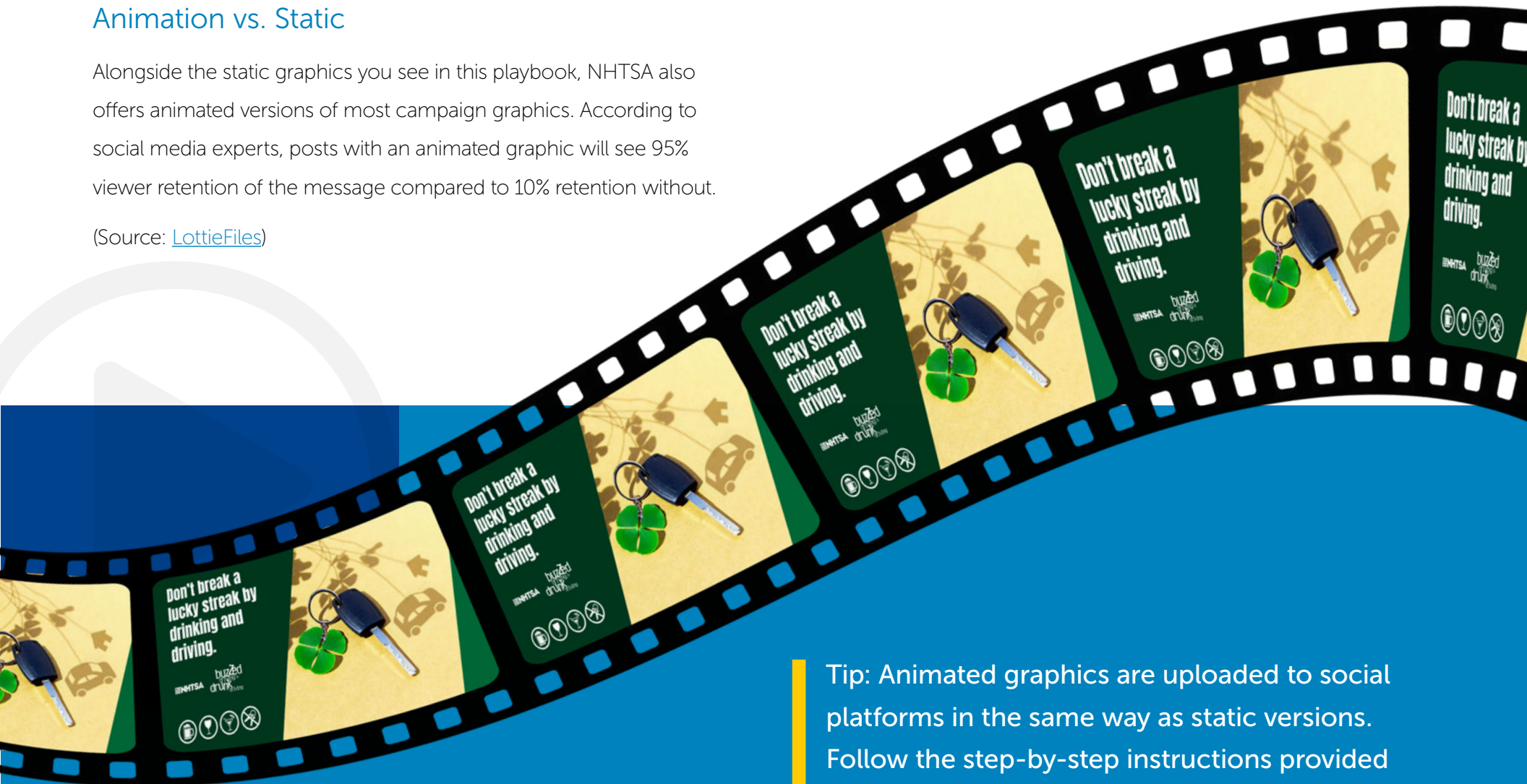
1

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. 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](#))



Tip: 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 to your content after downloading them from the [website](#).

## Reels and Stories

In addition to the power of feed posts, it's crucial to highlight the growing relevance of stories and reels on platforms like Instagram and Facebook, which have become some of the most engaging content formats today. Stories, which disappear after 24 hours, offer a sense of immediacy and urgency, encouraging quick interactions. Reels, on the other hand, have a wider reach due to Meta's algorithm, which prioritizes short, engaging videos. These formats are especially effective for targeting younger audiences who consume content more quickly and are more likely to engage with dynamic, bite-sized videos.

(Source: [Wisitech](#))



**Tip:** While uploading a story or reel may seem like a different process from traditional posts, it's easy to incorporate both types of content into your campaign. Be sure to follow each platform's step-by-step instructions to successfully create and upload stories and reels alongside your regular posts.

For how to include Stories and Reels on each social media platform, visit these resources:

### Stories

- [Facebook](#)
- [Instagram](#)

### Reels

- [Facebook](#)
- [Instagram](#)

## 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 car key with a four-leaf clover keychain and message encouraging drivers not to drink and drive.

# Lucky Keys—Social Norming

STEP

1 Download graphics.

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

**Alt Text:** A car key with a four-leaf clover keychain and message encouraging drivers not to drink and drive.



Sizes Available:



Social Posts  
1080x1350

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.

### Facebook, Instagram and X (formerly Twitter)

- A sober ride is your lucky charm 🍀 to a great St. Patrick's Day! Plan ahead if you choose to drink with friends. **#BuzzedDriving** Is Drunk Driving.
- You have the key 🔑 to prevent an unlucky St. Patrick's Day. 🍀 If you drink, don't drive. Call a sober friend, rideshare or taxi to get home safely. 🌈 **#BuzzedDriving** Is Drunk Driving.
- Your life is worth more than a pot o' gold 💰. Plan ahead for a sober ride home this St. Patrick's Day. 🍀 **#BuzzedDriving** Is Drunk Driving.



# O'Boy—Social Norming

STEP

1 Download graphics.

Download the "O'Boy" graphic below at:  
[Traffic Safety Marketing](#)

**Alt Text:** A distressed man standing beside two cars involved in a collision, implying he was in a crash.



Sizes Available:



Social Posts  
1080x1350

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.

Facebook, Instagram and X (formerly Twitter)

- Don't forget to wear green this St. Patrick's Day! And if you drink, don't drive. 🚫 #BuzzedDriving Is Drunk Driving.
- The 🍀 to a great St. Patrick's Day: Plan ahead for a sober ride home. 🍀 #BuzzedDriving Is Drunk Driving.

## NHTSA Contact

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If you have questions about the 2025 St. Patrick's Day Alcohol-Impaired Driving campaign, please contact Thomas Bayhi at [thomas.bayhi@dot.gov](mailto:thomas.bayhi@dot.gov).

