



## SOCIAL MEDIA PLAYBOOK

# PUT THE PHONE AWAY OR PAY CAMPAIGN

2025

April 7–14, 2025



# How to Use This Playbook

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This document is a social media playbook for the 2025 Put the Phone Away or Pay distracted driving high-visibility enforcement campaign period. It includes specific content and assets, along with instructions, to address drivers and encourage them not to use their phones while driving. 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

The safest choices drivers can make is to not use their phones while driving. Using a phone while driving is hazardous yet prevalent among American drivers. Unfortunately, using anything that takes your attention away from the task of safe driving is a distraction. Based on Fatality Analysis Reporting System (FARS) data, the most significant demographic involved in fatal crashes due to texting and driving is 18- to 34-year-olds, making them the primary target for this campaign.

Until recently, laws only covered texting while driving; however, states have recently started to update their laws to include any use of a handheld cell phone as an enforceable offense. The goal of the 2025 Put the Phone Away or Pay campaign is to get drivers to remain attentive to the road while driving and avoid any distractions.

## Objectives

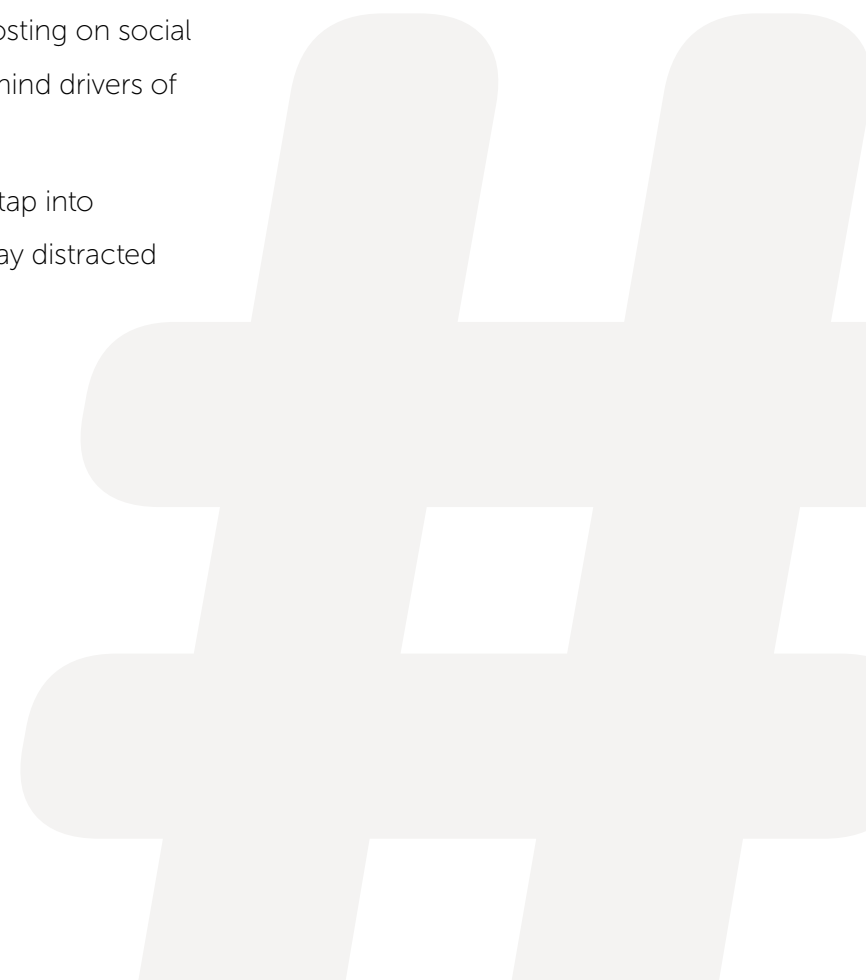
- Motivate drivers to leave their cell phones alone while driving
- Communicate that the dangerous act of being on a cell phone while driving is a law-enforceable offense
- Encourage drivers to fight the urge to check phones while behind the wheel of a car

## Posting Strategy

The 2025 Put the Phone Away or Pay enforcement period runs from Thursday, April 10, through Monday, April 14, with paid media efforts beginning on Monday, April 7. During both periods, posting on social media will help reinforce the paid placements and remind drivers of heightened enforcement activity.

Below is the relevant hashtag to use when posting to tap into conversations related to the Put the Phone Away or Pay distracted driving campaign:

- **#JustDrive**
- **#ConcéntrateEnManejar**



# 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:

-  Making plans can wait Atlanta – your safety can't. Don't suffer the consequences for looking at your phone while driving. **#JustDrive**
- Don't end your day with a guilty conscience, Boise. Leave the phone out of reach and stay focused while driving. **#JustDrive**

# Social Media Content

This section contains shareable social media content for the 2025 Put the Phone Away or Pay campaign period. Provided on pages [\(14-16\)](#) 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. Both English and Spanish versions are provided for this campaign.

### English

- DND—p. [14](#)

### Spanish

- Attention—p. [15](#)
- Scroll—p. [16](#)

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).

00:03



## 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](#).

## Stories and Reels

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

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:



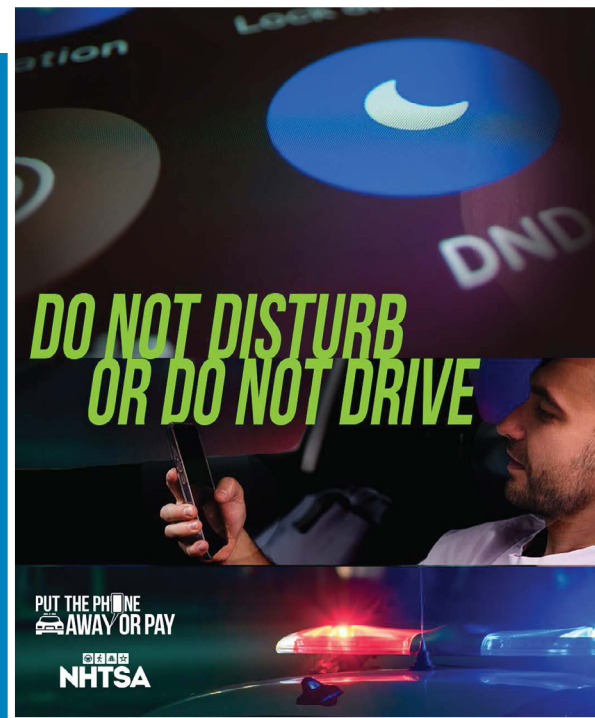
[Facebook](#)



[Instagram](#)



[X](#)



### Alt Text Example

Images of a phone on DND, man on phone while driving and police lights stacked

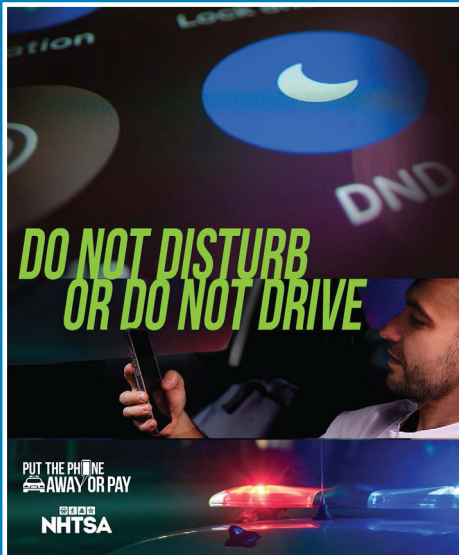
# DND

STEP

1 Download graphics.

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

**Alt Text:** Images of a phone on DND, man on phone while driving and police lights stacked



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

- You and your phone may be attached at the hip, but it doesn't need to be attached to your hand when you're driving 🙅📱. Stay focused behind the wheel. Put the Phone Away or Pay.
- The consequences for driving distracted can be costly 💰 or deadly ☠️. Put the phone away. Put the Phone Away or Pay.
- 📅 Making plans can wait – your safety can't. Don't suffer the consequences for looking at your phone while driving. Put the Phone Away or Pay.
- Don't end your day with a guilty conscience. Leave the phone out of reach and stay focused while driving. Put the Phone Away or Pay.
- Staying focused on the road is the most important thing you can do behind the wheel. Put the Phone Away or Pay.
- 🧴 Water bottle – filled  
 ★ Vibes – good  
 📱 Phone – put away  
 👁️ Eyes – on the road  
 Put the Phone Away or Pay.
- Don't risk it on the roads. Put your phone down while driving. Put the Phone Away or Pay.
- Trust us, your friends won't mind if you wait to respond. They'd rather you safe than sorry. Put the Phone Away or Pay.
- Be a do not disturb hero 🙄 behind the wheel – all those notifications aren't as important as your life. Put the Phone Away or Pay.
- Keeping your eyes on the road will help ensure you don't see dollar signs or jail. 💰👮📱 Phones have no place behind the wheel. Put the Phone Away or Pay.

STEP

1 Download graphics.

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

**Alt text:** Un conductor con celular en mano y luego una multa. Las luces de un vehículo de la ley en el espejo.

**Translation:** A driver with a phone in hand, then a ticket. The lights of a law enforcement vehicle in the mirror.



Sizes Available:

Social Stories  
1080x1920

# Attention

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

- Las consecuencias de manejar distraído pueden ser caras y fatales. 📱➡️🚗💀 Celular Guardado O Serás Multado.

*Translation: The consequences of driving distracted can be expensive and fatal. 📱➡️🚗💀 Put the Phone Away or Pay.*
- Sabemos que es bien difícil resistirse a las notificaciones. Pero si estás manejando, esas notificaciones podrían costarte una multa. ¡Ding! 🚗📱🔔👉 Celular Guardado O Serás Multado.

*Translation: We know it's hard to resist notifications, but if you're driving, those notifications could cost you a ticket. Ding! 🚗📱🔔👉 Put the Phone Away or Pay.*
- El teléfono y el volante nunca deberían competir por tu atención. Concéntrate solo en el manejo. 🚗❌📱 Celular Guardado O Serás Multado.

*Translation: The phone and the steering wheel should not compete for your attention. Focus only on driving. 🚗❌📱 Put the Phone Away or Pay.*
- Ningún mensaje es tan urgente como para ganarte una multa; mejor enfócate en la carretera. ❌📱 Celular Guardado O Serás Multado.

*Translation: No message is worth a fine; keep your eyes on the road. ❌📱 Put the Phone Away or Pay.*
- No le hagas caso a los mensajes de tu teléfono al manejar, pero sí ponle atención a este mensaje. ❌👁️📱👉 Celular Guardado O Serás Multado.

*Translation: Heads up! The road is the only thing that deserves your attention, not that message. Put your phone away! 👁️📱👉 Put the Phone Away or Pay.*

STEP

1 Download graphics.

Download the "Scroll" carousel below at: [Traffic Safety Marketing](#)

**Alt text:** Un conductor viendo su celular y un vehículo de la ley visible en el espejo retrovisor.

**Translation:** A driver looking at their phone with a law enforcement vehicle visible in the rearview mirror.

Slide 1



Slide 2



Slide 3



Sizes Available:

Social Posts  
1080x1350

# Scroll

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

- No es urgente leer ese email o texto, ni ver esas fotos mientras manejas. De lo contrario, lo que verás será una multa. 📵📱 Celular Guardado O Serás Multado.  
*Translation: Trust me, that message isn't so urgent that it's worth a ticket; better to focus on the road. 📵📱 Put the Phone Away or Pay.*
- Hacer planes puede esperar; la seguridad NO. No arriesgues consecuencias fatales por mirar tu teléfono. 📵📱🚗 Celular Guardado O Serás Multado.  
*Translation: Making plans can wait; safety CANNOT. Don't risk fatal consequences by looking at your phone. 📵📱🚗 Put the Phone Away or Pay.*
- ¡Ojo! La carretera es lo único que merece tu atención, no ese mensaje. ¡Guarda el celular! 👁️📵📱 Celular Guardado O Serás Multado.  
*Translation: Heads up! The road is the only thing that deserves your attention, not that message. Put your phone away! 👁️📵📱 Put the Phone Away or Pay.*
- Si usas tu teléfono mientras manejas, el único mensaje que te llegará será una multa. ¡Guarda el teléfono! 🚗📵📱 Celular Guardado O Serás Multado.  
*Translation: If you use your phone while driving, the only message you'll get is a ticket. Put the phone away! 🚗📵📱 Put the Phone Away or Pay.*
- Esos selfies al volante podrían salir muy caros. Mejor enfócate en el camino. Evita las multas. 🚗📵📱 Celular Guardado O Serás Multado.  
*Translation: Those selfies behind the wheel could end up costing you a lot. Better to keep your focus on the road and avoid the fines. 🚗📵📱 Put the Phone Away or Pay.*



## NHTSA Contact

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If you have questions about the 2025 Put the Phone Away or Pay campaign, please contact Lori Millen at [Lori.Millen@dot.gov](mailto:Lori.Millen@dot.gov).

