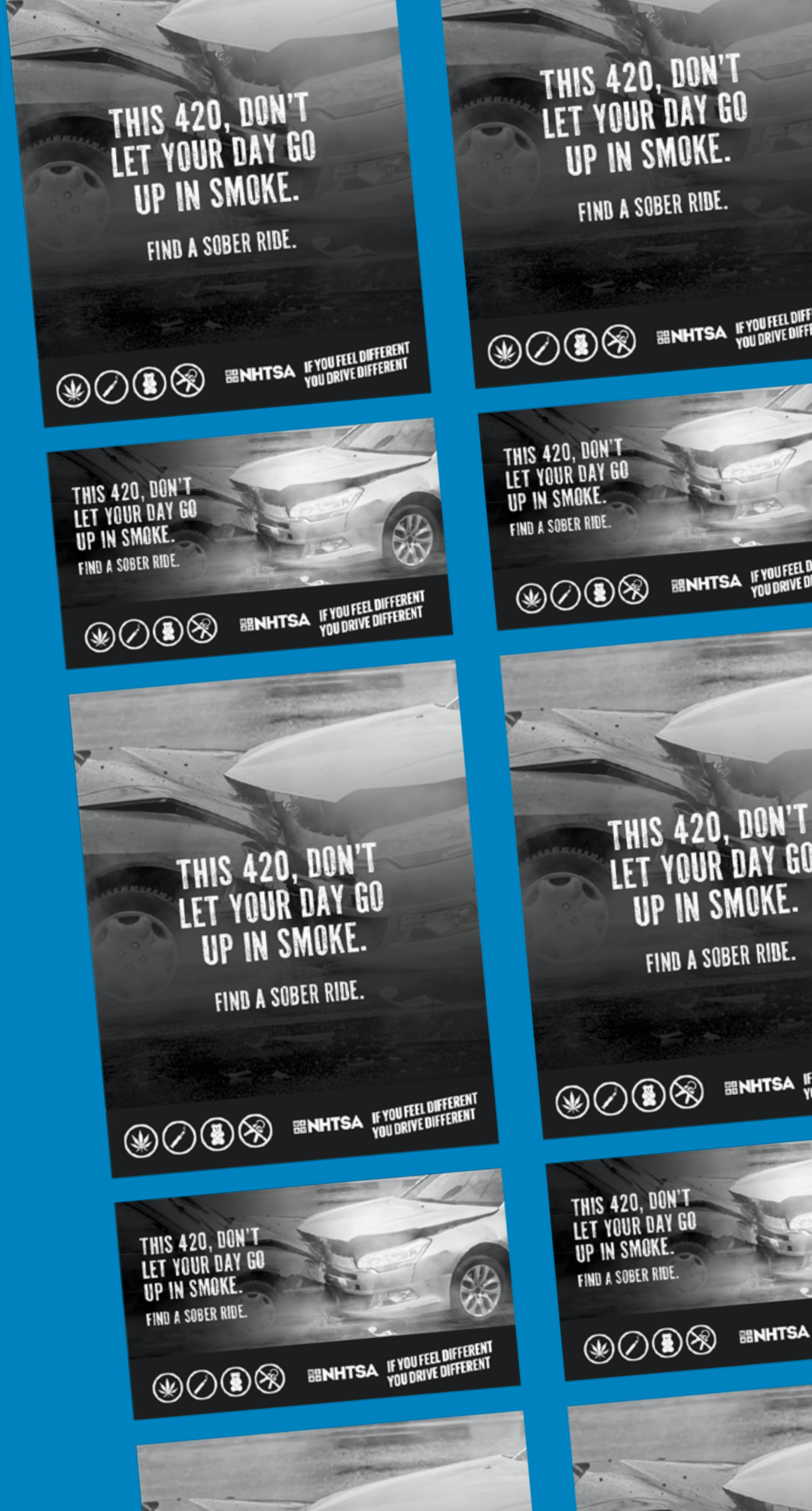
SOCIAL MEDIA PLAYBOOK

420 DRUG-IMPAIRED DRIVING PREVENTION CAMPAIGN

2025

April 20, 2025


THIS 420, DON'T LET YOUR DAY GO UP IN SMOKE.
FIND A SOBER RIDE.
NHTSA
IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

How to Use This Playbook

This document is a social media playbook for the 2025 420 Drug-Impaired Driving Prevention campaign period. It includes specific content and assets, along with instructions, to address drivers and encourage them not to drive while impaired by marijuana. 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.

Table of Contents

Campaign Overview 4

- Campaign Summary 4
- Objectives 4
- Posting Strategy 5

Creating Your Own Content 6

Social Media Content 7

- Content Organization 8
- Post Examples 9
- Content 14

NHTSA Contact 15

Campaign Overview

Campaign Summary

As the celebration of 420 increases in popularity, it is imperative to emphasize the dangers of driving while impaired by marijuana.

The goal of the 420 campaign is to get drivers to recognize that marijuana use can impair their driving, even if they don't feel drastically different, and encourage positive behaviors like planning ahead for a sober ride.

Objectives

- Motivate drivers not to drive while impaired by marijuana
- Raise awareness that marijuana use can impair driving by decreasing reaction time and altering perception
- Emphasize the importance of driving sober on 420

Posting Strategy

420 falls on a Sunday 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. Increasing posting on April 20 will also emphasize the message to individuals who choose to participate.

Below is a relevant hashtag to use when posting to tap into conversations related to the 420 Drug-Impaired Driving Prevention campaign:

- **#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 engagement.

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:

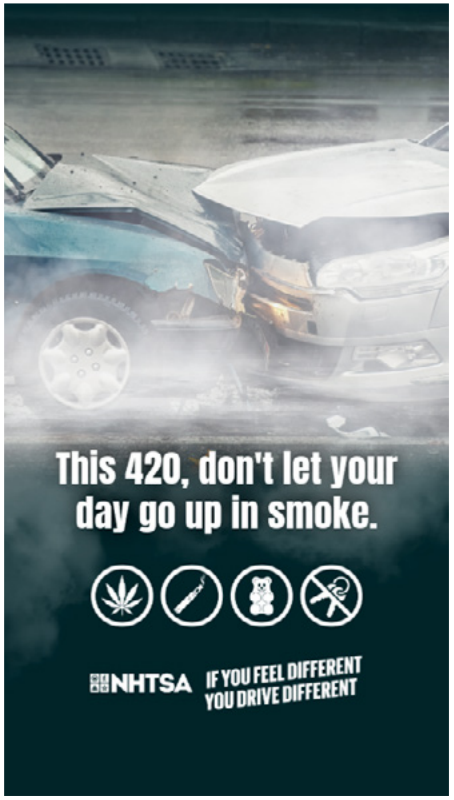
- Include the state or city name within the message
- Utilize local crash or traffic stop data
- Mention events to draw a connection to the campaign

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

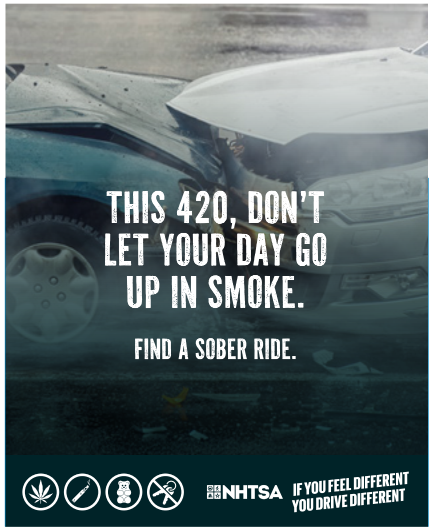
- We're going to be blunt, Houston — driving high on 420 isn't just risky, it's deadly 💀. Getting behind the wheel could cost you your license or even your life. Call a sober friend, rideshare, or taxi to get home safely. No excuses ❌.
- Driving high on 420, or any day, is dangerous. Miami, make the right choice: stay off the road 🙅🚫.

Social Media Content

This section contains shareable social media content for the 2025 420 Drug-Impaired Driving Prevention campaign period. Provided on page 14 are downloadable graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.


This 420, don't let your day go up in smoke.
NHTSA
IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

Social Story 1080x1920


THIS 420, DON'T LET YOUR DAY GO UP IN SMOKE.
FIND A SOBER RIDE.
NHTSA
IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

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.*

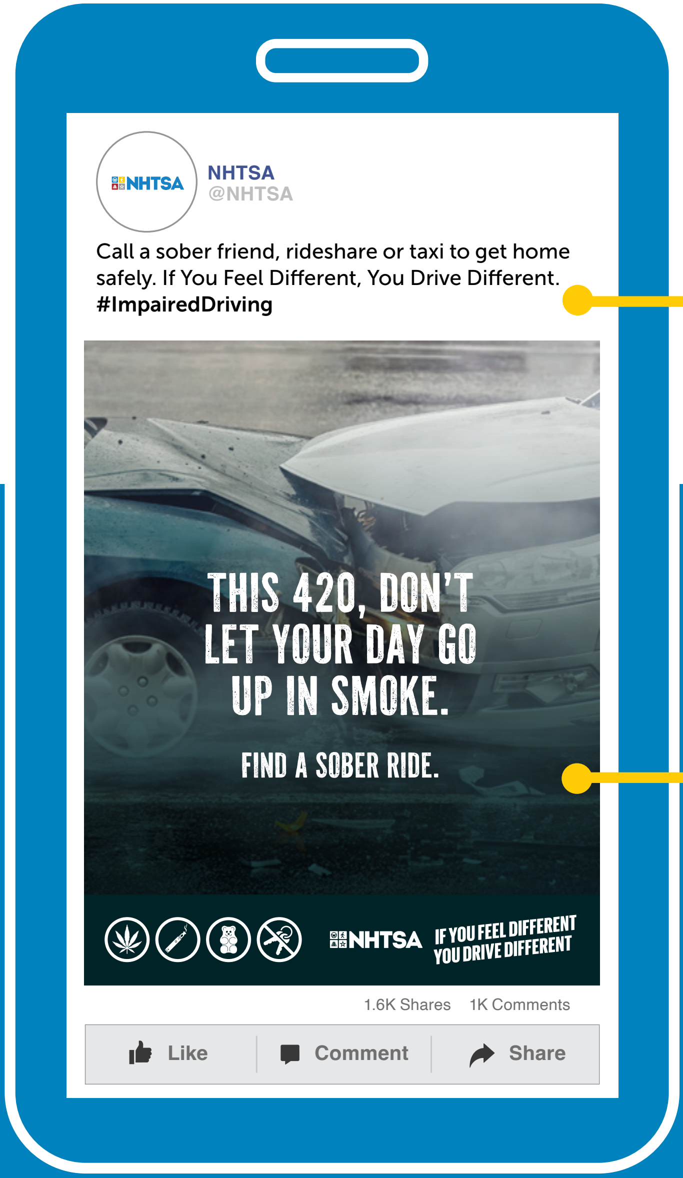
On the following pages, you will see additional graphics and post examples for the campaign. Be sure to consider which social media platform your target audience typically uses when you choose the graphics and post content. Also, take into consideration that most people use mobile phones when checking 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. Content is only provided in English for this campaign.

English

- Up In Smoke—p. 14


NHTSA
@NHTSA

Call a sober friend, rideshare or taxi to get home safely. If You Feel Different, You Drive Different. **#ImpairedDriving**

THIS 420, DON'T LET YOUR DAY GO UP IN SMOKE.
FIND A SOBER RIDE.
NHTSA
IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT
1.6K Shares
1K Comments
Like
Comment
Share

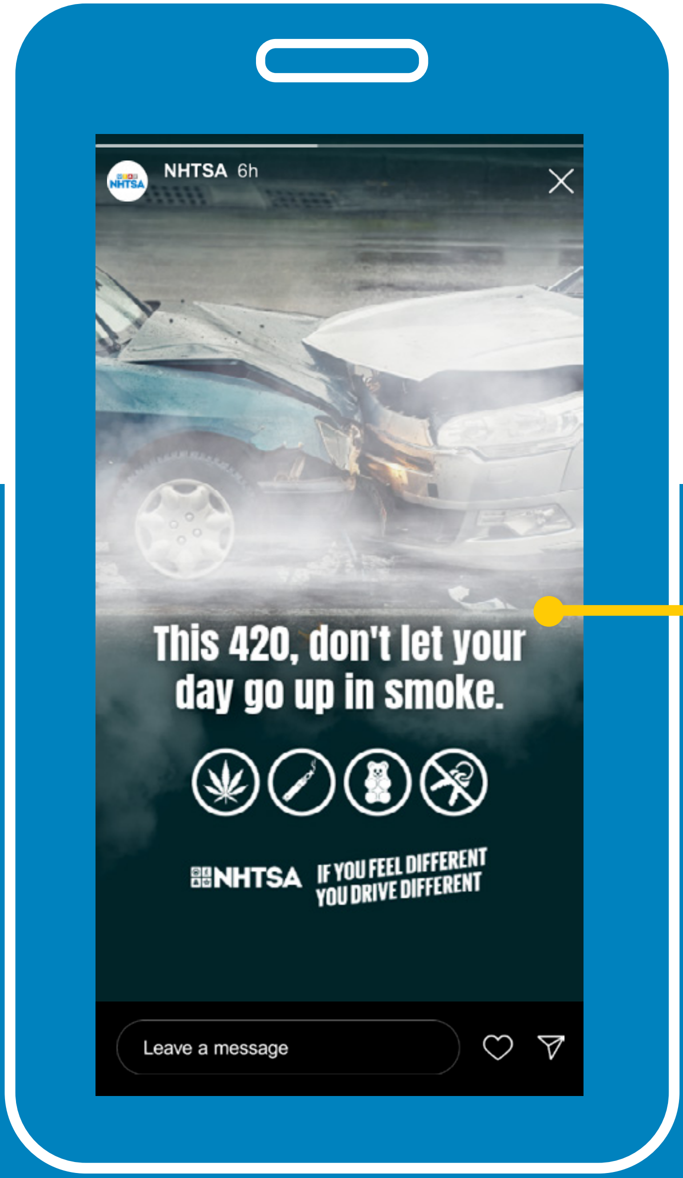
Social Post Example

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.



This 420, don't let your day go up in smoke.

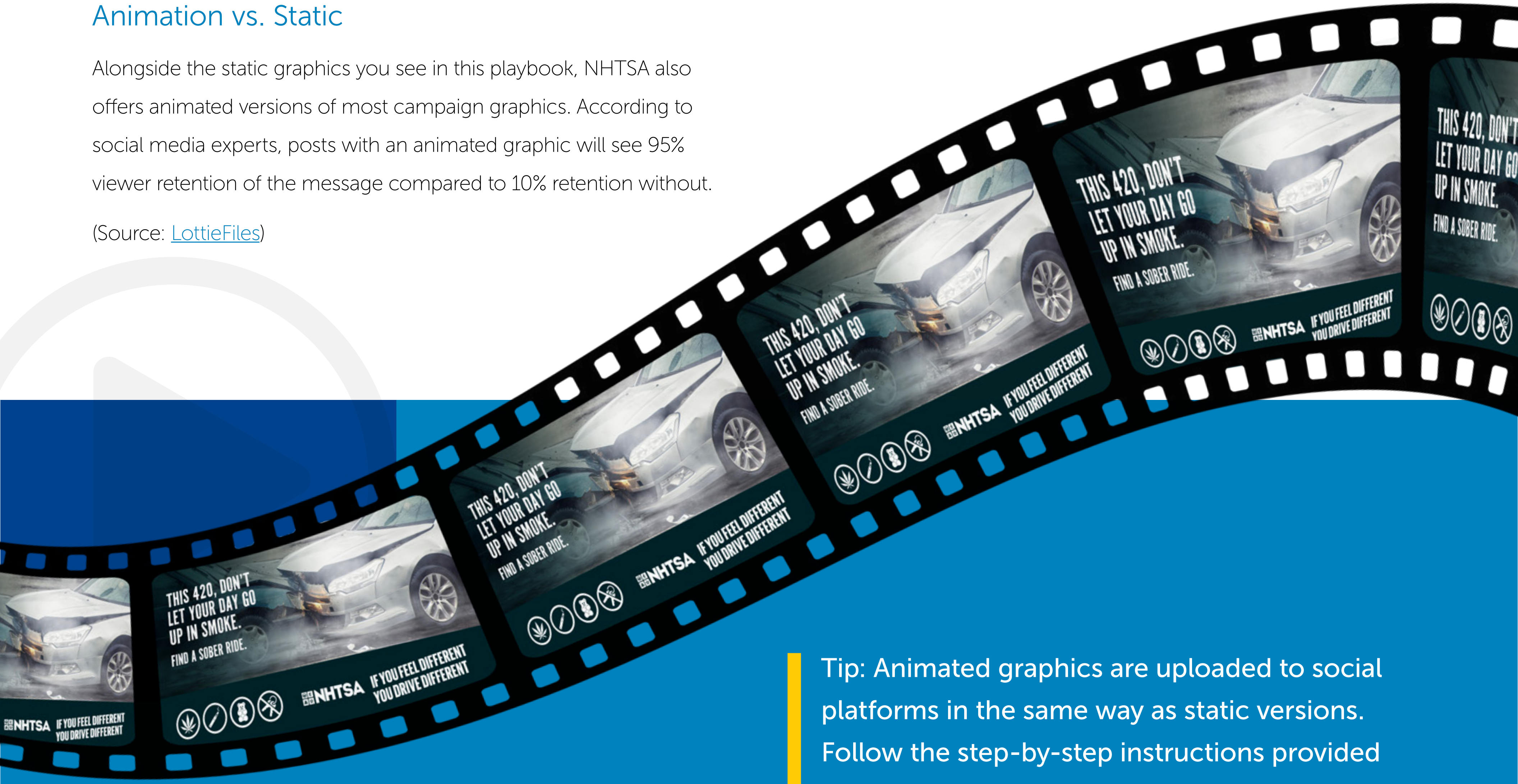
IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

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. 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)

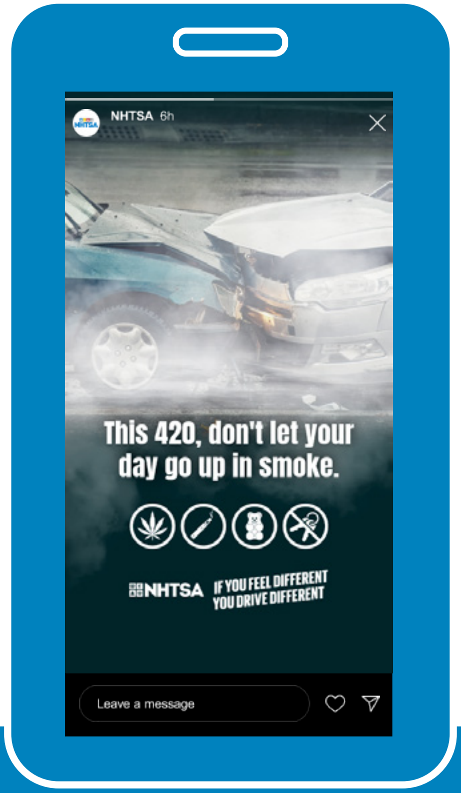

THIS 420, DON'T LET YOUR DAY GO UP IN SMOKE.
FIND A SOBER RIDE.
NHTSA
IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

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)


NHTSA 6h
This 420, don't let your day go up in smoke.
NHTSA
IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT
Leave a message

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

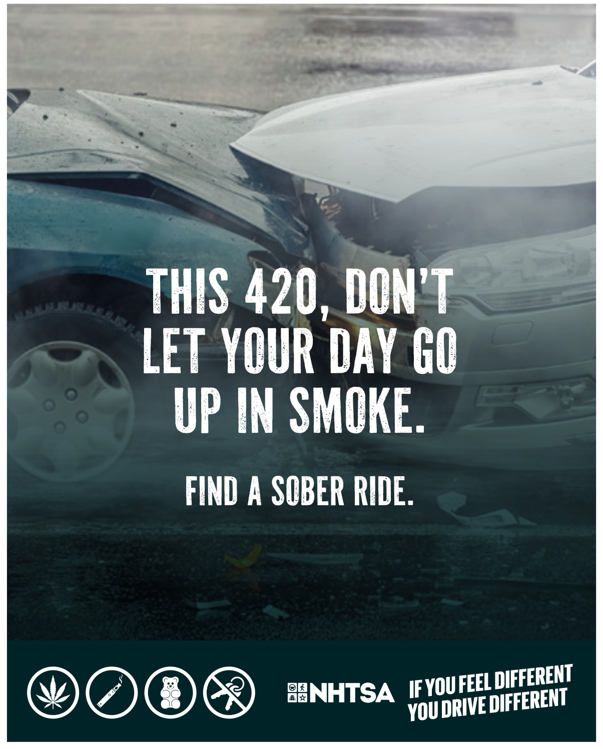
Reels

- 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 (Formerly Twitter)


THIS 420, DON'T
LET YOUR DAY GO
UP IN SMOKE.
FIND A SOBER RIDE.
NHTSA
IF YOU FEEL DIFFERENT
YOU DRIVE DIFFERENT

Alt Text Example

A collision between two cars both visibly damaged in a crash.

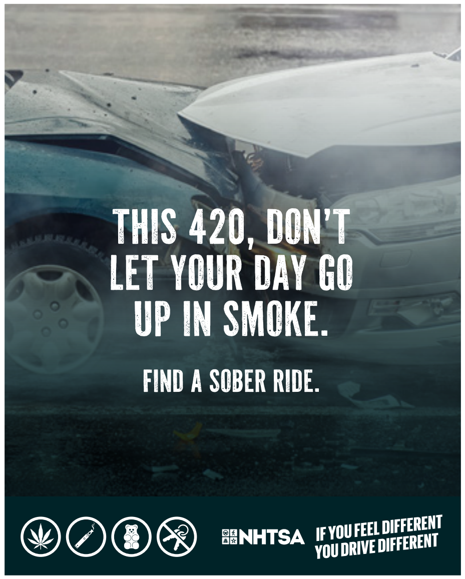
Up in Smoke

STEP

1 *Download graphics.*

Download the "Up in Smoke" graphic below at: [Traffic Safety Marketing]()

Alt Text: A collision between two cars both visibly damaged in a crash.


THIS 420, DON'T LET YOUR DAY GO UP IN SMOKE.
FIND A SOBER RIDE.
NHTSA
IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

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)

- We're going to be blunt – driving high on 420 isn't just risky, it's deadly 💀. Getting behind the wheel could cost you your license or even your life. Call a sober friend, rideshare, or taxi to get home safely. No excuses ❌.
- The ultimate vibe-killer: Getting into a crash and losing your life 🤧. Drive sober on 420.
- Don't fool yourself – driving while high on 420 is a one-way ticket to disaster. A crash or worse could be waiting for you 💥💨. Call a sober friend, rideshare, or taxi.
- Whether it's 420 or any other day, always have a sober driver on hand 📲. Don't drive impaired – plan ahead and get home safely!
- This 420, don't drive while impaired by marijuana 🌿.
- Driving high on 420, or any day, is dangerous. Make the right choice: stay off the road 🙅🚫.

NHTSA Contact

If you have questions about the 2025 420 Drug-Impaired Driving Prevention campaign, please contact Thomas Bayhi at thomas.bayhi@dot.gov.