



## SOCIAL MEDIA PLAYBOOK

# ST. PATRICK'S DAY 2024

March 17



# How to Use This Playbook

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This document is a social media playbook for the 2024 St. Patrick's Day holiday 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.

# Table of Contents

---

## Campaign Overview [4](#)

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- Campaign Summary [4](#)
- Objectives [4](#)
- Posting Strategy [5](#)

## Creating Your Own Content [6](#)

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## Social Media Content [7](#)

---

- Content Organization [8](#)
- Post Examples [9](#)
- Content [13](#)

## NHTSA Contact [15](#)

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# Campaign Overview

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## St. Patrick's Day Campaign Summary

While impaired driving is a significant danger on the road year-round, the St. Patrick's Day holiday period is particularly deadly.

The goal of the St. Patrick's Day campaign is to encourage positive behaviors while celebrating the holiday, like designating a sober driver, calling a ride and ultimately not driving under the influence.

## Objectives

- Motivate drivers to not drive while impaired by alcohol
- Encourage the positive behaviors that can replace driving impaired
- Promote awareness of fatality data from the St. Patrick's Day holiday period

## St. Patrick's Day Posting Strategy

St. Patrick's Day 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 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 about the campaign to tap into conversations around the holiday:

- **#StPatricksDay**
- **#StPaddysDay**
- **#LuckoftheIrish**
- **#BuzzedDriving**



# 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 happening for the holiday

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

- This St. Patrick's Day, don't push your luck Cincinnati! 🍀  
If you drink, don't drive. **#BuzzedDriving** is drunk driving.
- Drunk drivers find steel bars, not a pot o' gold, at the end of a rainbow. 💰 🌈 **#BuzzedDriving** is drunk driving. Celebrate St. Patrick's Day safely, Nevada!

# Social Media Content

This section contains shareable social media content for the St. Patrick's Day campaign. Provided on pages [\(13-14\)](#) 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 versions are provided for this campaign.

### English

- Shamrock and Roll—p. [13](#)
- Luck of the Irish—p. [14](#)



## Social Post Example

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

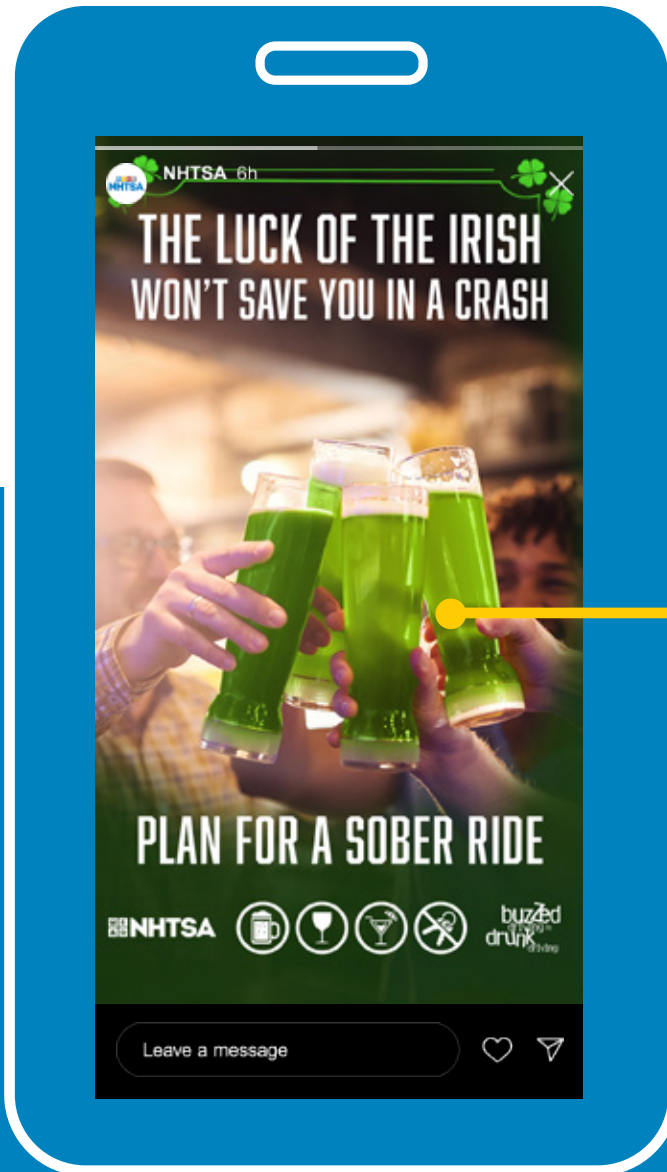


1

*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](#))



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

Friends cheersing green beers with text encouraging people to plan a sober ride.

# Shamrock and Roll

STEP

1 Download graphics.

Download the "Shamrock and Roll" graphic below at: [Traffic Safety Marketing](#)

**Alt Text:** Rideshare vehicle driving on a road with text reading, "Shamrock and roll with a sober drive."



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

- St. Patrick's Day ✓ list:
  - 🍀 Coordinate your designated driver.
  - 🍀 Remember to wear green!
  - 🍀 Enjoy a green beverage. 🍷
  - 🍀 **#BuzzedDriving** Is Drunk Driving.
- This St. Patrick's Day, don't push your luck! 🍀 If you drink, don't drive. **#BuzzedDriving** is drunk driving.
- Driving after drinking could cost you a pot o' gold 💰 or worse 💀! If you've been drinking, call a sober friend, rideshare or taxi to get home safely. **#BuzzedDriving** is drunk driving.

### Sample X (formerly Twitter) Messages

- **#StPatricksDay** ✓ list:
  - 🍀 Coordinate your **#DesignatedDriver**.
  - 🍀 Remember to wear green!
  - 🍀 Enjoy a green beverage. 🍷
  - 🍀 **#BuzzedDriving** Is Drunk Driving.
- This **#StPatricksDay**, don't push your luck! 🍀 If you drink, don't drive. **#BuzzedDriving** is drunk driving.
- Driving after drinking could cost you a pot o' gold 💰 or worse 💀! If you've been drinking, call a sober friend, rideshare or taxi to get home safely. **#BuzzedDriving** is drunk driving. **#StPatricksDay**



# Luck of the Irish

STEP

1 Download graphics.

Download the "Luck of the Irish" graphic below at: [Traffic Safety Marketing](#)

**Alt Text:** Friends cheering green beers with text encouraging people to plan a sober ride.



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

- Don't rely on the "Luck o' the Irish" 🍀 to get home safely! If you've been drinking, call a sober friend, rideshare or taxi to get home safely. **#BuzzedDriving** is drunk driving.
- Drunk drivers find steel bars, not a pot o' gold, at the end of a rainbow. 💰 🌈 **#BuzzedDriving** is drunk driving.

### Sample X (formerly Twitter) Messages

- Don't rely on the "Luck o' the Irish" 🍀 to get home safely! If you've been drinking, call a sober friend, rideshare or taxi to get home safely. **#BuzzedDriving** is drunk driving. **#StPatricksDay**
- Drunk drivers find steel bars, not a pot o' gold, at the end of a rainbow. 💰 🌈 **#BuzzedDriving** is drunk driving. **#StPatricksDay**

## NHTSA Contact

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If you have questions about the St. Patrick's Day campaign, please contact Kil-Jae Hong at [kil-jae.hong@dot.gov](mailto:kil-jae.hong@dot.gov).

