



## SOCIAL MEDIA PLAYBOOK

# DISTRACTED DRIVING PREVENTION ENFORCEMENT

2024

April 1–8



# How to Use This Playbook

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This document is a social media playbook for the 2024 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 can help save lives.

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# Campaign Overview

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## Distraction Campaign Summary

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. Anything that takes your attention away from the task of safe driving is a distraction. Based on 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.

While the original distracted driving laws only covered texting while driving, hands-free laws have been in effect in some states since 2001. The goal of the 2024 Distracted Driving campaign is to get drivers to remain attentive to the road while driving and avoid any distractions.

## Objectives

- Communicate that the dangerous act of being on a cell phone while driving is a law-enforceable offense.
- Encourage drivers to fight the compulsion to check phones while behind the wheel of the car.

## Distraction Posting Strategy

The 2024 Distracted Driving campaign period runs from Monday, April 1, through Monday, April 8. During this enforcement period, posting on social media will help reinforce the paid placements that will occur at the same time.

Below are relevant hashtags to use when posting about the campaign to tap into conversations related to distracted driving. These can be used for both social norming and enforcement initiatives:

- **#JustDrive**
- **#DistractedDriving**
- **#PhoneAwayorPay**



# 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:

- Get in the zone and stay off your phone, Winston Salem! When you're driving, there's nothing more important than the road ahead of you. **#PhoneAwayorPay**
- You never know the cost of a text, a tap or a scroll, Burlington. It could be a ticket, or it could be much worse. **#PhoneAwayorPay**

# Social Media Content

This section contains shareable social media content for the 2024 Distracted Driving campaign period. Provided on pages [\(13-15\)](#) 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 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

- Phone Tabs—p. [13](#)

### Spanish

- Three—p. [14](#)



## Social Post Example

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

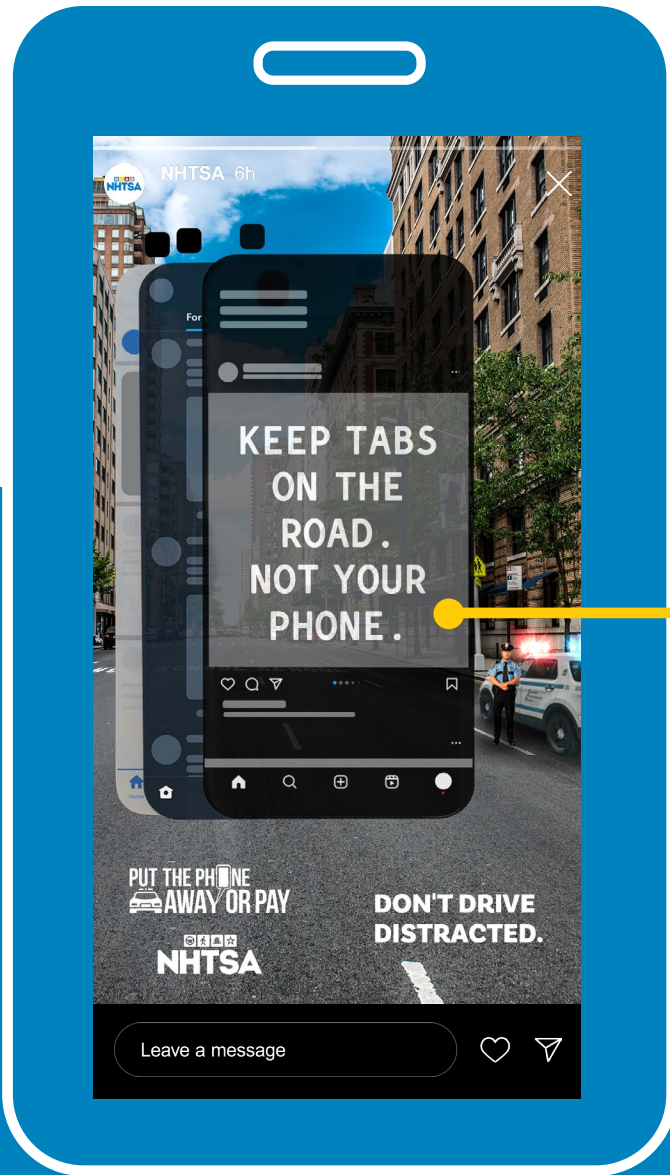


1

*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.

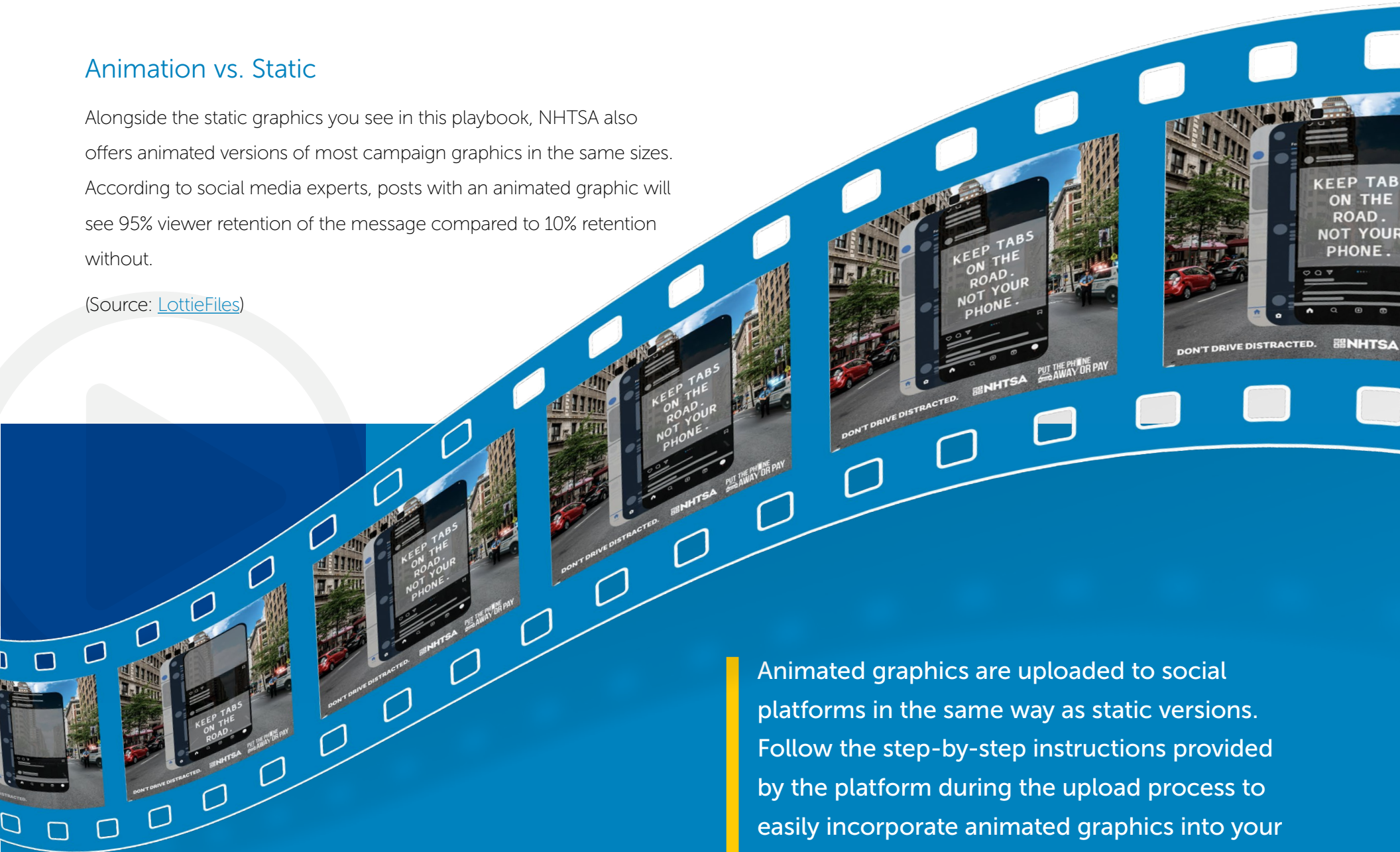
1

*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 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](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

Keep tabs on the road. Not your phone." Police car in background.



# Phone Tabs

STEP

1 Download graphics.

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

**Alt Text:** Phone screen with text that says, "Keep tabs on the road. Not your phone." Police car in background



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

- Get in the zone and stay off your phone. When you're driving, there's nothing more important than the road ahead of you. **#PhoneAwayorPay**
- You never know the cost of a text, a tap or a scroll. It could be a ticket, or it could be much worse. **#PhoneAwayorPay**
- Keep your hands on the wheel and your eyes on the road. Your phone can wait until later. **#PhoneAwayorPay**
- The texts, videos, posts and messages will still be there when you arrive at your destination. **#PhoneAwayorPay**
- Using your phone while driving is a quick way to crash and burn. Save the scrolling, tapping and texting for later. **#PhoneAwayorPay**
- Your phone is the least important thing on the road. Keep your eyes forward or pay the price. **#PhoneAwayorPay**

## Sample X (Formerly Twitter) Messages

- Using your phone while driving could get you a ticket...or worse. **#PhoneAwayorPay**
- If your eyes are on your phone, they aren't looking up at the road. **#PhoneAwayorPay**
- Using your phone on the road comes at a cost. Put it away or pay the price. **#PhoneAwayorPay**
- When you're driving, lose the phone or lose so much more. **#PhoneAwayorPay**
- Drive now—chat later. No matter what you're using your phone for, it can wait. **#PhoneAwayorPay**
- Focus on driving. Not scrolling, tapping, typing or swiping. **#PhoneAwayorPay**

# Three—Spanish

STEP

1 Download graphics.

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

**Alt Text:** La pantalla del celular muestra las consecuencias de manejar distraído; multa, choque y la muerte.



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

- Enfócate solo en el camino y deja el celular guardado. Mientras manejas, no hay nada más importante que el camino por delante. **#CelularGuardadoOSerásMultado**  
*Translation: Get in the zone and stay off your phone. When you're driving, there's nothing more important than the road ahead of you. #PhoneAwayorPay*
- ¿Sabes lo que te puede costar enviar ese texto o mirar tus redes sociales mientras conduces?. Puede que te den una multa o que las consecuencias sean mucho peor. **#CelularGuardadoOSerásMultado**  
*Translation: You never know the cost of a text, a tap or a scroll. It could be a ticket, or it could be much worse. #PhoneAwayorPay*
- Mantén tus manos en el volante y tus ojos en el camino. Tu celular puede esperar. **#CelularGuardadoOSerásMultado**  
*Translation: Keep your hands on the wheel and your eyes on the road. Your phone can wait until later. #PhoneAwayorPay*
- Los textos, videos, posteos y mensajes seguirán ahí cuando llegues a tu destino. **#CelularGuardadoOSerásMultado**  
*Translation: The texts, videos, posts and messages will still be there when you arrive at your destination. #PhoneAwayorPay*
- Usar tu celular mientras manejas te expone al peligro. Deja los mensajes para después y presta atención al camino. **#CelularGuardadoOSerásMultado**  
*Translation: Using your phone while driving is a quick way to crash and burn. Save the scrolling, tapping and texting for later. #PhoneAwayorPay*
- Tu celular es lo que menos importa mientras manejas. Mantén tu mirada al frente o puedes pagar un precio bastante caro. **#CelularGuardadoOSerásMultado**  
*Translation: Your phone is the least important thing on the road. Keep your eyes forward or pay the price. #PhoneAwayorPay*

# Three—Spanish

STEP

1 Download graphics.

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

**Alt Text:** La pantalla del celular muestra las consecuencias de manejar distraído; multa, choque y la muerte.



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 X (Formerly Twitter) Messages

- Usar tu celular mientras manejas puede costarte una multa... o algo mucho peor.  
**#CelularGuardadoOSerásMultado**  
*Translation: Using your phone while driving could get you a ticket...or worse.*  
**#PhoneAwayorPay**
- Si estás viendo tu celular mientras manejas, no estás viendo el camino.  
**#CelularGuardadoOSerásMultado**  
*Translation: If your eyes are on your phone, they aren't looking up at the road.*  
**#PhoneAwayorPay**
- Usar tu celular mientras manejas te va costar. Guárdalo o lo puedes pagar caro.  
**#CelularGuardadoOSerásMultado**  
*Translation: Using your phone on the road comes at a cost. Put it away or pay the price.*  
**#PhoneAwayorPay**
- Mientras manejas, deja el celular guardado. Tienes mucho que perder.  
**#CelularGuardadoOSerásMultado**  
*Translation: When you're driving, lose the phone or lose so much more.* **#PhoneAwayorPay**
- Maneja ahora y textea después. Cualquier cosa puede esperar.  
**#CelularGuardadoOSerásMultado**  
*Translation: Drive now—chat later. No matter what you're using your phone for, it can wait.*  
**#PhoneAwayorPay**
- Enfócate en manejar. No en tu celular. **#CelularGuardadoOSerásMultado**  
*Translation: Focus on driving. Not scrolling, tapping, typing or swiping.* **#PhoneAwayorPay**

## NHTSA Contact

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If you have questions about the 2024 Distracted Driving campaign, please contact Lori Millen at [Lori.millen@dot.gov](mailto:Lori.millen@dot.gov).

