

# 2020 WINTER HOLIDAY SOCIAL MEDIA PLAYBOOK



# How to Use This Playbook

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This document is a social media playbook for the Winter Holiday Impaired-Driving campaign. It includes specific content and assets, along with instructions, to address 21-34-year-old male drivers. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts throughout the year may help save lives.

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# Campaign Overview

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## Winter Holiday Driving Campaign Summary

The Winter Holiday period encompasses all of the various holiday celebrations that take place in December. Wide consumption of alcohol, and increasingly, marijuana has become a mainstay in the celebration of winter holidays.

Although impaired-driving is dangerous and prevalent year-round, the Winter Holiday period is particularly deadly. From 2014-2018, there were 4,222 drunk-driving related fatalities in the month of December. NHTSA supports states in active enforcement throughout the Winter Holiday period and this campaign seeks to educate drivers on the dangers of drunk and drug-impaired driving, as well as to heighten awareness of increased enforcement.

## Objectives

- ▶ Educate drivers on the impacts of driving under the influence of alcohol and drugs
- ▶ Remind drivers of the consequences that come from driving under the influence
- ▶ Motivate drivers to not drive under the influence of alcohol or drugs
- ▶ Increase awareness of alcohol- and drug-impaired driving enforcement

## Winter Holiday Posting Strategy

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The Winter Holiday enforcement period is December 18, 2020 to January 1, 2021, with paid advertising running from December 16, 2020 to January 1, 2021. You are encouraged to post throughout the period and especially around the weekends, when people are more likely to have holiday celebrations.

It is extremely important to post consistently and frequently throughout the campaign on Fridays, Saturdays and Sundays to keep the message of not driving while impaired at the front of people's minds.

Below are some relevant hashtags to use when posting about the campaign:

- ▶ **#HolidaySeason**
- ▶ **#TistheSeason**
- ▶ **#HappyHolidays**
- ▶ **#DriveSoberOrGetPulledOver**
- ▶ **#DriveHighGetADUI**



# Social Media Content

This section contains shareable social media content for the Winter Holiday Impaired Driving campaign. Provided on pages [8-12](#) are downloadable graphics with accompanying suggested posts that you can use on your own channels.

Below are two sample social media posts, one for Twitter, using a rectangular graphic, and one for Instagram/Facebook, using a square-shaped graphic.



 *Twitter*



 *Facebook/Instagram*

On the following pages, you will see additional graphic and post examples in a variety of sizes for the campaign. Be sure to consider which social media platform your target audiences are using when choosing 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 several sections based on creative concept and type of impairment. Both English and Spanish versions are provided.

### English

- 'Tis The Season (Alcohol Impaired) – Pg. [8](#)
- Mistletoe (Alcohol Impaired) – Pg. [9](#)
- Unravel (Drug Impaired) – Pg. [10](#)

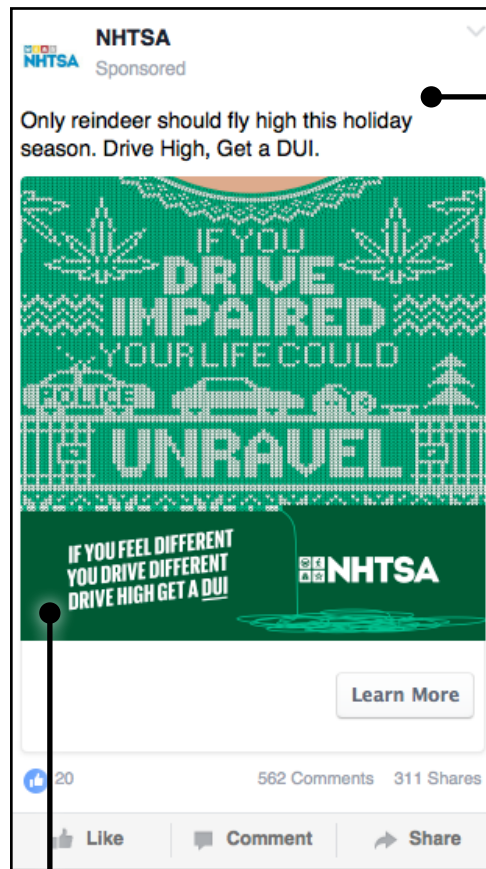
### Spanish

- 'Tis The Season (Alcohol Impaired) – Pg. [11](#)
- Unravel (Drug Impaired) – Pg. [12](#)

## Post Examples

Below are examples of how posts should look when published.

### Facebook



**1** Downloaded graphic from [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).

**2** Suggested copy from this playbook.

## Sizing and Posting Tips

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook we included different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov) website.

Animated graphics are as easy to post as static graphics. On Twitter and Instagram, animated images can be posted in the same way as static images by selecting the animated image from your camera roll or files to accompany your post. On Facebook, there are a few more features to include with videos for organization pages, and step-by-step instructions on posting animated images on the platform are available [here](#).

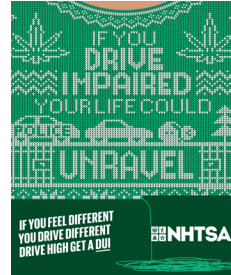
## Sizes Available



  Facebook/Instagram Posts

1200x1200 (square)



1000x1200 (vertical)



  Facebook/Instagram Stories

1080x1920



 Twitter Posts

1200x675



# Alcohol - 'Tis The Season (English)

STEP

## 1 Download graphics.

Download the "'Tis the Season" animation below at: [Traffic Safety Marketing](#).

STEP


## 2 Combine with suggested copy below or feel free to draft your own.


Copy/paste one of the suggested posts below.



- The #DriveSober or Get Pulled Over enforcement campaign runs through the holiday season, 12/18–1/1. Remember: It is never okay to drink and drive.
- Stay off Santa's—and law enforcement's—naughty list. Refuse to drink and drive. #DriveSober or Get Pulled Over.
- Drive merry, bright, and sober this holiday season. #DriveSober or Get Pulled Over.
- Tragically, 839 people lost their lives in traffic crashes involving a drunk driver in December 2018. Drunk driving is deadly and illegal. This holiday season, and every day: Drive Sober or Get Pulled Over.
- Stay safe this holiday season. Always party with a plan for a safe ride home and remember: Drive Sober or Get Pulled Over.

### Sizes Available:

 Facebook/Instagram Posts  
1200x1200  
1000x1200

 Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675



# Alcohol - Mistletoe (English)

STEP

## 1 Download graphics.

Download the "Mistletoe" animation below at: [Traffic Safety Marketing](#).

STEP


## 2 Combine with suggested copy below or feel free to draft your own.


Copy/paste one of the suggested posts below.




- Stay safe this holiday season. If you'll be out, make sure you designate a sober driver and remember: #DriveSober or Get Pulled Over.
- A DUI can cost you \$10k in attorney's fees, fines, car towing, and lost time at work. #DriveSober or Get Pulled Over. It's the law.
- NHTSA's Drive Sober or Get Pulled Over high-visibility enforcement campaign runs from December 18 through January 1. Don't be part of the problem: Always drive sober, no matter what.
- Stay off Santa's—and law enforcement's—naughty list. Refuse to drink and drive, and help us spread this lifesaving message: Drive Sober or Get Pulled Over.
- This holiday season, make sure you drive merry, bright—and sober. Help us shout it from the rooftops: Drive Sober or Get Pulled Over.

### Sizes Available:

 Facebook/Instagram Posts  
1200x1200  
1000x1200

 Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

# Drug – Unravel (English)

STEP

## 1 Download graphics.

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

STEP



## 2 Combine with suggested copy below or feel free to draft your own.



Copy/paste one of the suggested posts below.




- The #DriveHighGetADUI drug-impaired driving enforcement campaign runs during the 2020 #HolidaySeason, 12/18-1/1. Remember: It is never okay to drive impaired.
- Only reindeer should fly high this holiday season. Drive High, Get a DUI.
- Stay off Santa's naughty list this #HolidaySeason and call a #DesignatedDriver. #DriveHighGetADUI
- In 2017 alone, 45% of drivers who were killed in crashes, and were tested for drugs, tested positive. #DriveHighGetADUI
- Give your community the gift of safe roads this holiday season. Remember: Drive High, Get a DUI.

### Sizes Available:

  Facebook/Instagram Posts  
1200x1200  
1000x1200

  Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

# Alcohol - 'Tis The Season (Spanish)

Step

## 1 Download graphics.

Download the "Tis the Season" animation below at: [Traffic Safety Marketing](#).



### Sizes Available:



Facebook/Instagram Posts

1200x1200  
1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

Step

## 2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below. Do not copy **red** text.\*

*\*It is not necessarily a direct translation but for reference only.*

- La campaña de cumplimiento de la ley, #ManejaTomado Y Serás Arrestado, se extenderá hasta la temporada navideña, 12/18–1/1. Recuerda: Nunca es correcto manejar borracho  
*Translation: The #DriveSober or Get Pulled Over enforcement campaign runs through the holiday season, 12/18–1/1. Remember: It is never okay to drink and drive.*
- No pongas tu nombre en la lista de malos de Santa Claus—y la policía. Niégate a manejar borracho. #ManejaTomado Y Serás Arrestado.  
*Translation: Stay off Santa's—and law enforcement's — naughty list. Refuse to drink and drive. #DriveSober or Get Pulled Over.*
- Maneja sobrio y mantén tu temporada navideña feliz y brillante. #ManejaTomado Y Serás Arrestado.  
*Translation: Drive merry, bright, and sober this holiday season. #DriveSober or Get Pulled Over.*
- Mantente seguro esta temporada navideña. Si vas a festejar, asegúrate de designar un conductor sobrio y recuerda: #ManejaTomado Y Serás Arrestado.  
*Translation: Stay safe this holiday season. If you'll be out, make sure you designate a sober driver and remember: #DriveSober or Get Pulled Over.*
- Un DUI puede costarte \$10,000 en honorarios legales, multas, remolques del vehículo y tiempo laboral perdido. #ManejaTomado Y Serás Arrestado. Es la ley.  
*Translation: A DUI can cost you \$10k in attorney's fees, fines, car towing, and lost time at work. #DriveSober or Get Pulled Over. It's the law.*
- Trágicamente, 839 personas murieron en choques automovilísticos que involucraron a un conductor borracho en diciembre 2018. El manejo borracho es un comportamiento mortal e ilegal. Esta temporada navideña, y todos los días: Maneja Tomado Y Serás Arrestado.  
*Translation: Tragically, 839 people lost their lives in traffic crashes involving a drunk driver in December 2018. Drunk driving is deadly and illegal. This holiday season, and every day: Drive Sober or Get Pulled Over.*



# Drug – Unravel (Spanish)


Step


## 1 Download graphics.


Download the “Unravel” animation below at: [Traffic Safety Marketing](#).



### Sizes Available:

 Facebook/Instagram Posts  
1200x1200  
1000x1200

 Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

Step

## 2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below. Do not copy **red** text.\*

*\*It is not necessarily a direct translation but for reference only.*

- La campaña de cumplimiento de la ley sobre el manejo bajo la influencia de drogas, #ManejaHighYTeDaránUnDUI, se extenderá hasta la #TemporadaNavideña de 2020, 12/18-1/1. Recuerda: Nunca es correcto manejar bajo la influencia.  
*Translation: The #DriveHighGetADUI drug-impaired driving enforcement campaign runs during the 2020 #HolidaySeason, 12/18-1/1. Remember: It is never okay to drive impaired.*
- Solo los renos deben estar volando high durante esta temporada navideña. Maneja High Y Te Darán Un DUI.  
*Translation: Only reindeer should fly high this holiday season. Drive High, Get a DUI.*
- No pongas tu nombre en la lista de malos de Santa Claus esta #TemporadaNavideña, y llama a un #ConductorDesignado. #ManejaHighYTeDaránUnDUI.  
*Translation: Stay off Santa’s naughty list this #HolidaySeason and call a #DesignatedDriver. #DriveHighGetADUI*
- Solo en 2017, el 45% de los conductores que murieron en choques y fueron examinados para drogas resultaron positivos. #ManejaHighYTeDaránUnDUI  
*Translation: In 2017 alone, 45% of drivers who were killed in crashes, and were tested for drugs, tested positive. #DriveHighGetADUI*
- Dale a tu comunidad el regalo de carreteras seguras esta temporada navideña. Recuerda: Maneja High Y Te Darán Un DUI.  
*Translation: Give your community the gift of safe roads this holiday season. Remember: Drive High, Get a DUI.*
- El manejo bajo la influencia de drogas es un peligro en las carreteras de los Estados Unidos. Esta temporada navideña, y todos los días: Si Te Sientes Diferente, Manejas Diferente. Maneja High Y Te Darán Un DUI.  
*Translation: Drug-impaired driving is a danger on America’s roads. This holiday season, and every day: If You Feel Different, You Drive Different. Drive High, Get a DUI.*



# NHTSA Contact

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If you have questions about the Winter Holiday Impaired-Driving campaign, please contact Elizabeth Nilsson at [Elizabeth.Nilsson@dot.gov](mailto:Elizabeth.Nilsson@dot.gov) or Kil-Jae Hong at [Kil-Jae.Hong@dot.gov](mailto:Kil-Jae.Hong@dot.gov).