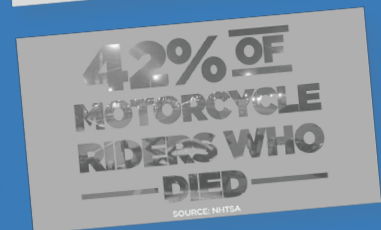
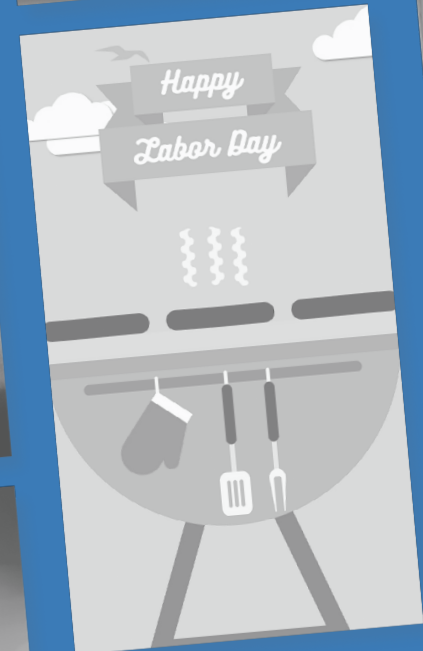
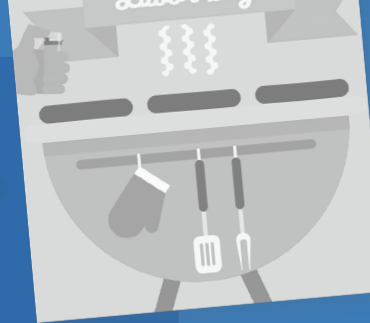




SOCIAL MEDIA PLAYBOOK

LABOR DAY IMPAIRED DRIVING 2021



How to Use This Playbook

This document is a social media playbook for the Labor Day Impaired Driving campaign. It includes specific content and assets, along with instructions for easy posting and seamless integration into your current social media strategy. Your communication efforts throughout the year may help save lives.

Table of Contents

Campaign Overview 4

- Campaign Summary 4
- Objectives 4
- Posting Strategy 5

Social Media Content 6

- Content Organization 7
- Post Examples 8
- Sizes Available 9
- Content 11

NHTSA Contact 27

Campaign Overview

Labor Day Campaign Summary

Labor Day allows people to say goodbye to summer and spend time with family and friends. Wide consumption of alcohol, and increasingly marijuana, have become mainstays in the celebration of this time period.

Although impaired driving and riding are dangerous and prevalent year-round, the Labor Day time period is particularly important due to increased celebration of the holiday. NHTSA supports states in active enforcement leading up to and on Labor Day and this campaign seeks to educate drivers on the dangers of drunk driving and riding, and drug-impaired driving, as well as heighten awareness of increased enforcement.

Objectives

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

Posting Strategy

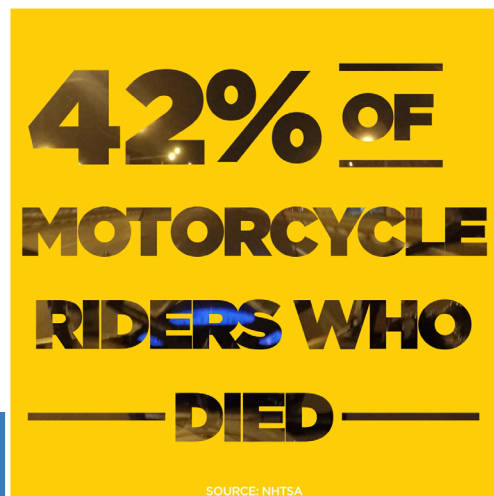
The Labor Day enforcement period is August 18 to September 6, with paid advertising running from August 18 to September 6. **It is encouraged to post throughout the period but especially leading up to Labor Day weekend (September 3 – September 6).**

With the holiday being a weekend-long celebration, it is extremely important to post consistently and frequently throughout the campaign on Friday, Saturday and Sunday to keep the message of not driving or riding while impaired at the front of people's minds.

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

- **#LaborDay**
- **#DriveSober**
- **#DriveSoberOrGetPulledOver**
- **#RideSober**
- **#RideSoberOrGetPulledOver**
- **#DriveHighGetADUI**

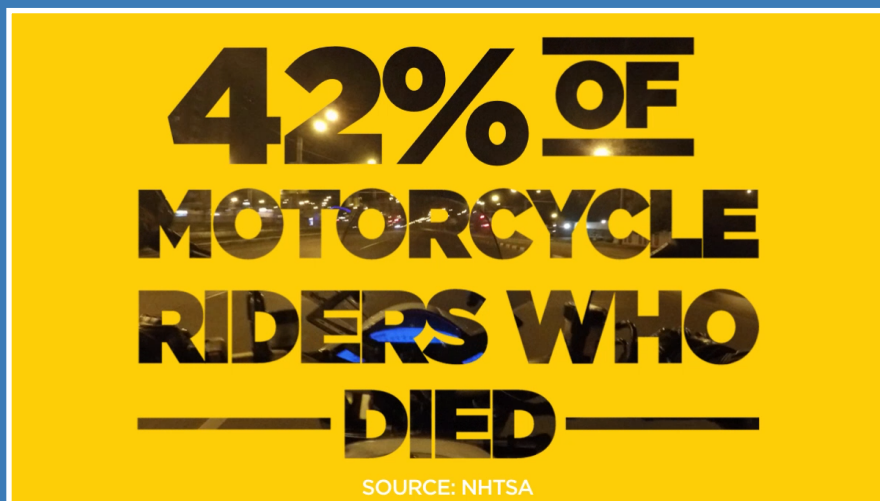
  Facebook/Instagram



Social Media Content

This section contains shareable social media content for the Labor Day Impaired Driving campaign. Provided on pages 11-26 are downloadable graphics with suggested posts that you can use on your own channels.

 Twitter



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

On the following pages, you will see additional graphics and post examples in a variety of sizes 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 message. Both English and Spanish versions are provided for this campaign.

English

- **Drive Sober**
 - Hard Workers - [11](#)
 - Tsunami - [12](#)
- **Ride Sober**
 - Hard Workers - [13](#)
 - Bike - [14](#)
 - Biker Video - [15](#)
- **Drug-Impaired**
 - Grill Flip - [16](#)

Spanish

- **Drive Sober**
 - Hard Workers - [17](#)
- **Ride Sober**
 - Bike - [20](#)
 - Biker Video - [22](#)
- **Drug-Impaired**
 - Grill Flip - [24](#)

Post Examples

Here is an example of how posts should look when published.



1 Suggested copy from this playbook.

2 Downloaded graphic from trafficsafetymarketing.gov.



Sizes Available

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 website.



Facebook/Instagram Posts
1200x1200 (square)



Facebook/Instagram Stories
1080x1920 (vertical)



Facebook/Instagram Posts
1000x1200 (vertical)



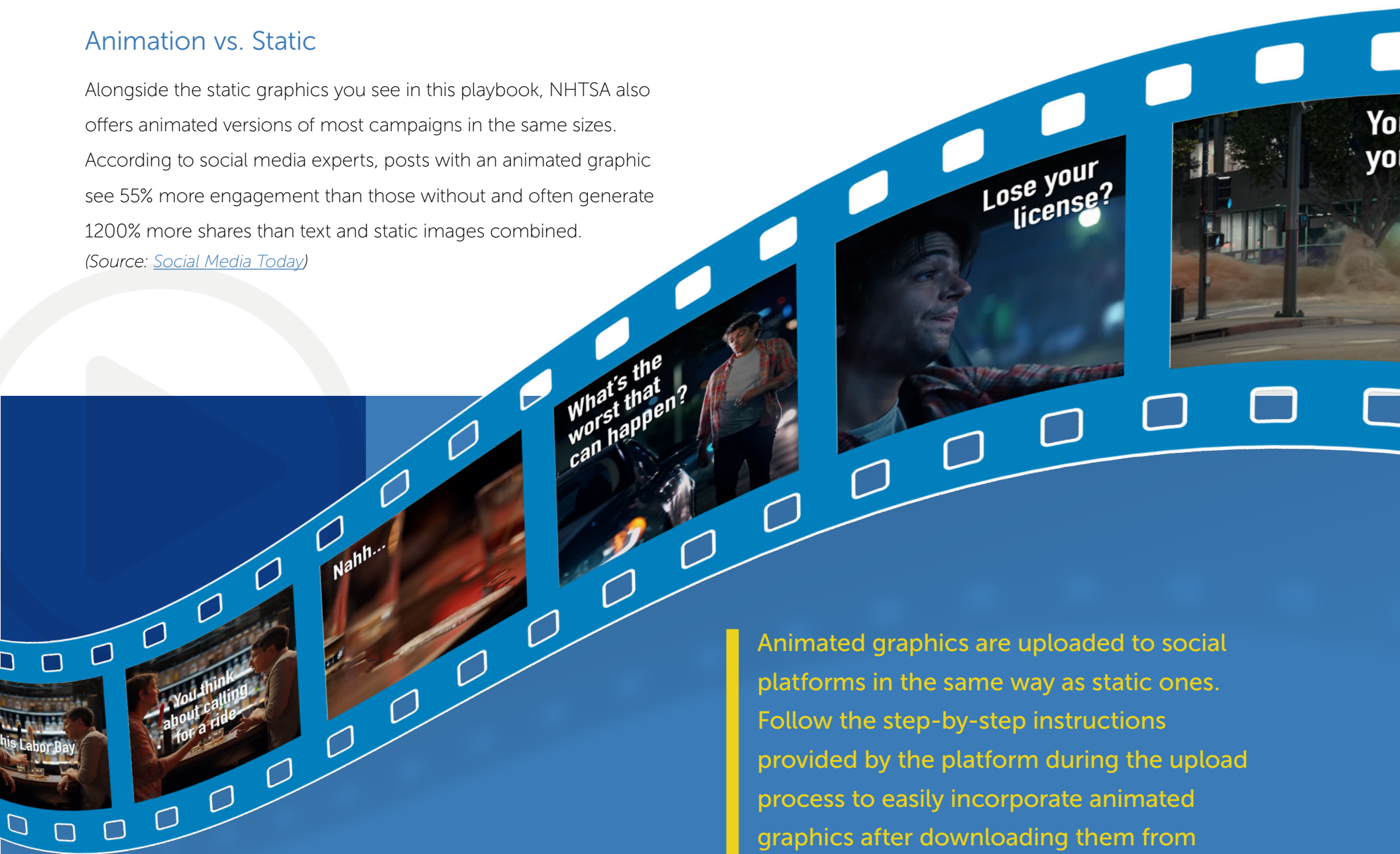
Twitter Posts
1200x675

Animation vs. Static

Alongside the static graphics you see in this playbook, NHTSA also offers animated versions of most campaigns in the same sizes.

According to social media experts, posts with an animated graphic see 55% more engagement than those without and often generate 1200% more shares than text and static images combined.

(Source: [Social Media Today](#))



Animated graphics are uploaded to social platforms in the same way as static ones. Follow the step-by-step instructions provided by the platform during the upload process to easily incorporate animated graphics after downloading them from trafficsafetymarketing.gov.

Drive Sober - Hard Workers

STEP

1 Download graphics.

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



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

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.

- Here's a **#SoberingStatistic**: Approximately 1/3 of all traffic fatalities involve a drunk driver. If you're drinking, don't drive. **#DriveSober** or Get Pulled Over.
- Over the **#LaborDay** holiday in 2019, among drivers aged 18-34, 46% of those who were killed had a BAC of .08 or higher. **#DriveSober** or Get Pulled Over.
- During the **#LaborDay** holiday in 2019, 38% of ALL fatalities involved a drunk driver. Designate a sober driver before you start drinking, or call a ride-share or taxi to get you home safely. **#DriveSober** or Get Pulled Over.
- It's never okay to drink and drive. This **#LaborDay**, we're partnering with @NHTSAGov to encourage everyone to make the safe choice this holiday – designate a sober driver, or call a ride-share or taxi to get you home safely. **#DriveSober** or Get Pulled Over.
- Stay safe this **#LaborDay** holiday: **#DriveSober** or Get Pulled Over. You could save a life.

Drive Sober - Tsunami

STEP

1 Download graphics.

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



Sizes Available:

 **Facebook/Instagram Posts**
 1000x1200
 1200x1200

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.

- Did you know? Men are more likely than women to be driving drunk when involved in a fatal crash. Guys – spread the message: This Labor Day, and every day, plan ahead for a sober driver to get you home safely. **#DriveSober** or Get Pulled Over.
- The consequences of driving drunk can be deadly, embarrassing, and expensive. Why risk your life, job, friends, or wallet on a drink? **#DriveSober** or Get Pulled Over.
- A ride-share or taxi is so much cheaper than a DUI. Save your cash, always **#DriveSober** or Get Pulled Over.
- Planning to party? Plan for a safe, sober ride home. Over 10,000 people each year die in drunk-driving crashes. Don't be a statistic – decide your ride before you start drinking. **#DriveSober** or Get Pulled Over.
- Join the National Highway Traffic Safety Administration by sharing this life-saving message: **#DriveSober** or Get Pulled Over.

Ride Sober - Hard Workers

STEP

1 Download graphics.

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



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

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.

- This **#LaborDay**, we're partnering with @NHTSAGov to remind all motorcyclists to **#RideSober** or Get Pulled Over.
- We want our motorcyclists to stay safe on the roads. If you plan to drink, leave the motorcycle at home and plan ahead for a sober ride. **#RideSober** or Get Pulled Over.
- Planning on a 2- or 3-wheeled cruise over the **#LaborDay** holiday? Remember to ride safely. Wear a DOT-compliant helmet, and never drink and ride. **#RideSober** or Get Pulled Over.
- Over **#LaborDay** weekend in 2019, 39% of motorcycle riders who were fatally injured died in drunk-driving crashes. If you're drinking, don't plan on riding. Call a sober friend, ride share, or taxi to get you home safely. **#RideSober** or Get Pulled Over.

Ride Sober - Bike

STEP

1 Download graphics.

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



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

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.

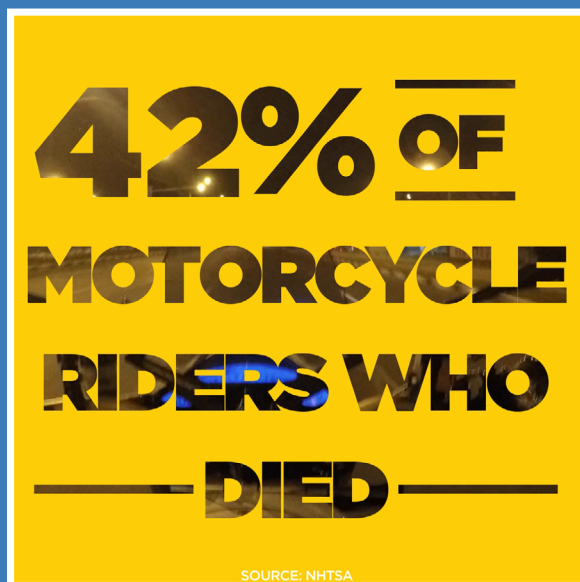
- Keep your friends and fellow bikers safe. If they are drinking and planning to ride, take their keys and find them a safe, sober ride home. **#RideSober** or Get Pulled Over.
- You won't have to worry about leaving your motorcycle if you leave it at home. **#RideSober** or Get Pulled Over.
- We want our motorcyclists to stay safe on the roads. If you plan to drink, leave the motorcycle at home and plan for a sober ride home. Remember: **#RideSober** or Get Pulled Over.
- The consequences of riding drunk can be deadly. Don't risk your life, or the lives of others, by riding impaired. Always **#RideSober** or Get Pulled Over.

Ride Sober - Biker Video

STEP

1 Download graphics.

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



Sizes Available:

-  **Facebook/Instagram Posts**
1000x1200
1200x1200
- 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.

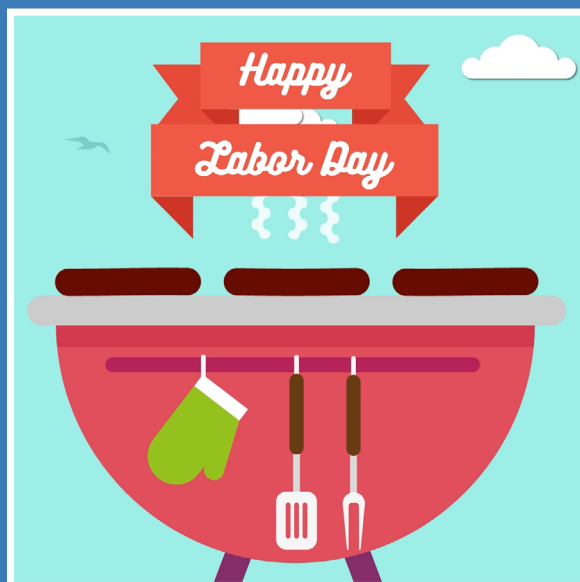
- If you think a small amount of alcohol won't affect your ability to ride safely, you're wrong. Even the smallest amount can affect judgement and reaction times. Never drink and ride. **#RideSober** or Get Pulled Over.
- Per vehicle mile traveled in 2019, motorcyclists were about 29 times more likely than passenger car occupants to die in a crash, and were 4 times more likely to be injured. Don't risk it - **#RideSober** or Get Pulled Over.
- The law enforcement community will be working together this Labor Day holiday to reduce impaired riding. Make the right choice to **#RideSober**.
- You won't have to worry about leaving your motorcycle if you leave it at home. **#RideSober** or Get Pulled Over.

Drug-Impaired - Grill Flip

STEP

1 Download graphics.

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



Sizes Available:

Facebook/Instagram Posts
 1000x1200
 1200x1200

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.

- This **#LaborDay**, we're partnering with @NHTSAgov to remind all drivers to drive safely. 🚗 Impairment — no matter the substance — can be deadly. Always plan ahead if you're planning to celebrate. Drive High, Get a DUI. **#ImpairedDriving**
- If you get a DUI, be prepared to pay 💰💰💰💰. A DUI could set you back over \$10K in attorney's fees 💰, fines 💰, court costs 💰, lost time at work 💰, higher insurance rates 💰, car towing 💰, and more. Drive High, Get a DUI. **#ImpairedDriving**
- If you plan to use drugs, plan for a sober ride home. And if you see a friend who has been consuming drugs, take their keys and call them a sober ride home. Drive High, Get a DUI. **#ImpairedDriving**
- The term doesn't matter — high, buzzed, stoned, or wasted — if you've been consuming drugs, it can be deadly 🧠 behind the wheel. Drive High, Get a DUI. **#ImpairedDriving**
- According to @NHTSAgov, between 2009-2018, of the drivers killed in crashes and tested for marijuana, the presence of marijuana nearly doubled. Drive High, Get a DUI. **#ImpairedDriving**
- This Labor Day, we're partnering with @NHTSAgov to remind all drivers to drive safely. In every state and territory, it is illegal to drive under the influence — no matter the substance. If you feel different, you drive different. Drive High, Get a DUI.
- If you think marijuana can't affect your ability to drive, you're wrong. Even a small amount can impair your judgement and slow your reaction time. If you feel different, you drive different. Drive High, Get a DUI.
- Fact: Drugs — legal or not — can affect your ability to drive safely. If you feel different, you drive different. Drive High, Get a DUI.
- In 2018, 46% of drivers who were killed in crashes and were tested for drugs tested positive. Drugs do not belong behind the wheel. If you plan to party, plan to designate a sober driver. If you feel different, you drive different. Drive High, Get a DUI.

Drive Sober - Hard Workers (Spanish)



STEP

1 Download graphics.

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



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

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.

- Aquí hay una **#EstadísticaSignificante**: Aproximadamente 1/3 de todas las muertes de tráfico involucran a un conductor borracho. Si bebes alcohol, no manejes. Maneja Tomado Y Serás Arrestado. **#ManejaSobrio** 🚗

*Translation: Here's a **#SoberingStatistic**: Approximately 1/3 of all traffic fatalities involve a drunk driver. If you're drinking, don't drive. **#DriveSober** or Get Pulled Over. 🚗*

- Durante el feriado de **#LaborDay** del 2019, entre los conductores de 18 a 34 años, el 46% de los que murieron tenían BACs de .08 o más. Maneja Tomado Y Serás Arrestado. **#ManejaSobrio** 🚗

*Translation: Over the **#LaborDay** holiday in 2019, among drivers aged 18-34, 46% of those who were killed had a BAC of .08 or higher. **#DriveSober** or Get Pulled Over. 🚗*

- Durante el feriado de **#LaborDay** del 2019, el 38% de TODAS las muertes involucraron a un conductor borracho. Designa a un conductor sobrio antes de comenzar a beber, o llama a un servicio de viaje compartido o taxi para llevarte a casa de forma segura. Maneja Tomado Y Serás Arrestado. **#ManejaSobrio** 🚗

*Translation: During the **#LaborDay** holiday in 2019, 38% of ALL fatalities involved a drunk driver. Designate a sober driver before you start drinking, or call a ride-share or taxi to get you home safely. **#DriveSober** or Get Pulled Over. 🚗*

- Nunca es correcto manejar borracho. Este **#LaborDay**, nos uniremos con @NHTSAgov para exhortar a todos a tomar la decisión segura este feriado – designa a un conductor sobrio, o llama a un servicio de viaje compartido o taxi para llevarte a casa de forma segura. Maneja Tomado Y Serás Arrestado. **#ManejaSobrio** 🚗

*Translation: It's never okay to drink and drive. This **#LaborDay**, we're partnering with @NHTSAgov to encourage everyone to make the safe choice this holiday – designate a sober driver, or call a ride-share or taxi to get you home safely. **#DriveSober** or Get Pulled Over. 🚗*

Drive Sober - Hard Workers (Spanish)



STEP

1 Download graphics.

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



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

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.

- Quédate seguro este feriado de **#LaborDay**: Maneja Tomado Y Serás Arrestado. **#ManejaSobrio**. Puedes salvar una vida.

*Translation: Stay safe this **#LaborDay** holiday: **#DriveSober** or Get Pulled Over. You could save a life.*

- ¿Sabías que los hombres son más propensos que las mujeres a ser los conductores borrachos en choques fatales? Hombres, difundan el mensaje: Este Labor Day, y todos los días, planifiquen con anticipación para que un conductor sobrio les lleve a casa de forma segura. Maneja Tomado Y Serás Arrestado. **#ManejaSobrio**

*Translation: Did you know? Men are more likely than women to be driving drunk when involved in a fatal crash. Guys – spread the message: This Labor Day, and every day, plan ahead for a sober driver to get you home safely. **#DriveSober** or Get Pulled Over.*

- Las consecuencias de manejar borracho pueden ser fatales, vergonzosas y costosas. ¿Por qué arriesgar tu vida, trabajo, amigos o billetera por una bebida alcohólica? Maneja Tomado Y Serás Arrestado. **#ManejaSobrio**

*Translation: The consequences of driving drunk can be deadly, embarrassing, and expensive. Why risk your life, job, friends, or wallet on a drink? **#DriveSober** or Get Pulled Over.*

Drive Sober - Hard Workers (Spanish)



STEP

1 Download graphics.

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



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

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.

- Un viaje compartido o un taxi es mucho más barato que un DUI. Guarda tu dinero - siempre **#ManejaSobrio**. Maneja Tomado Y Serás Arrestado.
*Translation: A ride-share or taxi is so much cheaper than a DUI. Save your cash, always **#DriveSober** or Get Pulled Over.*
- ¿Planeas festejar? Planifica un viaje seguro y sobrio a casa. Más de 10,000 personas cada año mueren en choques causados por conductores borrachos. No seas una estadística: decide cómo llegarás a casa de forma segura antes de comenzar a beber. Maneja Tomado Y Serás Arrestado. **#ManejaSobrio**
*Translation: Planning to party? Plan for a safe, sober ride home. Over 10,000 people each year die in drunk-driving crashes. Don't be a statistic - decide your ride before you start drinking. **#DriveSober** or Get Pulled Over.*
- Únete a la @Administración Nacional de Seguridad del Tráfico en las Carreteras compartiendo este mensaje que salva vidas: Maneja Tomado Y Serás Arrestado. **#ManejaSobrio**
*Translation: Join the National Highway Traffic Safety Administration by sharing this life saving message: **#DriveSober** or Get Pulled Over.*

Ride Sober - Bike (Spanish)

STEP

1 Download graphics.

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



Sizes Available:

  **Facebook/Instagram Posts**
1000x1200
1200x1200

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.

- Este **#LaborDay**, nos uniremos con @NHTSAgov para recordar a todos los motociclistas: Maneja Tomado Y Serás Arrestado. **#ManejaSobrio**

*Translation: This **#LaborDay**, we're partnering with @NHTSAgov to remind all motorcyclists to **#RideSober** or Get Pulled Over.*

- Queremos que nuestros motociclistas se mantengan seguros en las carreteras. Si planeas beber alcohol, deja la motocicleta en casa y planea de antemano para que un conductor sobrio te lleve a casa. Maneja Tomado Y Serás Arrestado. **#ManejaSobrio**

*Translation: We want our motorcyclists to stay safe on the roads. If you plan to drink, leave the motorcycle at home and plan ahead for a sober ride. **#RideSober** or Get Pulled Over.*

- ¿Planeas manejar en 2 o 3 ruedas durante este feriado de **#LaborDay**? Recuerda manejar de forma segura. Ponte un casco que cumple con los requisitos de DOT, y nunca manejes borracho. Maneja Tomado Y Serás Arrestado. **#ManejaSobrio**

*Translation: Planning on a 2- or 3-wheeled cruise over the **#LaborDay** holiday? Remember to ride safely. Wear a DOT-compliant helmet, and never drink and ride. **#RideSober** or Get Pulled Over.*

- Durante el fin de semana festivo del **#LaborDay** del 2019, el 39% de los motociclistas que fueron lesionados fatalmente murieron en choques causados por conductores borrachos. Si estás bebiendo alcohol, no planees manejar. Llama a un amigo sobrio, un servicio de viaje compartido o un taxi para llevarte a casa de forma segura. Maneja Tomado Y Serás Arrestado. **#ManejaSobrio**

*Translation: Over **#LaborDay** weekend in 2019, 39% of motorcycle riders who were fatally injured died in drunk-driving crashes. If you're drinking, don't plan on riding. Call a sober friend, ride share or taxi to get you home safely. **#RideSober** or Get Pulled Over.*

Ride Sober - Bike (Spanish)

STEP

1 Download graphics.

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



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

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.

- Mantén seguros a tus amigos y compañeros motociclistas. Si ellos están bebiendo alcohol y planean manejar, quítales las llaves y encuentra un viaje seguro y sobrio para ellos. Maneja Tomado Y Serás Arrestado. **#ManejaSobrio**

*Translation: Keep your friends and fellow bikers safe. If they are drinking and planning to ride, take their keys and find them a safe, sober ride home. **#RideSober** or Get Pulled Over.*

- No tendrás que preocuparte por dejar tu motocicleta si la dejas en casa. Maneja Tomado Y Serás Arrestado. **#ManejaSobrio**

*Translation: You won't have to worry about leaving your motorcycle if you leave it at home. **#RideSober** or Get Pulled Over.*

Ride Sober - Biker Video (Spanish)



STEP

1 Download graphics.

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



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

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.

- Queremos que nuestros motociclistas se mantengan seguros en las carreteras. Si planeas beber alcohol, deja la motocicleta en casa y planea de antemano para que un conductor sobrio te lleve a casa. Recuerda: Maneja Tomado Y Serás Arrestado. **#ManejaSobrio**

*Translation: We want our motorcyclists to stay safe on the roads. If you plan to drink, leave the motorcycle at home and plan for a sober ride home. Remember: **#RideSober** or Get Pulled Over.*

- Las consecuencias de manejar borracho pueden ser fatales. No te arriesgues tu vida, o la vida de los demás, manejando borracho. Siempre **#ManejaSobrio**. Maneja Tomado Y Serás Arrestado.

*Translation: The consequences of riding drunk can be deadly. Don't risk your life, or the lives of others, by riding impaired. Always **#RideSober** or Get Pulled Over.*

- Si piensas que una pequeña cantidad de alcohol no afectará tu capacidad de manejar de forma segura, te equivocas. Incluso la cantidad más pequeña puede afectar el juicio y el tiempo de reacción. Nunca manejes borracho. Maneja Tomado Y Serás Arrestado. **#ManejaSobrio**

*Translation: If you think a small amount of alcohol won't affect your ability to ride safely, you're wrong. Even the smallest amount can affect judgement and reaction times. Never drink and ride. **#RideSober** or Get Pulled Over.*

- Por milla de vehículo recorrida en 2019, los motociclistas tenían aproximadamente 29 veces más probabilidades que los ocupantes de vehículos de pasajeros de morir en un choque automovilístico, y tenían 4 veces más probabilidades de resultarse lesionados. No te arriesgues – Maneja Tomado Y Serás Arrestado. **#ManejaSobrio**

*Translation: Per vehicle mile traveled in 2019, motorcyclists were about 29 times more likely than passenger car occupants to die in a crash, and were 4 times more likely to be injured. Don't risk it – **#RideSober** or Get Pulled Over.*

Ride Sober - Biker Video (Spanish)



STEP

1 Download graphics.

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



Sizes Available:

- Facebook/Instagram Posts
1000x1200
1200x1200
- 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.

- La comunidad policial trabajará junta este feriado de Labor Day para reducir el número de motociclistas borrachos en nuestras carreteras. Toma la decisión correcta: **#ManejaSobrio** Maneja Tomado Y Serás Arrestado.
*Translation: The law enforcement community will be working together this Labor Day holiday to reduce impaired riding. Make the right choice to **#RideSober**.*
- No tendrás que preocuparte por dejar tu motocicleta si la dejas en casa. Maneja Tomado Y Serás Arrestado. **#ManejaSobrio**
*Translation: You won't have to worry about leaving your motorcycle if you leave it at home. **#RideSober** or Get Pulled Over.*

Drug-Impaired - Grill Flip (Spanish)

STEP

1 Download graphics.

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



Sizes Available:

 Facebook/Instagram Posts
1000x1200
1200x1200

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.

- Este **#LaborDay**, nos uniremos con @NHTSAgov para recordar a todos los conductores a manejar de forma segura. 🚗 Estar bajo la influencia — no importa la sustancia — puede ser fatal. Siempre planea de antemano si planeas festejar. Maneja Drogado Y Te Darán Un DUI.

#ManejoBajoLaInfluencia

*Translation: This **#LaborDay**, we're partnering with @NHTSAgov to remind all drivers to drive safely. 🚗 Impairment — no matter the substance — can be deadly. Always plan ahead if you're planning to celebrate. Drive High, Get a DUI. **#ImpairedDriving***

- Si eres multado con un DUI, está preparado para pagar 💰💰💰. Un arresto por DUI podría costarte más de \$10,000 en honorarios de abogados 💰, multas 💰, costos jurídicos 💰, tiempo laboral perdido 💰, tasas de seguro más altas 💰, remolques del vehículo 💰 y más. Maneja Drogado Y Te Darán Un DUI. **#ManejoBajoLaInfluencia**

*Translation: If you get a DUI, be prepared to pay 💰💰💰. A DUI could set you back over \$10K in attorney's fees 💰, fines 💰, court costs 💰, lost time at work 💰, higher insurance rates 💰, car towing 💰, and more. Drive High, Get a DUI. **#ImpairedDriving***

- Si planeas usar drogas, planea para que un conductor sobrio te lleve a casa. Y si ves a un amigo que ha estado tomando drogas, quítale las llaves y haz arreglos para que un conductor sobrio lo lleve a casa. Maneja Drogado Y Te Darán Un DUI. **#ManejoBajoLaInfluencia**

*Translation: If you plan to use drugs, plan for a sober ride home. And if you see a friend who has been consuming drugs, take their keys and call them a sober ride home. Drive High, Get a DUI. **#ImpairedDriving***

Drug-Impaired - Grill Flip (Spanish)

STEP

1 Download graphics.

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



Sizes Available:

- 
Facebook/Instagram Posts
 1000x1200
 1200x1200
- 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.

- No importa qué término tú uses — intoxicado, entonado, high o en onda — si has estado tomando drogas, puede ser fatal 🗿 detrás del volante. Maneja Drogado Y Te Darán Un DUI. **#ManejoBajoLaInfluencia**

Translation: The term doesn't matter — high, buzzed, stoned or wasted — if you've been consuming drugs, it can be deadly 🗿 behind the wheel. Drive High, Get a DUI.

#ImpairedDriving
- Según @NHTSAgov, entre 2009 y 2018, entre los conductores que murieron en choques y que fueron examinados para detectar marihuana, la presencia de marihuana casi se había duplicado. Maneja Drogado Y Te Darán Un DUI. **#ManejoBajoLaInfluencia**

Translation: According to @NHTSAgov, between 2009-2018, of the drivers killed in crashes and tested for marijuana, the presence of marijuana nearly doubled. Drive High, Get a DUI.

#ImpairedDriving
- Este Labor Day, nos uniremos con @Administración Nacional de Seguridad del Tráfico en las Carreteras para recordar a todos los conductores a manejar de forma segura. En todos los estados y territorios, es ilegal manejar bajo la influencia de drogas — no importa la sustancia. Si Te Sientes Diferente, Manejas Diferente. Maneja Drogado Y Te Darán Un DUI.

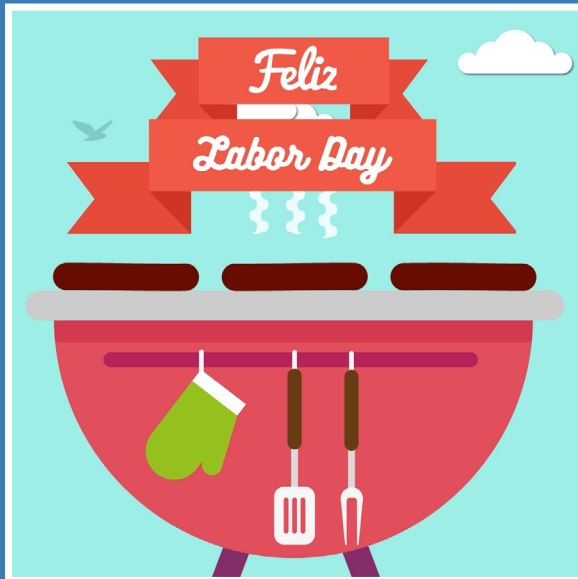
Translation: This Labor Day, we're partnering with the National Highway Traffic Safety Administration to remind all drivers to drive safely. In every state and territory, it is illegal to drive under the influence — no matter the substance. If you feel different, you drive different. Drive High, Get a DUI.

Drug-Impaired - Grill Flip (Spanish)

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STEP

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

Copy/paste one of the suggested posts below.

- Si crees que marihuana no afectará tu capacidad de manejar, te equivocas. Incluso una pequeña cantidad puede afectar tu capacidad de juicio y disminuir el tiempo de reacción. Si Te Sientes Diferente, Manejas Diferente. Maneja Drogado Y Te Darán Un DUI.

Translation: If you think marijuana can't affect your ability to drive, you're wrong. Even a small amount can impair your judgement and slow your reaction time. If you feel different, you drive different. Drive High, Get a DUI.

- Dato: Las drogas — legales o ilegales — pueden afectar tu capacidad de manejar de forma segura. Si Te Sientes Diferente, Manejas Diferente. Maneja Drogado Y Te Darán Un DUI.

Translation: Fact: Drugs — legal or not — can affect your ability to drive safely. If you feel different, you drive different. Drive High, Get a DUI.

- En 2018, el 46% de los conductores que murieron en choques y que fueron examinados para detectar drogas, resultaron positivos. Las drogas no pertenecen detrás del volante. Si planeas festear, planea designar a un conductor sobrio. Si Te Sientes Diferente, Manejas Diferente. Maneja Drogado Y Te Darán Un DUI.

Translation: In 2018, 46% of drivers who were killed in crashes and were tested for drugs tested positive. Drugs do not belong behind the wheel. If you plan to party, plan to designate a sober driver. If you feel different, you drive different. Drive High, Get a DUI.

NHTSA Contact

If you have questions about the Labor Day Impaired Driving campaign, please contact Kil-Jae Hong at kil-jae.hong@dot.gov.

