



SOCIAL MEDIA PLAYBOOK

HALLOWEEN 2021



How to Use This Playbook

This document is a social media playbook for the 2021 Halloween 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 efforts throughout the year may help save lives.

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Campaign Overview

Campaign Summary

While impaired driving is a significant danger on the road year-round, the Halloween period is particularly deadly. From 2014 to 2018, approximately two out of every five motor vehicle fatalities during the Halloween period (6:00 p.m. October 31 to 5:59 a.m. November 1) were alcohol-impaired driving crashes.

The goal of the Halloween campaign is to encourage positive behaviors like designating a sober driver, calling a ride share and ultimately not driving under the influence while celebrating.

Objectives

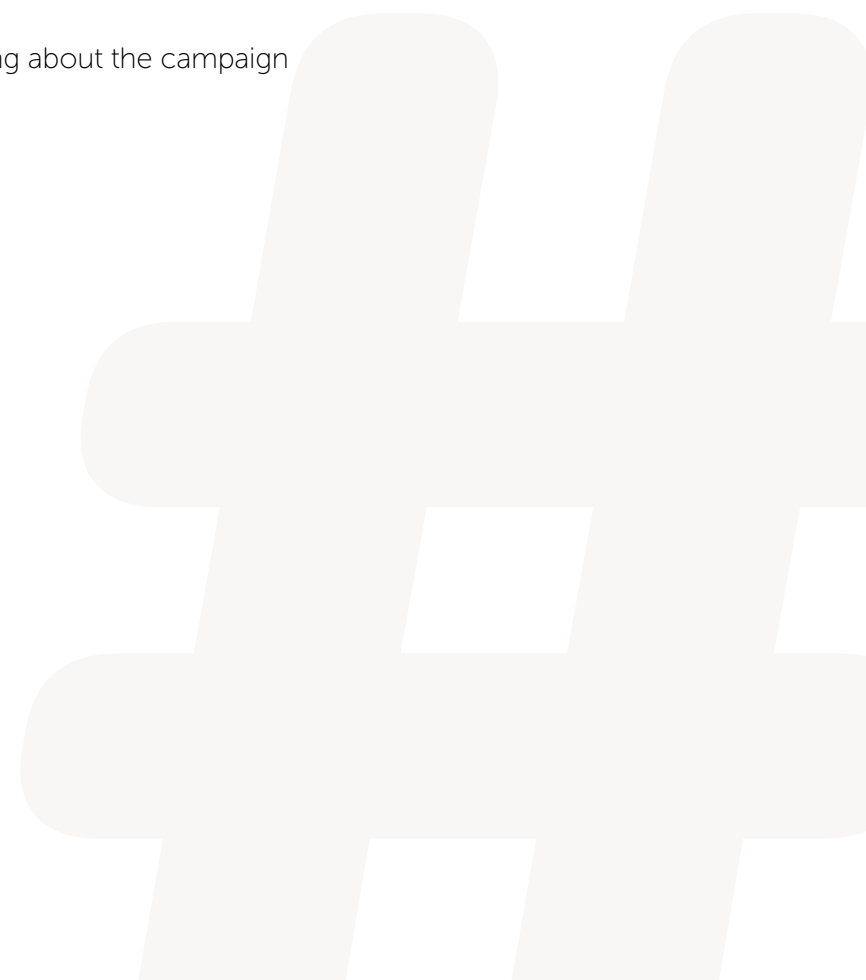
- Motivate drivers to not drive while impaired by alcohol or drugs
- Encourage the positive behaviors that can replace driving impaired
- Promote awareness of fatality data from the Halloween period

Posting Strategy

Halloween falls on a Sunday this year, which makes posting in the days leading up to and throughout the weekend incredibly important since there are likely to be celebrations on multiple nights.

Below are some relevant hashtags to use when posting about the campaign to tap into conversations around Halloween:

- **#Halloween**
- **#HappyHalloween**
- **#TrickorTreat**
- **#BuzzedDriving**
- **#IfYouFeelDifferentYouDriveDifferent**





Social Media Content

This section contains shareable social media content for the Halloween campaign. Provided on pages [11-20](#) are downloadable graphics with accompanying posts that you can use or use as inspiration when sharing on your social media channels.



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

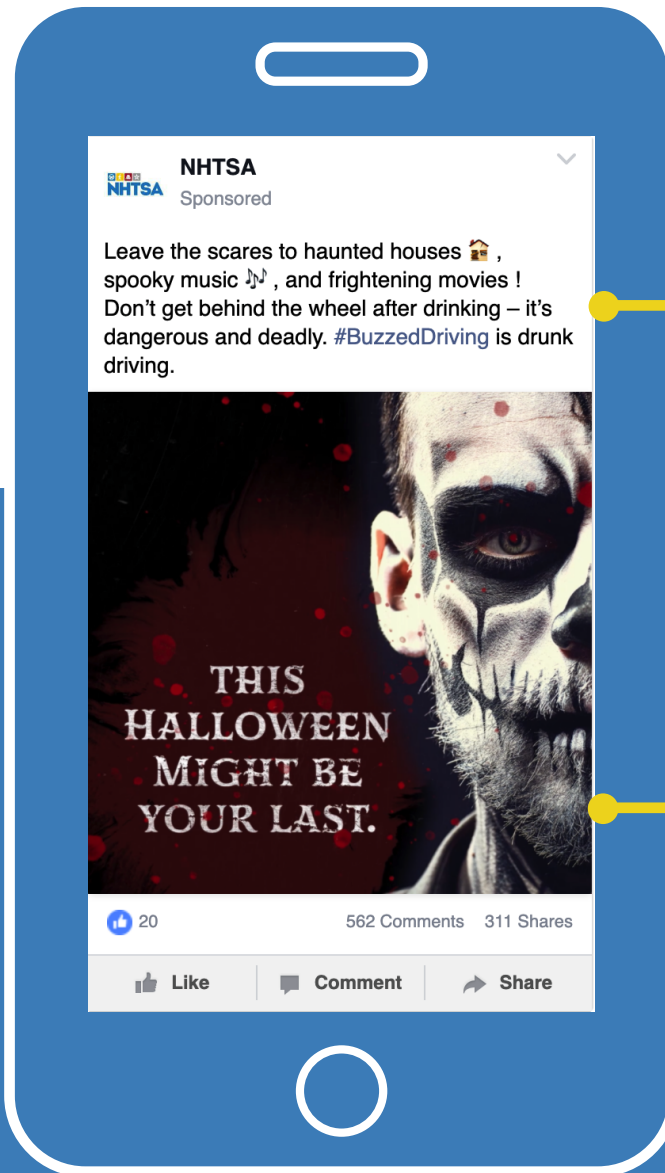
- Last Chance—Alcohol: pg. [11](#)
- Spirits—Alcohol: pg. [12](#)
- Last Chance—Drug: pg. [13](#)
- Spirits—Drug: pg. [14](#)

Spanish

- Payaso—Alcohol: pg. [15](#)
- Payaso—Drug: pg. [18](#)

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 campaign assets in the same sizes. According to social media experts, posts with an animated graphic see 55% more engagement than those without and often generate 1,200% more shares than text and static images combined.

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



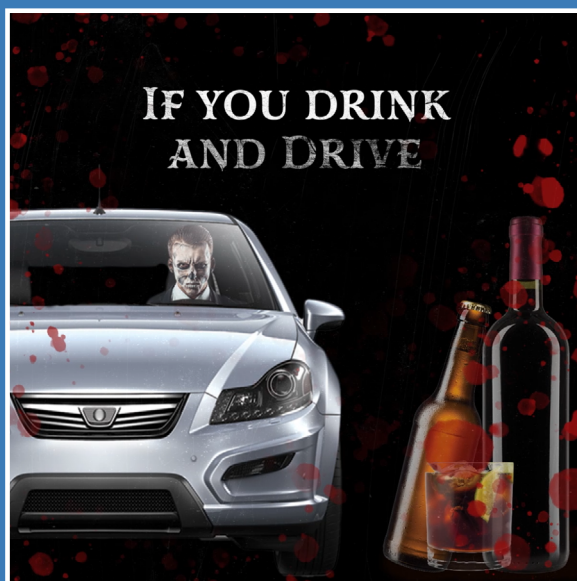
Animated graphics are uploaded to social platforms in the same way as static versions. Follow the step-by-step instructions provided by the platform during the upload process to easily incorporate animated graphics after downloading them from trafficsafetymarketing.gov.

Last Chance—Alcohol

STEP

1 Download graphics.

Download the "Last Chance" graphic below at: [Traffic Safety Marketing](https://www.traffic-safety-marketing.com/)



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.

- Leave the scares to haunted houses 🏠, spooky music 🎵, and frightening movies! Don't get behind the wheel after drinking – it's dangerous and deadly. **#BuzzedDriving** is drunk driving.
- There is nothing more frightening than a drunk driver! On average, between 2015-2019, on **#Halloween** night, 41% of those killed were in traffic crashes that involved at least one drunk driver. 🎃 **#BuzzedDriving** is drunk driving.
- If a witch's brew is on your menu, add a designated driver, too. Call a sober friend, taxi, or ride share to get you home safely. **#BuzzedDriving** is drunk driving.
- Coming back from the dead only happens in the movies. Never drink and drive – it's deadly for you, your passengers, and others on the road. **#BuzzedDriving** is drunk driving.
- Don't let your drive home become a cautionary tale. Designate a sober driver before the party. **#BuzzedDriving** is drunk driving.

Spirits—Alcohol

STEP

1 Download graphics.

Download the “Spirits” 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.

- Halloween is full of tales about haunted houses 🏠, spooky music 🎵, and frightening movies. Don't turn the scares into real life dangers by getting behind the wheel after drinking. **#BuzzedDriving** is drunk driving.
- There is nothing more frightening than a drunk driver! From 2015-2019 on Halloween night, 41% of those killed were in traffic crashes that involved at least one drunk driver. 🎃 **#BuzzedDriving** is drunk driving.
- If you're sipping a potion, drinking something boo-zy, or indulging in a witch's brew, don't get behind the wheel. Call a sober friend, ride share, or taxi – they'll get you home safely and ensure your **#Halloween** fun doesn't end in a nightmare 😱. **#BuzzedDriving** is drunk driving.
- You're no mummy, vampire, or Frankenstein – once you're gone, there's no coming back from the dead. You have one life – don't waste it by driving drunk. **#BuzzedDriving** is drunk driving.
- Don't let your drive home become a cautionary tale. It's never safe to get behind the wheel after drinking. Designate a sober driver before the party. **#BuzzedDriving** is drunk driving.

Last Chance—Drug

STEP

1 Download graphics.

Download the “Last Chance” graphic below at: [Traffic Safety Marketing](https://www.traffic-safety-marketing.com/)



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 tricked out treats (with a little something extra) are on your **#Halloween** 🎃 menu, add a designated driver, too. Call a sober friend, taxi, or ride share to get you home safely. If you feel different, you drive different. **#ImpairedDriving**
- Don't let your drive home become a cautionary tale. If you feel different, you drive different. **#ImpairedDriving**
- High, stoned, smashed, or wasted – whatever you call it, it doesn't matter. If you're impaired, don't get behind the wheel. If you feel different, you drive different. **#ImpairedDriving**
- There is nothing scarier than an impaired driver! 😱 In 2018, 46% of drivers who were killed in crashes and were tested for drugs, tested positive. If you feel different, you drive different. **#ImpairedDriving**
- Leave the scares to haunted houses 🏠, spooky music 🎵, and frightening movies! Don't get behind the wheel after drinking or using drugs – it's dangerous and deadly. If you feel different, you drive different. **#ImpairedDriving**

Spirits—Drug

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1 Download graphics.

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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.

- A good time can quickly turn into a nightmare if you, or someone you know, get behind the wheel after using drugs. Don't let your drive home become a cautionary tale. If you feel different, you drive different. **#ImpairedDriving**
- If tricking out your treats with a little something extra is on your menu this **#Halloween**, remember to make a plan for a safe trip home, too. Call a sober friend, ride share, or taxi to get you home safely. If you feel different, you drive different. **#ImpairedDriving**
- There is nothing scarier than an impaired driver! 🤪 In 2018, 46% of drivers who were killed in crashes and were tested for drugs, tested positive. If you feel different, you drive different. **#ImpairedDriving**
- Halloween is full of tales about haunted houses 🏠, spooky music 🎵, and frightening movies. Don't turn the scares into real life dangers by getting behind the wheel after using drugs. If you feel different, you drive different. **#ImpairedDriving**
- You're no mummy, vampire, or Frankenstein—once you're gone, there's no coming back from the dead. Don't waste your life by driving impaired. If you feel different, you drive different. **#ImpairedDriving**

Payaso—Alcohol Spanish

STEP

1 Download graphics.

Download the “Payaso” 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.

- ¡Deja los sustos a las casas embrujadas 🏠, música espeluznante 🎵 y películas aterradoras 😱! No te pongas detrás del volante después de beber alcohol—es peligroso y fatal. **#ManejarEntonado** Es Manejar Borracho.

*Translation: Leave the scares to haunted houses 🏠, spooky music 🎵 and frightening movies 😱! Don't get behind the wheel after drinking—it's dangerous and deadly. **#BuzzedDriving** is drunk driving.*

- ¡No hay nada más aterrador que un conductor borracho! En promedio, entre 2015-2019, en la **#NocheDeHalloween**, el 41% de las personas que murieron en choques automovilísticos murieron en choques que involucraron al menos un conductor borracho. 🍷 **#ManejarEntonado** Es Manejar Borracho.

*Translation: There is nothing more frightening than a drunk driver! On average, between 2015-2019, on **#Halloween** night, 41% of those killed were in traffic crashes that involved at least one drunk driver. 🍷 **#BuzzedDriving** is drunk driving.*

- Si hay un brebaje de brujas en tu menú, agrega un conductor designado, también. Llama a un amigo sobrio, taxi o servicio de viaje compartido para llevarte a casa de forma segura. **#ManejarEntonado** Es Manejar Borracho.

*Translation: If a witch's brew is on your menu, add a designated driver, too. Call a sober friend, taxi, or ride share to get you home safely. **#BuzzedDriving** is drunk driving.*

- Regresar a la vida después de morir solo ocurre en las películas. Nunca manejes borracho—es fatal para ti, tus pasajeros y las otras personas en la carretera. **#ManejarEntonado** Es Manejar Borracho.

*Translation: Coming back from the dead only happens in the movies. Never drink and drive—it's deadly for you, your passengers, and others on the road. **#BuzzedDriving** is drunk driving.*

Payaso—Alcohol Spanish

STEP

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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 dejes que tu viaje a casa se convierta en un cuento con moraleja. Designa a un conductor sobrio antes de la fiesta. **#ManejarEntonado** Es Manejar Borracho.

*Translation: Don't let your drive home become a cautionary tale. Designate a sober driver before the party. **#BuzzedDriving** is drunk driving.*

- Halloween está lleno de historias sobre casas embrujadas 🏠, música espeluznante 🎵 y películas aterradoras 😱. No conviertas los sustos en peligros de la vida real al ponerte detrás del volante después de beber alcohol. **#ManejarEntonado** Es Manejar Borracho.

*Translation: Halloween is full of tales about haunted houses 🏠, spooky music 🎵, and frightening movies 😱. Don't turn the scares into real life dangers by getting behind the wheel after drinking. **#BuzzedDriving** is drunk driving.*

- ¡No hay nada más aterrador que un conductor borracho! De 2015-2019, en la noche de Halloween, el 41% de las personas que murieron en choques automovilísticos murieron en choques que involucraron al menos un conductor borracho. 🍷 **#ManejarEntonado** Es Manejar Borracho.

*Translation: There is nothing more frightening than a drunk driver! From 2015-2019 on Halloween night, 41% of those killed were in traffic crashes that involved at least one drunk driver. 🍷 **#BuzzedDriving** is drunk driving.*

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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.

- Si estás bebiendo una poción o algo alcohólico 🧛, o disfrutando de un brebaje de brujas, no te pongas detrás del volante. Llama a un amigo sobrio, servicio de viaje o un taxi—ellos te llevarán a casa de forma segura y se asegurarán de que tu diversión de **#Halloween** no termine en una pesadilla 😱. **#ManejarEntonado** Es Manejar Borracho.

*Translation: If you're sipping a potion, drinking something boo-zy 🧛, or indulging in a witch's brew, don't get behind the wheel. Call a sober friend, ride share, or taxi—they'll get you home safely and ensure your **#Halloween** fun doesn't end in a nightmare 😱. **#BuzzedDriving** is drunk driving.*

- Tú no eres una momia, un vampiro o Frankenstein—una vez que mueres, no hay regreso a la vida de la muerte. Tienes una sola vida—no la desperdicies manejando borracho. **#ManejarEntonado** Es Manejar Borracho.

*Translation: You're no mummy, vampire, or Frankenstein—once you're gone, there's no coming back from the dead. You have one life—don't waste it by driving drunk. **#BuzzedDriving** is drunk driving.*

- No dejes que tu viaje a casa se convierta en un cuento con moraleja. Nunca es seguro ponerte detrás del volante después de beber alcohol. Designa a un conductor sobrio antes de la fiesta. **#ManejarEntonado** Es Manejar Borracho.

*Translation: Don't let your drive home become a cautionary tale. It's never safe to get behind the wheel after drinking. Designate a sober driver before the party. **#BuzzedDriving** is drunk driving.*

Payaso—Drug Spanish

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Twitter Posts

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- Si hay golosinas enga adas (con algo extra) en tu men  de **#Halloween** 🍬, agrega un conductor designado, tambi n. Llama a un amigo sobrio, taxi o servicio de viaje compartido para llevarte a casa de forma segura. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**

*Translation: If tricked out treats (with a little something extra) are on your **#Halloween** 🍬 menu, add a designated driver, too. Call a sober friend, taxi, or ride share to get you home safely. If you feel different, you drive different. **#ImpairedDriving***

- No dejes que tu viaje a casa se convierta en un cuento con moraleja. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**

*Translation: Don't let your drive home become a cautionary tale. If you feel different, you drive different. **#ImpairedDriving***

- Drogado, high, ajumada o en onda—no importa como lo llares. Si est s bajo la influencia, no te pongas detr s del volante. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**

*Translation: High, stoned, smashed, or wasted—whatever you call it, it doesn't matter. If you're impaired, don't get behind the wheel. If you feel different, you drive different. **#ImpairedDriving***

-  No hay nada m s aterrador que un conductor bajo la influencia! 🤖 En 2018, el 46% de los conductores que murieron en choques y que fueron examinados para detectar drogas, resultaron positivos. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**

*Translation: There is nothing scarier than an impaired driver! 🤖 In 2018, 46% of drivers who were killed in crashes and were tested for drugs, tested positive. If you feel different, you drive different. **#ImpairedDriving***

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*Translation: Leave the scares to haunted houses 🏠, spooky music 🎵, and frightening movies 😱! Don't get behind the wheel after drinking or using drugs—it's dangerous and deadly. If you feel different, you drive different. **#ImpairedDriving***

- Un buen momento puede convertirse rápidamente en una pesadilla si tú, o alguien que conoces, se pone detrás del volante después de usar drogas. No dejes que tu viaje a casa se convierta en un cuento con moraleja. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**

*Translation: A good time can quickly turn into a nightmare if you, or someone you know, get behind the wheel after using drugs. Don't let your drive home become a cautionary tale. If you feel different, you drive different. **#ImpairedDriving***

- Si hay golosinas engañadas con algo extra en tu menú de este **#Halloween**, también recuerda hacer un plan para regresar a casa de forma segura. Llama a un amigo sobrio, taxi o servicio de viaje compartido para llevarte a casa de forma segura. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**

*Translation: If tricking out your treats with a little something extra is on your menu this **#Halloween**, remember to make a plan for a safe trip home, too. Call a sober friend, ride share, or taxi to get you home safely. If you feel different, you drive different. **#ImpairedDriving***

Payaso—Drug Spanish

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*Translation: There is nothing scarier than an impaired driver! 🤪 In 2018, 46% of drivers who were killed in crashes and were tested for drugs, tested positive. If you feel different, you drive different. **#ImpairedDriving***

- Halloween está lleno de historias sobre casas embrujadas 🏠, música espeluznante 🎵 y películas aterradoras 😱. No conviertas los sustos en peligros de la vida real al ponerte detrás del volante después de usar drogas. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**

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- Tú no eres una momia, un vampiro o Frankenstein—una vez que mueres, no hay regreso a la vida de la muerte. No desperdicies tu vida manejando bajo la influencia. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**

*Translation: You're no mummy, vampire, or Frankenstein—once you're gone, there's no coming back from the dead. Don't waste your life by driving impaired. If you feel different, you drive different. **#ImpairedDriving***

NHTSA Contact

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

