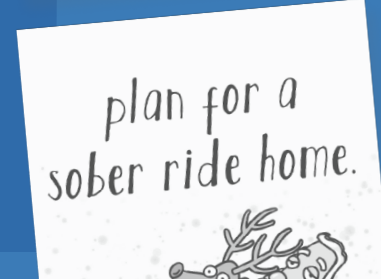




## SOCIAL MEDIA PLAYBOOK

# PRE-HOLIDAY

## 2021



## How to Use This Playbook

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This document is a social media playbook for use during the Pre-Holiday campaign 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 ahead of and during this period may help save lives.

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# Campaign Overview

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## Campaign Summary

Following Thanksgiving and throughout the month of December, Americans have many opportunities to celebrate the upcoming holidays and past year with co-workers, friends and family. A mainstay of these celebrations for many revelers is alcohol and, increasingly, marijuana.

Although impaired driving is dangerous and prevalent year-round, the period between Thanksgiving and the winter holidays can be particularly deadly. The goal of the Pre-Holiday campaign is to encourage positive behaviors like designating a sober driver, calling a ride share and ultimately not driving under the influence while participating in celebrations from November 30 to December 14.

## Objectives

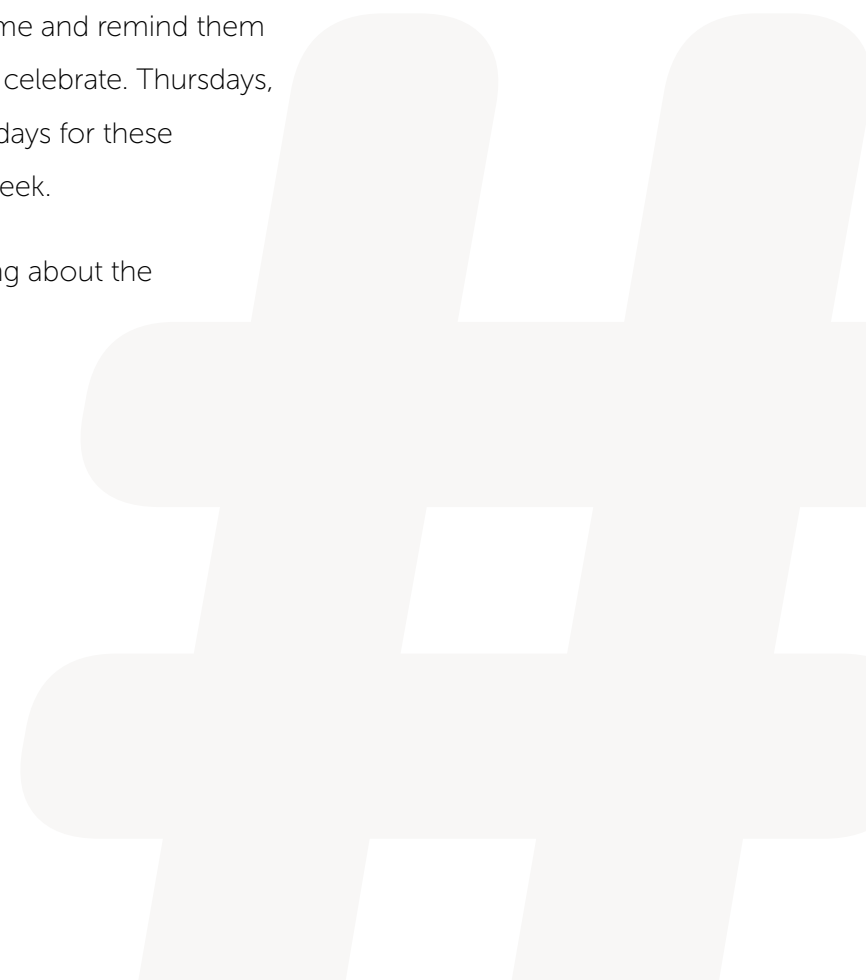
- Motivate drivers to not drive while impaired by alcohol or drugs
- Encourage the positive behaviors that can replace driving impaired

## Posting Strategy

The pre-holiday period is from November 30 to December 14, a time when holiday parties and celebrations are frequent. Scheduling posts on days leading up to weekend holiday parties and other festivities held within the period will reach the target audience at a prime time and remind them to practice positive behaviors before they head out to celebrate. Thursdays, Fridays and Saturdays are the recommended posting days for these messages, but they will be impactful any day of the week.

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

- **#BuzzedDriving**
- **#FeelDifferentDriveDifferent**
- **#HappyHolidays**
- **#HolidaySeason**
- **#Holidays**
- **#HolidayCheer**
- **#TistheSeason**



 Facebook/Instagram



## Social Media Content

This section contains shareable social media content for the Pre-Holiday campaign. Provided on pages [12-23](#) are downloadable graphics with accompanying posts that you can use or use as inspiration when sharing on your social media 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

- Reindeer (Alcohol)—pg. [12](#)
- Reindeer (Drug)—pg. [14](#)
- Tips (Alcohol)—pg. [16](#)

### Spanish

- Ornaments (Alcohol)—pg. [18](#)
- Ornaments (Drug)—pg. [21](#)

## 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](https://trafficsafetymarketing.gov).*





## 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](https://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](https://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 uploading process to easily incorporate animated graphics after downloading them from [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).

# Reindeer—Alcohol



STEP

**1** Download graphics.

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



Sizes Available:

-   Facebook/Instagram Posts  
1000x1200  
1200x1200
- Facebook/Instagram 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 Messages

- This holiday season, **[Local Organization]** is teaming up with @NHTSAgov for the national Buzzed Driving Is Drunk Driving campaign to help keep drunk drivers off the road!
- A person was killed every 52 minutes in a drunk-driving crash in 2019. Please, never get behind the wheel after drinking. Call a sober friend, ride share, or taxi to get you home safely. **#BuzzedDriving** is drunk driving.

# Reindeer—Alcohol

## STEP

**1** Download graphics.

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



Sizes Available:

 **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.

### Sample Twitter Messages

- Keep the holidays merry and bright 🌟: Don't drive drunk. **#BuzzedDriving** is drunk driving.
- Give yourself the gift of getting home safely! If you've been drinking, don't get behind the wheel. Call a sober friend 📞, ride share 🚗 or taxi 🚕 to get you home safely. **#BuzzedDriving** is drunk driving.
- Stay off Santa's 🧑🏻🎅 naughty list: If you've been drinking, don't get behind the wheel. Call a sober friend 📞, ride share 🚗 or taxi 🚕 to get you home safely. **#BuzzedDriving** is drunk driving.

# Reindeer—Drug

## STEP

**1** Download graphics.

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



Sizes Available:

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

- This holiday season, **[Local Organization]** is partnering with the National Highway Traffic Safety Administration for the national If You Feel Different, You Drive Different. Awareness campaign to help keep impaired drivers off the road. Share this lifesaving message with your friends, families, and followers: If You Feel Different, You Drive Different.
- Stay off Santa’s 🤪 naughty list: Plan ahead for a safe ride home if you’re planning a night out. There are many things that can impair your ability to drive safely. If You Feel Different, You Drive Different.
- Coal in the stocking might be the least of your worries if you decide to get behind the wheel while impaired. If you’re impaired by any substance, call a sober friend 🤙, ride share 🚗, or taxi 🚕 to get you home safely. If You Feel Different, You Drive Different.
- Keep the holidays merry and bright ✨: Don’t drive impaired. If You Feel Different, You Drive Different. **#ImpairedDriving**
- Keep your cash 💰 for your holiday shopping 🎁, not for a drug-impaired-driving arrest. A DUI can set you back \$10,000 in court costs, lost time 🕒 at work, and more. If You Feel Different, You Drive Different.

# Reindeer—Drug

## STEP

**1** Download graphics.

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



Sizes Available:

 **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.

### Sample Twitter Messages

- This holiday season, **[Local Organization]** is teaming up with @NHTSAgov for the national If You Feel Different, You Drive Different. Campaign to help keep impaired drivers off the road! **#ImpairedDriving**
- Stay off Santa’s 🤪 naughty list: If you’re impaired, don’t get behind the wheel. Call a sober friend 😊, ride share 🚗, or taxi 🚕 to get you home safely. If you feel different, you drive different. **#ImpairedDriving**
- Keep the holidays merry and bright ✨: Don’t drive impaired. If you feel different, you drive different. **#ImpairedDriving**
- Cold medications 🤒 or other over-the-counter medicines 💊 can impair your ability to drive, too! Always, check the labels and remember: If You Feel Different, You Drive Different. **#ImpairedDriving**
- High, dazed, stoned, wasted — no matter the term, it’s dangerous if you get behind the wheel. If you feel different, you drive different. **#ImpairedDriving**

# Tips—Alcohol



STEP

1 Download graphics.

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



Sizes Available:

-   Facebook/Instagram Posts  
 1000x1200  
 1200x1200
- Facebook/Instagram 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 Messages

- This holiday season, **[Local Organization]** is partnering with the National Highway Traffic Safety Administration for the national Buzzed Driving Is Drunk Driving awareness campaign to help keep impaired drivers off the road. Share this lifesaving message with your friends, families, and followers: Buzzed Driving Is Drunk Driving.
- Stay off Santa’s 🤖 naughty list: Plan ahead for a safe ride home if you’re planning a night out. Even a small amount of alcohol can affect driving ability. Buzzed Driving Is Drunk Driving.
- Coal in the stocking might be the least of your worries if you decide to get behind the wheel after drinking. Call a sober friend 🤙, ride share 🚗 or taxi 🚕 to get you home safely. Buzzed Driving Is Drunk Driving.
- Keep your cash 💰 for your holiday shopping 🎁, not for a drunk-driving arrest. A DUI can set you back \$10,000 in court costs, lost time at work, and more. Buzzed Driving Is Drunk Driving.



# Tips—Alcohol

STEP

**1** Download graphics.

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



Sizes Available:

 **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.

## Sample Twitter Messages

- Keep your cash 💰 for your holiday shopping 🎁, not for a drunk-driving arrest. A DUI can set you back \$10,000 in court costs, lost time at work, and more. **#BuzzedDriving** Is Drunk Driving.
- Keep the holidays merry and bright 🌟: Don't drive impaired. Buzzed Driving Is Drunk Driving.

# Ornaments—Alcohol Spanish

## STEP

**1** Download graphics.

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



Sizes Available:

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

Facebook/Instagram 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 Messages

- Esta temporada navideña, ¡**[Organización Local]** se unirá con @NHTSAgov para la campaña nacional, Manejar Entonado Es Manejar Borracho, para ayudar a mantener fuera de las carreteras a los conductores borrachos!

*Translation: This holiday season, **[Local Organization]** is teaming up with @NHTSAgov for the national Buzzed Driving Is Drunk Driving campaign to help keep drunk drivers off the road!*

- No pongas tu nombre en la lista de malos de Santa Claus 🤪: Si has estado bebiendo, no te pongas detrás del volante. Llama a un amigo sobrio 😊, servicio de viaje compartido 🚗 o taxi 🚕 para llevarte a casa de forma segura. **#ManejarEntonado** Es Manejar Borracho.

*Translation: Stay off Santa's 🤪 naughty list: If you've been drinking, don't get behind the wheel. Call a sober friend 😊, ride share 🚗 or taxi 🚕 to get you home safely. **#BuzzedDriving** is drunk driving.*

- Esta temporada navideña, **[Organización Local]** se unirá con la Administración Nacional de Seguridad del Tráfico en las Carreteras para la campaña nacional de concientización, Manejar Entonado Es Manejar Borracho, para ayudar a mantener fuera de las carreteras a los conductores borrachos. Difunde este mensaje que salva vidas con tus amigos, familiares y seguidores: Manejar Entonado Es Manejar Borracho.

*Translation: This holiday season, **[Local Organization]** is partnering with the National Highway Traffic Safety Administration for the national Buzzed Driving Is Drunk Driving awareness campaign to help keep impaired drivers off the road. Share this lifesaving message with your friends, families, and followers: Buzzed Driving Is Drunk Driving.*

- En 2019, una persona murió cada 52 minutos en un choque causado por un conductor borracho. Nunca te pongas detrás del volante después de beber alcohol. Llama a un amigo sobrio, servicio de viaje compartido o taxi para llevarte a casa de forma segura. **#ManejarEntonado** Es Manejar Borracho.

*Translation: A person was killed every 52 minutes in a drunk-driving crash in 2019. Please, never get behind the wheel after drinking. Call a sober friend, ride share, or taxi to get you home safely. **#BuzzedDriving** is drunk driving.*

# Ornaments—Alcohol Spanish

## STEP

**1** Download graphics.

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



Sizes Available:

- Facebook/Instagram Posts  
1000x1200  
1200x1200
- Facebook/Instagram 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 Messages

- No pongas tu nombre en la lista de malos de Santa Claus 🤪: Planea con anticipación un viaje seguro a casa si planeas una noche de fiesta. Incluso un trago de alcohol puede afectar la capacidad de manejar. Manejar Entonado Es Manejar Borracho.  
*Translation: Stay off Santa's 🤪 naughty list: Plan ahead for a safe ride home if you're planning a night out. Even a small amount of alcohol can affect driving ability. Buzzed Driving Is Drunk Driving.*
- Carbón en tu calcetín puede ser la menor de tus preocupaciones si decides ponerte detrás del volante después de beber alcohol. Llama a un amigo sobrio 😊, servicio de viaje compartido 🚗 o taxi 🚕 para llevarte a casa de forma segura. Manejar Entonado Es Manejar Borracho.  
*Translation: Coal in the stocking might be the least of your worries if you decide to get behind the wheel after drinking. Call a sober friend 😊, ride share 🚗 or taxi 🚕 to get you home safely. Buzzed Driving Is Drunk Driving.*
- Guarda tu dinero 💵 para las compras navideñas 🎁, y no para una multa por manejar borracho. Un arresto por DUI podría costarte hasta \$10,000 en costos jurídicos, tiempo laboral perdido y más. Manejar Entonado Es Manejar Borracho.  
*Translation: Keep your cash 💵 for your holiday shopping 🎁, not for a drunk-driving arrest. A DUI can set you back \$10,000 in court costs, lost time at work, and more. Buzzed Driving Is Drunk Driving.*

# Ornaments—Alcohol Spanish

## STEP

**1** Download graphics.

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



Sizes Available:

 **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.

### Sample Twitter Messages

- Mantén las navidades felices y brillantes ✨: No manejes borracho. **#ManejarEntonado** Es Manejar Borracho.  
*Translation: Keep the holidays merry and bright ✨: Don't drive drunk. **#BuzzedDriving** is drunk driving.*
- ¡Regálate el regalo de llegar a casa de forma segura! Si has estado bebiendo, no te pongas detrás del volante. Llama a un amigo sobrio 😊, servicio de viaje compartido 🚗 o taxi 🚕 para llevarte a casa de forma segura. **#ManejarEntonado** Es Manejar Borracho.  
*Translation: Give yourself the gift of getting home safely! If you've been drinking, don't get behind the wheel. Call a sober friend 😊, ride share 🚗 or taxi 🚕 to get you home safely. **#BuzzedDriving** is drunk driving.*

# Ornaments—Drug Spanish



## STEP

1 Download graphics.

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



Sizes Available:

  Facebook/Instagram Posts  
1000x1200  
1200x1200  
Facebook/Instagram 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 Messages

- Esta temporada navideña, ¡[Organización Local] se unirá con @NHTSAgov para la campaña nacional, Si Te Sientes Diferente, Manejas Diferente, para ayudar a mantener fuera de las carreteras a los conductores bajo la influencia de drogas! #ManejoBajoLaInfluencia  
*Translation: This holiday season, [Local Organization] is teaming up with @NHTSAgov for the national If You Feel Different, You Drive Different. Campaign to help keep impaired drivers off the road! #ImpairedDriving*
- No pongas tu nombre en la lista de malos de Santa Claus 🙈: Si estás bajo la influencia de drogas, no te pongas detrás del volante. Llama a un amigo sobrio 🤖, servicio de viaje compartido 🚗 o taxi 🚕 para llevarte a casa de forma segura. Si Te Sientes Diferente, Manejas Diferente. #ManejoBajoLaInfluencia  
*Translation: Stay off Santa's 🙈 naughty list: If you're impaired, don't get behind the wheel. Call a sober friend 🤖, ride share 🚗 or taxi 🚕 to get you home safely. If you feel different, you drive different. #ImpairedDriving*
- ¡Medicamentos para el resfriado 🤧 u otros medicamentos 🍬 sin prescripción pueden afectar tu capacidad de manejar, también! Siempre revisa las etiquetas y recuerda: Si Te Sientes Diferente, Manejas Diferente. #ManejoBajoLaInfluencia  
*Translation: Cold medications 🤧 or other over-the-counter medicines 🍬 can impair your ability to drive, too! Always, check the labels and remember: If You Feel Different, You Drive Different. #ImpairedDriving*
- Esta temporada navideña, [Organización Local] se unirá con la Administración Nacional de Seguridad del Tráfico en las Carreteras para la campaña nacional de concientización, Si Te Sientes Diferente, Manejas Diferente, para ayudar a mantener fuera de las carreteras a los conductores bajo la influencia de drogas. Difunde este mensaje salvavidas con tus amigos, familiares y seguidores: Si Te Sientes Diferente, Manejas Diferente.  
*Translation: This holiday season, [Local Organization] is partnering with the National Highway Traffic Safety Administration for the national If You Feel Different, You Drive Different. Awareness campaign to help keep impaired drivers off the road. Share this lifesaving message with your friends, families, and followers: If You Feel Different, You Drive Different.*

# Ornaments—Drug Spanish

STEP

1 Download graphics.

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



Sizes Available:

Facebook/Instagram Posts  
 1000x1200  
 1200x1200  
 Facebook/Instagram 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 Messages

- No pongas tu nombre en la lista de malos de Santa Claus 🤖: Planea con anticipación un viaje seguro a casa si planeas una noche de fiesta. Hay muchas cosas que pueden afectar tu capacidad de manejar de forma segura. Si Te Sientes Diferente, Manejas Diferente.

*Translation: Stay off Santa's 🤖 naughty list: Plan ahead for a safe ride home if you're planning a night out. There are many things that can impair your ability to drive safely. If You Feel Different, You Drive Different.*
- Carbón en tu calcetín puede ser la menor de tus preocupaciones si decides ponerte detrás del volante mientras estás bajo la influencia de drogas. Llama a un amigo sobrio 🤖, servicio de viaje compartido 🚗 o taxi 🚕 para llevarte a casa de forma segura. Si Te Sientes Diferente, Manejas Diferente.

*Translation: Coal in the stocking might be the least of your worries if you decide to get behind the wheel while impaired. If you're impaired by any substance, call a sober friend 🤖, ride share 🚗 or taxi 🚕 to get you home safely. If You Feel Different, You Drive Different.*
- Mantén las navidades felices y brillantes ✨: No manejes bajo la influencia de drogas. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**

*Translation: Keep the holidays merry and bright ✨: Don't drive impaired. If You Feel Different, You Drive Different. **#ImpairedDriving***
- Guarda tu dinero 💰 para las compras navideñas 🎁, y no para una multa por manejar bajo la influencia de drogas. Un arresto por DUI podría costarte hasta \$10,000 en costos jurídicos, tiempo laboral perdido y más. Si Te Sientes Diferente, Manejas Diferente.

*Translation: Keep your cash 💰 for your holiday shopping 🎁, not for a drug-impaired-driving arrest. A DUI can set you back \$10,000 in court costs, lost time at work, and more. If You Feel Different, You Drive Different.*

# Ornaments—Drug Spanish

STEP

1 Download graphics.

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



Sizes Available:

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.

## Sample Twitter Messages

- Mantén las navidades felices y brillantes 🌟: No manejes bajo la influencia. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**

*Translation: Keep the holidays merry and bright 🌟: Don't drive impaired. If you feel different, you drive different. **#ImpairedDriving***
- High, entonado, ajumado o en onda — no importa el término, es peligroso ponerte detrás del volante si estás bajo la influencia de drogas. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**

*Translation: High, dazed, stoned, wasted — no matter the term, it's dangerous if you get behind the wheel. If you feel different, you drive different. **#ImpairedDriving***
- Esta temporada navideña, ¡**[Organización Local]** se unirá con @NHTSAgov para la campaña nacional, Si Te Sientes Diferente, Manejas Diferente, para ayudar a mantener fuera de las carreteras a los conductores bajo la influencia de drogas! **#ManejoBajoLaInfluencia**

*Translation: This holiday season, **[Local Organization]** is teaming up with @NHTSAgov for the national If You Feel Different, You Drive Different. Campaign to help keep impaired drivers off the road! **#ImpairedDriving***

## NHTSA Contact

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

