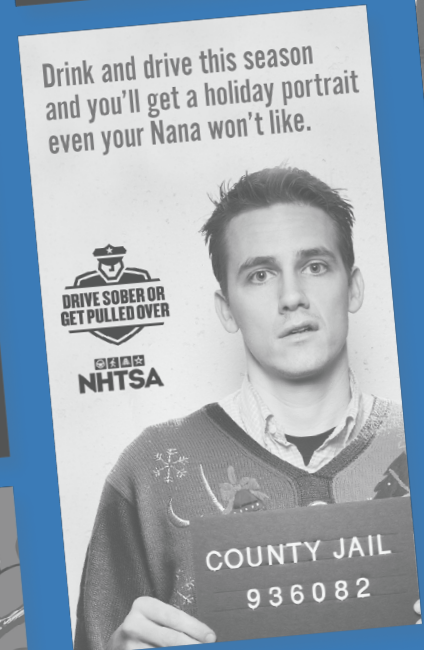




SOCIAL MEDIA PLAYBOOK

WINTER HOLIDAY IMPAIRED DRIVING

December 15, 2021 - January 1, 2022



How to Use This Playbook

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- to 34-year-old male drivers for the alcohol-impaired audience and 18- to 34-year-old male drivers for the drug-impaired audience. 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 may help save lives.

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Campaign Overview

Winter Holiday Campaign Summary

The winter holiday period is a time for people to gather with friends and family and celebrate the various holidays throughout December and early January. Wide consumption of alcohol, and increasingly marijuana, have become mainstays in the celebration of winter holidays.

Although impaired driving and riding are dangerous and prevalent year-round, the winter holiday period is particularly deadly. NHTSA supports states in active enforcement throughout the winter holiday period 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

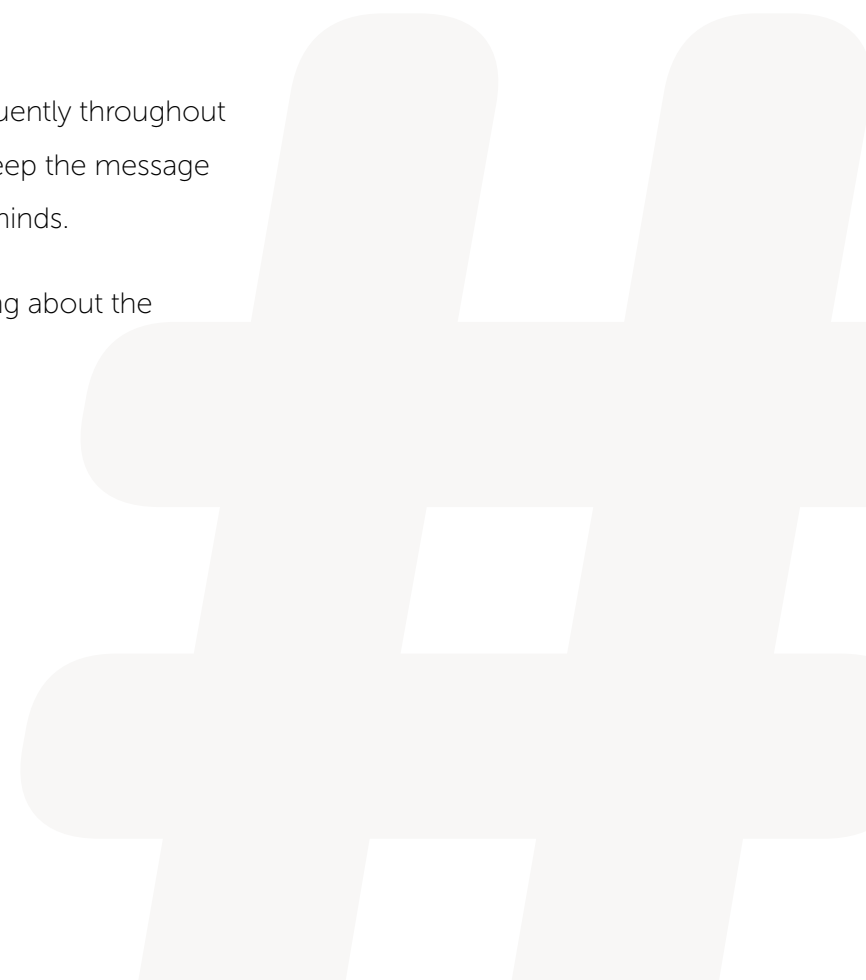
Winter Holiday Posting Strategy

The winter holiday enforcement period is December 15, 2021 to January 1, 2022. You are encouraged to post throughout the period and especially around the weekend 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 Winter Holiday campaign:

- **#HolidaySeason**
- **#TisTheSeason**
- **#HappyHolidays**
- **#DriveSober**
- **#DriveSoberOrGetPulledOver**
- **#DriveHighGetADUI**



 Facebook/Instagram



Social Media Content

This section contains shareable social media content for the Winter Holiday Impaired Driving campaign. Provided on pages [12-27](#) 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

- Blitzed (Alcohol)—Pg. [12](#)
- Blitzed (Drug)—Pg. [14](#)
- Holiday Portrait (Alcohol)—Pg. [16](#)
- Holiday Portrait (Drug)—Pg. [18](#)

Spanish

- Noche Buena (Alcohol)—Pg. [20](#)
- Family Mugshot (Drug)—Pg. [22](#)
- Family Mugshot (Alcohol)—Pg. [26](#)

Post Examples

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



1

Suggested copy from this playbook.

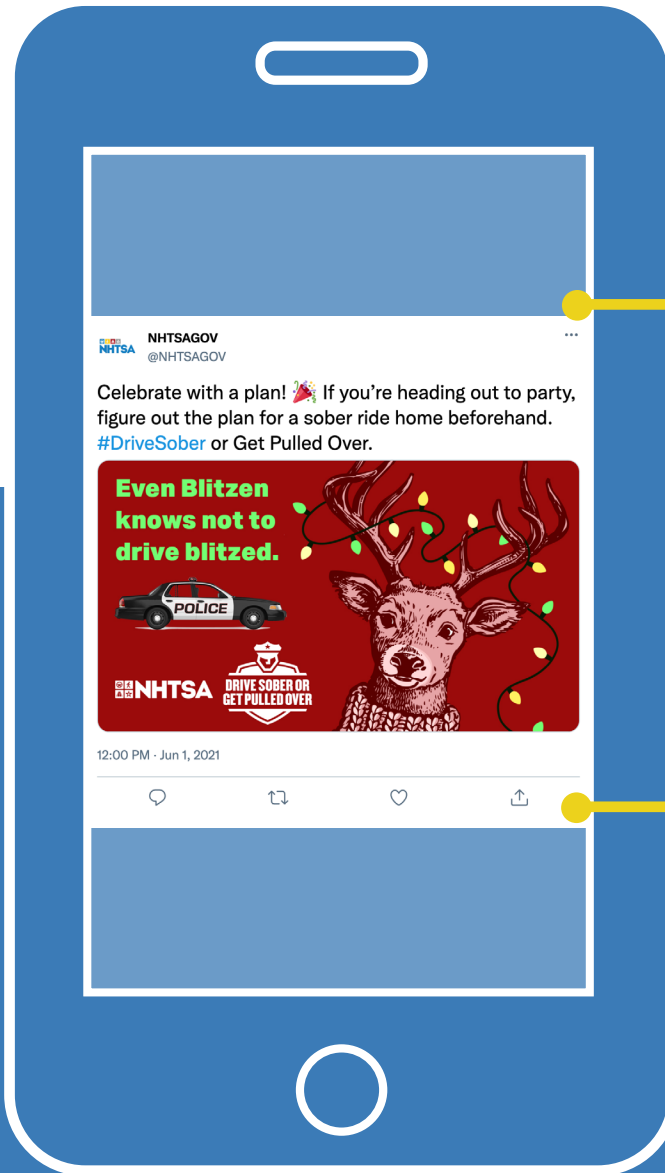
2

Downloaded graphic from trafficsafetymarketing.gov.



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 uploading process to easily incorporate animated graphics after downloading them from trafficsafetymarketing.gov.

Blitzed—Alcohol

STEP

1 Download graphics.

Download the "Blitzed" 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 one wants to spend their holiday behind bars. 🚗 If you're planning to drink, plan to get a safe, sober ride home. **#DriveSober** or Get Pulled Over.
- Stay off Santa's 🧑🏻🔞 naughty list. 🍷 Designate a sober driver or plan to call a cab 🚕 ride service 🚗 or use public transportation 🚏 to get home safely. **#DriveSober** or Get Pulled Over.
- If you have to ask if you're okay to drive, then you already know the answer. **#DriveSober** or Get Pulled Over.

Blitzed—Alcohol

STEP

1 Download graphics.

Download the "Blitzed" 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

- Celebrate with a plan! 🍷 If you're heading out to party, figure out the plan for a sober ride home beforehand. **#DriveSober** or Get Pulled Over.

Blitzed—Drug

STEP

1 Download graphics.

Download the “Blitzed” 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

- Driving impaired is deadly – always. If you see someone about to drive after consuming drugs, stop them, take their keys, and call them a safe, sober ride home. If you feel different, you drive different. Drive high, get a DUI.
- In 2018, 46% of drivers who died in a crash and were tested for drugs, tested positive. Don't be a stat. Be a safe, sober driver. If you feel different, you drive different. Drive high, get a DUI.

Blitzed—Drug

STEP

1 Download graphics.

Download the “Blitzed” 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

- If you have to ask if you're okay to drive, then you already know the answer. If you feel different, you drive different. Drive high, get a DUI. **#ImpairedDriving**
- 🎵 He 🤖 knows if you've been bad or good, so drive sober for goodness sake! 🎵 If you've been using drugs, call a **#sober** ride to get you home safely. If you feel different, you drive different. Drive high, get a DUI. **#ImpairedDriving**
- Behind bars is no way to spend your holiday. If you plan to use drugs of any kind, call a taxi, ride share, or sober friend to get you home safely. If you feel different, you drive different. Drive high, get a DUI. **#ImpairedDriving**

Holiday Portrait—Alcohol

STEP

1 Download graphics.

Download the "Holiday Portrait" 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

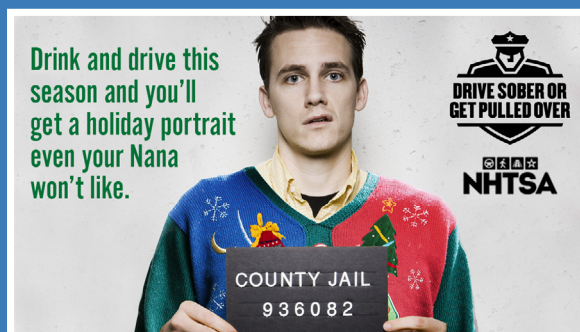
- On average, a DUI can set you back \$10K in attorney's fees, fines, court costs, lost time at work, higher insurance rates, and the list goes on. Don't waste your hard-earned cash on a bad decision. **#DriveSober** or Get Pulled Over.
- In 2019, there were 10,142 alcohol-impaired-driving fatalities. In 68% of those crashes, at least one driver had a BAC of .15 or higher – almost twice the legal limit. Don't be a stat – be a safe, sober driver. **#DriveSober** or Get Pulled Over.

Holiday Portrait—Alcohol

STEP

1 Download graphics.

Download the "Holiday Portrait" 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

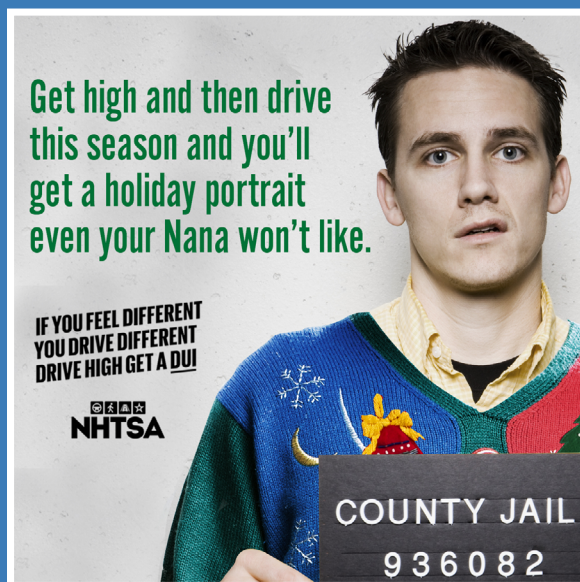
- No one wants to spend their holiday behind bars. 🚗 If you're planning to drink, plan to get a safe, sober ride home. **#DriveSober** or Get Pulled Over.
- Stay off Santa's 🧑🏻🔴 naughty list. 🚗 Designate a sober driver or plan to call a cab 🚕 ride service 🚗 or use public transportation 🚇 to get home safely. **#DriveSober** or Get Pulled Over.
- If you have to ask if you're okay to drive, then you already know the answer. **#DriveSober** or Get Pulled Over.

Holiday Portrait—Drug

STEP

1 Download graphics.

Download the “Holiday Portrait” 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

- Drug-impaired driving can have devastating consequences – losing your driver’s license or your vehicle are minor compared to losing your life, the lives of your passengers, or others on the road. If you feel different, you drive different. Drive high, get a DUI.
- According to NHTSA, between 2009 and 2018, of those drivers killed in crashes and tested for marijuana, the presence of marijuana nearly doubled. If you feel different, you drive different. Drive high, get a DUI.
- Dazed and confused should never get behind the wheel. If you’ve been using drugs, call a sober friend, taxi, or ride share to get you home safely. If you feel different, you drive different. Drive high, get a DUI.

Holiday Portrait—Drug

STEP

1 Download graphics.

Download the "Holiday Portrait" 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

- Stay off Santa's 🗑️ naughty list. 🚗 If you plan to use drugs, don't drive. Call a sober friend, ride share, or taxi to get you home safely. If you feel different, you drive different. Drive high, get a DUI. **#ImpairedDriving**
- Give your community the gift of safe roads. 📺 Don't get behind the wheel if you have been using marijuana or any other drug. If you feel different, you drive different. Drive high, get a DUI. **#ImpairedDriving**

Noche Buena—Alcohol Spanish

STEP

1 Download graphics.

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



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

- En 2019, una persona murió cada 52 minutos en choques causados por conductores borrachos. Sé parte de la solución – siempre maneja sobrio, e insiste que tus amigos y familiares hagan lo mismo. **#ManejaTomado** Y Serás Arrestado.

Translation: In 2019, every 52 minutes, one person was killed in a drunk-driving crash. Be part of the solution – always drive sober, and insist your friends and family do the same.

#DriveSober or Get Pulled Over.

- No pases tus navidades encarcelado. 🚗 Si has estado bebiendo alcohol, llama a un amigo sobrio, servicio de viaje compartido o taxi para llevarte a casa de forma segura. **#ManejaTomado** Y Serás Arrestado.

Translation: Don't spend your holiday behind bars. 🚗 If you've been drinking, call a sober friend, ride share, or taxi to get you home safely. #DriveSober or Get Pulled Over.

- Durante la temporada navideña y las Fiestas de Fin de Año en 2019, ocurrieron más fatalidades relacionadas con conductores borrachos que durante cualquier otro período festivo de ese año. Si has estado bebiendo alcohol, no te pongas detrás del volante. Maneja de forma segura – maneja sobrio. **#ManejaTomado** Y Serás Arrestado.

Translation: During the Christmas and New Year's Day holiday periods in 2019, there were more drunk-driving-related fatalities than during any other holiday period that year. If you've been drinking, don't get behind the wheel. Drive safe. Drive sober. #DriveSober or Get Pulled Over

Noche Buena—Alcohol Spanish

STEP

1 Download graphics.

Download the “Noche Buena” 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

- Nadie quiere pasar sus navidades encarcelado. 🚓 Si planeas beber alcohol, planifica un viaje seguro y sobrio a casa. **#ManejaTomado** Y Serás Arrestado.
*Translation: No one wants to spend their holiday behind bars. 🚓 If you're planning to drink, plan to get a safe, sober ride home. **#DriveSober** or Get Pulled Over.*
- ¡Celebra con un plan! 🎉 Si sales para festejar, idea con anticipación el plan para un viaje sobrio a casa. **#ManejaTomado** Y Serás Arrestado.
*Translation: Celebrate with a plan! 🎉 If you're heading out to party, figure out the plan for a sober ride home beforehand. **#DriveSober** or Get Pulled Over.*

Family Mugshot—Drug Spanish

STEP

1 Download graphics.

Download the “Family Mugshot” 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

- Manejar bajo la influencia siempre es fatal. Si ves a alguien que está a punto de manejar después de consumir drogas, deténtelo, quítale las llaves y llama a un conductor sobrio para llevarle a casa de forma segura. Si te sientes diferente, manejas diferente. Maneja drogado y te darán un DUI.

Translation: Driving impaired is deadly – always. If you see someone about to drive after consuming drugs, stop them, take their keys, and call them a safe, sober ride home. If you feel different, you drive different. Drive high, get a DUI.

- En 2018, el 46% de los conductores que murieron en choques y fueron examinados para detectar drogas resultaron positivos. No seas una estadística. Sé un conductor seguro y sobrio. Si te sientes diferente, manejas diferente. Maneja drogado y te darán un DUI.

Translation: In 2018, 46% of drivers who died in a crash and were tested for drugs, tested positive. Don't be a stat. Be a safe, sober driver. If you feel different, you drive different. Drive high, get a DUI.

- El manejo bajo la influencia de drogas puede tener consecuencias devastadoras – perder tu licencia de manejar o tu vehículo son menores en comparación con perder tu vida, las vidas de tus pasajeros u otros en la carretera. Si te sientes diferente, manejas diferente. Maneja drogado y te darán un DUI.

Translation: Drug-impaired driving can have devastating consequences – losing your driver's license or your vehicle are minor compared to losing your life, the lives of your passengers, or others on the road. If you feel different, you drive different. Drive high, get a DUI.

- Según NHTSA, entre 2009 y 2018, de los conductores que murieron en choques y fueron examinados para detectar marihuana, la presencia de marihuana casi se había duplicado. Si te sientes diferente, manejas diferente. Maneja drogado y te darán un DUI.

Translation: According to NHTSA, between 2009 and 2018, of those drivers killed in crashes and tested for marijuana, the presence of marijuana nearly doubled. If you feel different, you drive different. Drive high, get a DUI.

Family Mugshot—Drug Spanish

STEP

1 Download graphics.

Download the “Family Mugshot” 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

- Las personas aturdidas y confundidas nunca deben ponerse detrás del volante. Si has estado tomando drogas, llama a un amigo sobrio, taxi o servicio de viaje para llevarte a casa de forma segura. Si te sientes diferente, manejas diferente. Maneja drogado y te darán un DUI.
Translation: Dazed and confused should never get behind the wheel. If you've been using drugs, call a sober friend, taxi, or ride share to get you home safely. If you feel different, you drive different. Drive high, get a DUI.
- El manejo bajo la influencia de drogas puede tener consecuencias devastadoras – perder tu licencia de manejar o tu vehículo son menores en comparación con perder tu vida, las vidas de tus pasajeros u otros en la carretera. Si te sientes diferente, manejas diferente. Maneja drogado y te darán un DUI.
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Family Mugshot—Drug Spanish

STEP

1 Download graphics.

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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

- Si tienes que preguntarte si estás bien para manejar, entonces ya sabes la respuesta. Si te sientes diferente, manejas diferente. Maneja drogado y te darán un DUI. **#ManejoBajoLaInfluencia**

*Translation: If you have to ask if you're okay to drive, then you already know the answer. If you feel different, you drive different. Drive high, get a DUI. **#ImpairedDriving***

- 🎵 Él 🤖 sabe si has sido bueno o malo, así que maneja sobrio, ¡por el amor de Dios! 🎵 Si has estado usando drogas, llama a un conductor **#sobrio** para llevarte a casa de forma segura. Si te sientes diferente, manejas diferente. Maneja drogado y te darán un DUI. **#ManejoBajoLaInfluencia**

*Translation: 🎵 He 🤖 knows if you've been bad or good, so drive sober for goodness sake! 🎵 If you've been using drugs, call a **#sober** ride to get you home safely. If you feel different, you drive different. Drive high, get a DUI. **#ImpairedDriving***

- Encarcelado no es forma de pasar tus navidades. Si planeas usar drogas de cualquier tipo, llama a un taxi, servicio de viaje compartido o un amigo sobrio para llevarte a casa de forma segura. Si te sientes diferente, manejas diferente. Maneja drogado y te darán un DUI. **#ManejoBajoLaInfluencia**

*Translation: Behind bars is no way to spend your holiday. If you plan to use drugs of any kind, call a taxi, ride share, or sober friend to get you home safely. If you feel different, you drive different. Drive high, get a DUI. **#ImpairedDriving***

Family Mugshot—Drug Spanish

STEP

1 Download graphics.

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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

- Que tu nombre no aparezca en la lista de traviesos de Santa Claus 🤖👶: Si planeas usar drogas, no manejes. Llama a un amigo sobrio, servicio de viaje compartido o taxi para llevarte a casa de forma segura. Si te sientes diferente, manejas diferente. Maneja drogado y te darán un DUI. **#ManejoBajoLaInfluencia**

*Translation: Stay off Santa's 🤖 naughty list. 👶 If you plan to use drugs, don't drive. Call a sober friend, ride share, or taxi to get you home safely. If you feel different, you drive different. Drive high, get a DUI. **#ImpairedDriving***

- Dale a tu comunidad el regalo de carreteras seguras. 📺 No te pongas detrás del volante si has estado usando marihuana o cualquier otra droga. Si te sientes diferente, manejas diferente. Maneja drogado y te darán un DUI. **#ManejoBajoLaInfluencia**

*Translation: Give your community the gift of safe roads. 📺 Don't get behind the wheel if you have been using marijuana or any other drug. If you feel different, you drive different. Drive high, get a DUI. **#ImpairedDriving***

Family Mugshot—Alcohol Spanish



STEP

1 Download graphics.

Download the “Family Mugshot” 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

- En promedio, un arresto por DUI podría costarte hasta \$10,000 en honorarios de abogados, multas, costos jurídicos, tiempo laboral perdido, mayores tasas de seguro y la lista continúa. No desperdicies tu dinero ganado con tanto esfuerzo en una mala decisión. **#ManejaTomado** Y Serás Arrestado.

*Translation: On average, a DUI can set you back \$10K in attorney's fees, fines, court costs, lost time at work, higher insurance rates, and the list goes on. Don't waste your hard-earned cash on a bad decision. **#DriveSober** or Get Pulled Over.*

- En 2019, hubo 10,142 fatalidades causadas por conductores bajo los efectos de alcohol. En el 68% de estos choques, al menos un conductor tenía un BAC de .15 o más – casi el doble del límite legal. No seas una estadística – sé un conductor seguro y sobrio. **#ManejaTomado** Y Serás Arrestado.

*Translation: In 2019, there were 10,142 alcohol-impaired-driving fatalities. In 68% of those crashes, at least one driver had a BAC of .15 or higher – almost twice the legal limit. Don't be a stat – be a safe, sober driver. **#DriveSober** or Get Pulled Over.*

Family Mugshot—Alcohol Spanish

STEP

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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

- Que tu nombre no aparezca en la lista de traviesos de Santa Claus 🅓🅔: Designa a un conductor sobrio, planifica llamar a un taxi 🚖 o servicio de viaje compartido 🚗 o usa el transporte público 🚊 para llevar a casa de forma segura. **#ManejaTomado** Y Serás Arrestado.

*Translation: Stay off Santa's 🅓🅔 naughty list. 🅓🅔 Designate a sober driver or plan to call a cab 🚖 ride service 🚗 or use public transportation 🚊 to get home safely. **#DriveSober** or Get Pulled Over.*

- Mantén las navidades felices y brillantes ✨: **#ManejaTomado** Y Serás Arrestado.

*Translation: Keep your season merry and bright ✨. **#DriveSober** or Get Pulled Over.*

- Si tienes que preguntarte si estás bien para manejar, entonces ya sabes la respuesta. **#ManejaTomado** Y Serás Arrestado.

*Translation: you have to ask if you're okay to drive, then you already know the answer. **#DriveSober** or Get Pulled Over.*

NHTSA Contact

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

