



## SOCIAL MEDIA PLAYBOOK

# IMPAIRED DRIVING AUGUST/LABOR DAY 2022

August 17–September 5, 2022



# How to Use This Playbook

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This document is a social media playbook for the 2022 Impaired Driving August/Labor Day campaign period. It includes specific content and assets, along with instructions, to address drivers and encourage them to not drive under the influence. 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

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## Impaired Driving August/Labor Day Campaign Summary

Driving under the influence of alcohol or marijuana is dangerous to drivers, passengers and those on the road. Based on FARS data, the most significant demographic involved in fatal crashes due to impairment by alcohol or marijuana are 18- to 34-year-old males (marijuana-impaired) and motorcycle riders 25- to 54-years-old and 21- to 34-year-old males (alcohol-impaired), making them the primary target for this campaign.

Although impaired driving and riding are dangerous and prevalent year-round, the Labor Day holiday period is particularly deadly. 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 marijuana
- 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 marijuana
- Increase awareness of alcohol- and drug-impaired driving enforcement
- Encourage those participating in alcohol or marijuana to plan their ride ahead of time



## Impaired Driving August/Labor Day Posting Strategy

The 2022 Impaired Driving August/Labor Day campaign enforcement period runs from Friday, August 19 through Monday, September 5, with paid media efforts beginning Wednesday, August 17 and running through Monday, September 5. Posting organically on social media both during the paid media and enforcement periods will help support the campaign.

Below are relevant hashtags to use when posting about the campaign to tap into conversations related to the 2022 Impaired Driving August/Labor Day campaign:

### **Social Norming**

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



# Creating Your Own Content

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While standard social messages are offered within this playbook, we encourage you to create your own messages to accompany the graphics provided. Over the course of several campaigns, we've seen that messages that localize the campaign and speak to each organization's audience receive significantly more engagements.

There are countless ways to create your own messages or tailor our pre-written messages to your audience, but here are some suggestions to get you started:

- Include the state or city name within the message
- Utilize local crash or traffic stop data

Here are some examples of a "create your own" style message:

- Enjoy Labor Day to the fullest with your friends and family, Louisiana! Just have a plan in place for a safe ride home. **#DriveSober** or Get Pulled Over. 🚓
- Cruisin' the open road is a **#LaborDay** tradition, especially through Shenandoah National Park. 🏍️ However, riding after drinking could bring that tradition to an unwanted halt. **#RideSober** or Get Pulled Over. 🚓
- We want you to enjoy your Labor Day grill out Boise, but if you've been using drugs, it can be deadly behind the wheel. Drive High, Get a DUI. **#ImpairedDriving**

 Facebook/Instagram



## Social Media Content

This section contains shareable social media content for the 2022 Impaired Driving August/Labor Day campaign period. Provided on pages [\(13-30\)](#) are downloadable graphics with accompanying suggested 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.*

## Content Organization

The social media content is organized into sections based on creative concept and social platform. Both English and Spanish versions are provided for this campaign.

### English

#### Drive Sober

- Bright Future (Facebook)—p. [13](#)
- Bright Future (Twitter)—p. [14](#)
- Bummer (Facebook)—p. [15](#)
- Bummer (Twitter)—p. [16](#)

#### Ride Sober

- Bright Future (Facebook)—p. [17](#)
- Bright Future (Twitter)—p. [18](#)
- Bummer (Facebook)—p. [19](#)
- Bummer (Twitter)—p. [20](#)

#### Drug-Impaired

- Bummer (Facebook)—p. [21](#)
- Bummer (Twitter)—p. [22](#)

### Spanish

#### Drive Sober

- End of Summer (Facebook)—p. [23](#)
- End of Summer (Twitter)—p. [25](#)

#### Drug Impaired

- End of Summer (Facebook)—p. [27](#)
- End of Summer (Twitter)—p. [29](#)

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.

## Facebook Post Example

Here is an example of how a Facebook post should look when published.



1

*Suggested copy from this playbook.*

2

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



## Twitter Post Example

Here is an example of how a Twitter post 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.



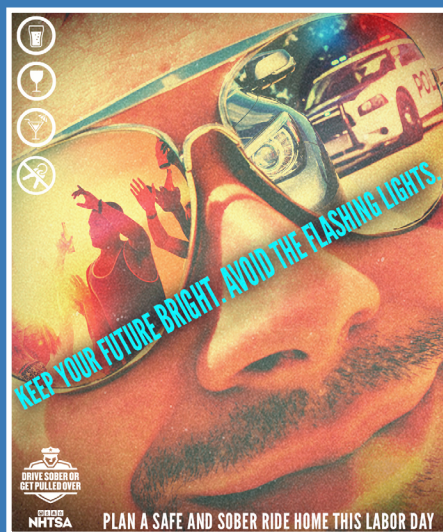
Facebook/Instagram Posts  
1200x1200 (square)



Facebook/Instagram Stories  
1080x1920 (vertical)



Facebook/Instagram Posts  
1000x1200 (vertical)

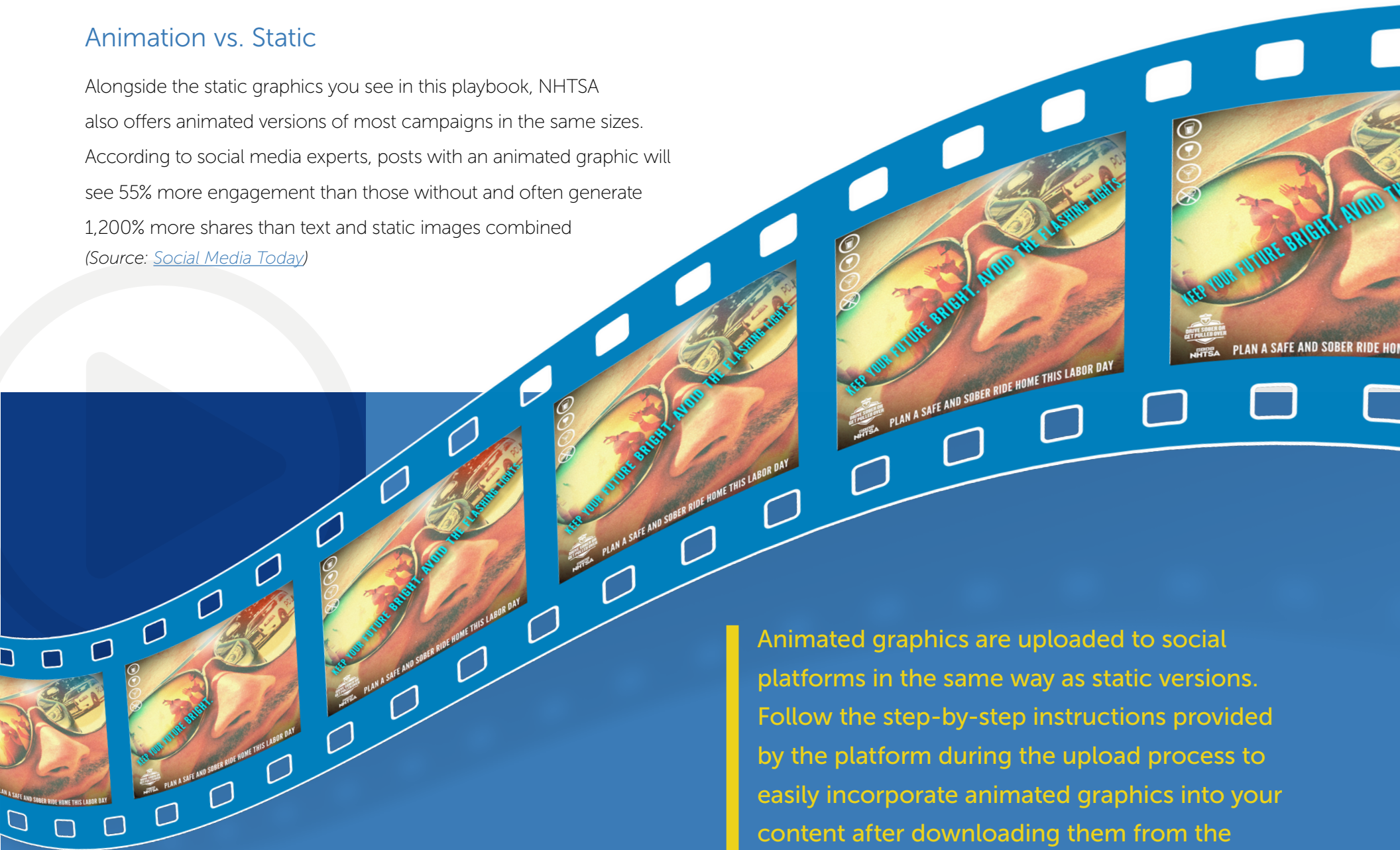


Twitter Posts  
1200x675



## Animation vs. Static

Alongside the static graphics you see in this playbook, NHTSA also offers animated versions of most campaigns in the same sizes. According to social media experts, posts with an animated graphic will 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 into your content after downloading them from the [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov) website.

# Bright Future–English Drive Sober

## STEP

### 1 Download graphics.

Download the “Bright Future” 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

- Imagine having to tell your friends, family and workplace that you got a DUI... Talk about embarrassing! **#DriveSober** or Get Pulled Over. 🚓
- Rideshare/Taxi 🚗 > DUI Costs, including lawyers, fines, court costs and more... 🚔🚔🚔🚔🚔🚔🚔  
The choice is simple. No complicated math needed. **#DriveSober** or Get Pulled Over. 🚓
- Real friends make sure their friends have a safe, sober ride home. **#DriveSober** or Get Pulled Over. 🚓
- The **#DriveSober** or Get Pulled Over 🚓 enforcement period runs August 19 through September 5, covering the end of summertime and the busy Labor Day weekend. Commit to **#SoberDriving** each and every day!

# Bright Future–English Drive Sober

## STEP

### 1 Download graphics.

Download the “Bright Future” 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 🇺🇸 America's workers by planning a safe, sober ride home! **#DriveSober** or Get Pulled Over. 🚓
- Enjoy **#LaborDay** to the fullest! But have a safe ride home planned in advance. Schedule a rideshare 🚗 taxi 🚕 public transportation 🚌 or a sober friend 🚗 to get you home safely. **#DriveSober** or Get Pulled Over. 🚓
- Over **#LaborDay** weekend in 2020, 38% of traffic fatalities involved a driver who had been drinking. The choice is simple: If you're drinking, don't drive. **#DriveSober** or Get Pulled Over. 🚓

# Bummer–English Drive Sober

## STEP

### 1 Download graphics.

Download the “Bummer” 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 Labor Day celebrate America's workers by planning a safe, sober ride home! If you've been drinking, call a taxi, rideshare or a sober friend to get you home safely. **#DriveSober** or Get Pulled Over. 🚗
- Enjoy Labor Day to the fullest with your friends and family! Just have a plan in place for a safe ride home. **#DriveSober** or Get Pulled Over. 🚗
- Over Labor Day weekend in 2020, 38% of traffic fatalities involved a driver who had been drinking. The choice is simple: If you're drinking, don't drive.



# Bummer–English Drive Sober

## STEP

### 1 Download graphics.

Download the “Bummer” 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

- Imagine having to tell your friends, family and workplace that you got a DUI... Talk about embarrassing! **#DriveSober** or Get Pulled Over. 🚓
- Rideshare/Taxi 🚖 > DUI Costs, including lawyers, fines, court costs and more... 🚓🚓🚓🚓🚓🚓  
**#DriveSober** or Get Pulled Over. 🚓
- Real friends make sure their friends have a safe, sober ride home. **#DriveSober** or Get Pulled Over. 🚓
- The **#DriveSober** or Get Pulled Over 🚓 enforcement period runs 08/19-09/5, covering the end of **#Summertime** and the busy **#LaborDay** weekend. Commit to **#SoberDriving** each and every day!

# Bright Future–English Ride Sober

## STEP

### 1 Download graphics.

Download the “Bright Future” 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

- 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. 🚓
- 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 judgment and reaction times. Never drink and ride. 🚲 **#RideSober** or Get Pulled Over. 🚓
- The **#RideSober** or Get Pulled Over 🚓 enforcement period runs 08/19-09/5, covering the end of **#Summertime** and the busy **#LaborDay** weekend. Commit to **#SoberRiding** each and every day!

# Bright Future–English Ride Sober

## STEP

### 1 Download graphics.

Download the “Bright Future” 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

- Cruisin’ the open road is a **#LaborDay** tradition. 🍷 However, riding after drinking could bring that tradition to an unwanted halt. **#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. 🚔
- Keep your fellow riders safe by always riding sober. 🍷 **#RideSober** or Get Pulled Over. 🚔



# Bummer–English Ride Sober

## STEP

### 1 Download graphics.

Download the “Bummer” 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

- Cruisin’ the open road is a Labor Day tradition for many bikers. However, riding after drinking could cost you your life. **#RideSober** or Get Pulled Over. 🚓
- If you’re planning on a 2- or 3-wheeled cruise over the long weekend, remember to always ride safely. Wear a DOT-compliant helmet, and never drink and ride. **#RideSober** or Get Pulled Over. 🚓
- Keep your fellow riders safe by always riding sober. 🍷 **#RideSober** or Get Pulled Over. 🚓

# Bummer–English Drive Sober

## STEP

### 1 Download graphics.

Download the “Bummer” 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

- Over **#LaborDay** weekend in 2020, 38% of traffic fatalities involved a drunk driver. Don't be a stat, be safe while riding. 🏍️ **#RideSober** or Get Pulled Over. 🚓
- If you're drinking, don't plan on riding home. 🏍️ Plan ahead to call a taxi, rideshare sober friend or use public transportation to get you home safely. **#RideSober** or Get Pulled Over. 🚓
- The **#RideSober** or Get Pulled Over 🚓 enforcement period runs 08/19-09/5, covering the end of **#Summertime** and the busy **#LaborDay** weekend. Commit to **#SoberRiding** each and every day!

# Bummer–English Drug-Impaired

## STEP

### 1 Download graphics.

Download the “Bummer” 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

- Real friends make sure their friends have a safe, sober ride home. Drive High, Get a DUI. **#ImpairedDriving**
- 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. **#ImpairedDriving**
- Rideshare/Taxi 🚗 > DUI Costs, including lawyers, fines, court costs and more... 🚗🚗🚗🚗🚗  
The choice is simple. No complicated math needed. Drive High, Get a DUI. **#ImpairedDriving**
- Enjoy Labor Day to the fullest with your friends and family! Just have a plan in place for a safe ride home. Drive High, Get a DUI. **#ImpairedDriving**.
- Honestly, the term doesn't matter — high, stoned or wasted — if you've been using drugs, it's deadly behind the wheel. Drive High, Get a DUI. **#ImpairedDriving**
- The Drive High, Get a DUI enforcement period runs 08/19-09/5, covering the end of **#Summertime** and the busy **#LaborDay** weekend. **#ImpairedDriving**

# Bummer–English Drug-Impaired

## STEP

### 1 Download graphics.

Download the “Bummer” 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 **#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**
- Rideshare/Taxi 💰 > DUI Costs, including lawyers, fines, court costs 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 using drugs, take their keys and call them a sober ride home. Drive High, Get a DUI. **#ImpairedDriving**
- The term doesn’t matter — high, stoned or wasted — if you’ve been using drugs, it can be deadly behind the wheel. Drive High, Get a DUI. **#ImpairedDriving**
- The Drive High, Get a DUI enforcement period runs 08/19-09/5, covering the end of **#Summertime** and the busy **#LaborDay** weekend. **#ImpairedDriving**

# End of Summer–Spanish Drive Sober



## STEP

### 1 Download graphics.

Download the “End of Summer” 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

- ¡Este Labor Day, celebra a los trabajadores de los Estados Unidos planificando un viaje seguro y sobrio a casa! Si has estado bebiendo, llama a un taxi, servicio de viaje compartido o un amigo sobrio para llevarte a casa de forma segura. **#ManejaTomado** Y Serás Arrestado. 🚓  
*Translation: This Labor Day, celebrate America's workers by planning a safe, sober ride home! If you've been drinking, call a taxi, rideshare or a sober friend to get you home safely. **#DriveSober** or Get Pulled Over. 🚓*
- ¡Disfruta al máximo el Labor Day con tus amigos y familiares! Pero ten un plan para un viaje seguro a casa. **#ManejaTomado** Y Serás Arrestado. 🚓  
*Translation: Enjoy Labor Day to the fullest with your friends and family! Just have a plan in place for a safe ride home. **#DriveSober** or Get Pulled Over. 🚓*
- Durante el fin de semana festivo del Labor Day de 2020, el 38% de las muertes de tráfico involucraron a un conductor que había estado bebiendo alcohol. La decisión es simple: Si bebes alcohol, no manejes.  
*Translation: Over Labor Day weekend in 2020, 38% of traffic fatalities involved a driver who had been drinking. The choice is simple: If you're drinking, don't drive.*
- Imagina tener que decirles a tus amigos, familiares y tu lugar de trabajo que fuiste multado con DUI... ¡Qué vergonzoso! **#ManejaTomado** Y Serás Arrestado. 🚓  
*Translation: Imagine having to tell your friends, family and workplace that you got a DUI... Talk about embarrassing! **#DriveSober** or Get Pulled Over. 🚓*



# End of Summer–Spanish Drive Sober

## STEP

### 1 Download graphics.

Download the “End of Summer” 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

- Viaje compartido/Taxi 🚗 > Costos de DUI, incluidos abogados, multas, costos jurídicos y más... 🍷🍷🍷🍷🍷 La decisión es simple. No se necesitan cálculos matemáticos complicados. **#ManejaTomado** Y Serás Arrestado. 🚓  
*Translation: Rideshare/Taxi 🚗 > DUI Costs, including lawyers, fines, court costs and more... 🍷🍷🍷🍷🍷 The choice is simple. No complicated math needed. **#DriveSober** or Get Pulled Over. 🚓*
- Los amigos reales aseguran que sus amigos tengan un viaje seguro y sobrio a casa. **#ManejaTomado** Y Serás Arrestado. 🚓  
*Translation: Real friends make sure their friends have a safe, sober ride home. **#DriveSober** or Get Pulled Over. 🚓*
- El periodo de cumplimiento de la ley sobre **#ManejaTomado** Y Serás Arrestado 🚓 se llevará a cabo del 19 de agosto al 5 de septiembre, cubriendo el final del verano y el ajetreado fin de semana del Labor Day. ¡Comprométete a **#ManejarSobrio** todos y cada uno de los días!  
*Translation: The **#DriveSober** or Get Pulled Over 🚓 enforcement period runs August 19 through September 5, covering the end of summertime and the busy Labor Day weekend. Commit to **#SoberDriving** each and every day!*

# End of Summer–Spanish Drive Sober

## STEP

### 1 Download graphics.

Download the “End of Summer” 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

- ¡Celebra 🌟 a los trabajadores de los Estados Unidos planificando un viaje seguro y sobrio a casa! **#ManejaTomado** Y Serás Arrestado. 🚓

*Translation: Celebrate 🌟 America's workers by planning a safe, sober ride home! **#DriveSober** or Get Pulled Over. 🚓*

- ¡Disfruta al máximo el **#LaborDay**! Pero ten un viaje seguro a casa planeado con anticipación. Programa un viaje compartido 🚗 taxi 🚕 el transporte público 🚌 o un amigo sobrio 🚗 para llevarte a casa de forma segura. **#ManejaTomado** Y Serás Arrestado. 🚓

*Translation: Enjoy **#LaborDay** to the fullest! But have a safe ride home planned in advance. Schedule a rideshare 🚗 taxi 🚕 public transportation 🚌 or a sober friend 🚗 to get you home safely. **#DriveSober** or Get Pulled Over. 🚓*

- Durante el fin de semana festivo del **#LaborDay** de 2020, el 38% de las muertes de tráfico involucraron a un conductor que había estado bebiendo alcohol. La decisión es simple: Si bebes alcohol, no manejes. **#ManejaTomado** Y Serás Arrestado. 🚓

*Translation: Over **#LaborDay** weekend in 2020, 38% of traffic fatalities involved a driver who had been drinking. The choice is simple: If you're drinking, don't drive. **#DriveSober** or Get Pulled Over. 🚓*

- Imagina tener que decirles a tus amigos, familiares y tu lugar de trabajo que fuiste multado con DUI... ¡Qué vergonzoso! **#ManejaTomado** Y Serás Arrestado. 🚓

*Translation: Imagine having to tell your friends, family and workplace that you got a DUI... Talk about embarrassing! **#DriveSober** or Get Pulled Over. 🚓*



# End of Summer–Spanish Drive Sober

## STEP

### 1 Download graphics.

Download the “End of Summer” 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

- Viaje compartido/Taxi 🚗 > Costos de DUI, incluidos abogados, multas, costos jurídicos y más...  
🚗🚗🚗🚗🚗🚗 **#ManejaTomado** Y Serás Arrestado. 🚓  
*Translation: Rideshare/Taxi 🚗 > DUI Costs, including lawyers, fines, court costs and more... 🚗*  
🚗🚗🚗🚗🚗🚗 **#DriveSober** or Get Pulled Over. 🚓
- Los amigos reales aseguran que sus amigos tengan un viaje seguro y sobrio a casa.  
**#ManejaTomado** Y Serás Arrestado. 🚓  
*Translation: Real friends make sure their friends have a safe, sober ride home. **#DriveSober** or Get Pulled Over. 🚓*
- El periodo de cumplimiento de la ley sobre **#ManejaTomado** Y Serás Arrestado 🚓 se llevará a cabo del 08/19-09/5, cubriendo el final del **#Verano** y el ajetreado fin de semana del **#LaborDay**. ¡Comprométete a **#ManejarSobrio** todos y cada uno de los días!  
*Translation: The **#DriveSober** or Get Pulled Over 🚓 enforcement period runs 08/19-09/5, covering the end of **#Summertime** and the busy **#LaborDay** weekend. Commit to **#SoberDriving** each and every day!*

# End of Summer–Spanish Drug-Impaired

## STEP

### 1 Download graphics.

Download the “End of Summer” 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

- Los amigos reales aseguran que sus amigos tengan un viaje seguro y sobrio a casa. Maneja Drogado Y Te Darán Un DUI. **#ManejoBajoLaInfluencia**  
*Translation: Real friends make sure their friends have a safe, sober ride home. Drive High, Get a DUI. **#ImpairedDriving***
- 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. **#ManejoBajoLaInfluencia**  
*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. **#ImpairedDriving***
- Viaje compartido/Taxi 🚗 > Costos de DUI, incluidos abogados, multas, costos jurídicos y más... 🚗🚗🚗🚗🚗🚗 La decisión es simple. No se necesitan cálculos matemáticos complicados. Maneja Drogado Y Te Darán Un DUI. **#ManejoBajoLaInfluencia**  
*Translation: Rideshare/Taxi 🚗 > DUI Costs, including lawyers, fines, court costs and more... 🚗🚗🚗🚗🚗🚗 The choice is simple. No complicated math needed. Drive High, Get a DUI. **#ImpairedDriving***

# End of Summer–Spanish Drug-Impaired

## STEP

### 1 Download graphics.

Download the “End of Summer” 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

- ¡Disfruta al máximo el Labor Day con tus amigos y familiares! Pero ten un plan para un viaje seguro a casa. Maneja Drogado Y Te Darán Un DUI. **#ManejoBajoLaInfluencia**.

*Translation: Enjoy Labor Day to the fullest with your friends and family! Just have a plan in place for a safe ride home. Drive High, Get a DUI. **#ImpairedDriving**.*

- Sinceramente, no importa qué término tú uses — intoxicado, high o en onda — si has estado usando drogas, estar detrás del volante es fatal. Maneja Drogado Y Te Darán Un DUI. **#ManejoBajoLaInfluencia**

*Translation: Honestly, the term doesn't matter — high, stoned or wasted — if you've been using drugs, it's deadly behind the wheel. Drive High, Get a DUI. **#ImpairedDriving***

- El periodo de cumplimiento de la ley sobre Maneja Drogado Y Te Darán Un DUI se llevará a cabo del 08/19-09/5, cubriendo el final del **#Verano** y el ajetreado fin de semana del **#LaborDay**. **#ManejoBajoLaInfluencia**

*Translation: The Drive High, Get a DUI enforcement period runs 08/19-09/5, covering the end of **#Summertime** and the busy **#LaborDay** weekend. **#ImpairedDriving***

# End of Summer–Spanish Drug-Impaired

## STEP

### 1 Download graphics.

Download the “End of Summer” 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

- Este **#LaborDay**, nos uniremos con @NHTSAgov para recordar a todos los conductores que manejen 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**  
*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**  
*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***
- Viaje compartido/Taxi 🚗 > Costos de DUI, incluidos abogados, multas, costos jurídicos y más... 💰💰💰💰💰 Maneja Drogado Y Te Darán un DUI. **#ManejoBajoLaInfluencia**  
*Rideshare/Taxi 🚗 > DUI Costs, including lawyers, fines, court costs and more... 💰💰💰💰💰 Drive High, Get a DUI. **#ImpairedDriving***

# End of Summer–Spanish Drug-Impaired

## 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 planeas usar drogas, planea para que un conductor sobrio te lleve a casa. Y si ves a un amigo que ha estado usando drogas, quítale las llaves y haz arreglos para que un conductor sobrio lo lleve a casa. Maneja Drogado Y Te Darán Un DUI. **#ManejoBajoLaInfluencia**  
*If you plan to use drugs, plan for a sober ride home. And if you see a friend who has been using drugs, take their keys and call them a sober ride home. Drive High, Get a DUI. **#ImpairedDriving***
- No importa qué término tú uses — intoxicado, high o en onda — si has estado usando drogas, estar detrás del volante puede ser fatal. Maneja Drogado Y Te Darán Un DUI. **#ManejoBajoLaInfluencia**  
*The term doesn't matter — high, stoned or wasted — if you've been using drugs, it can be deadly behind the wheel. Drive High, Get a DUI. **#ImpairedDriving***
- El periodo de cumplimiento de la ley sobre Maneja Drogado Y Te Darán Un DUI se llevará a cabo del 08/19-09/5, cubriendo el final del **#Verano** y el ajetreado fin de semana del **#LaborDay**. **#ManejoBajoLaInfluencia**  
*The Drive High, Get a DUI enforcement period runs 08/19-09/5, covering the end of **#Summertime** and the busy **#LaborDay** weekend. **#ImpairedDriving***

## NHTSA Contact

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If you have questions about the 2022 Impaired Driving August/Labor Day campaign, please contact Kil-Jae Hong at [Kil-Jae.Hong@dot.gov](mailto:Kil-Jae.Hong@dot.gov).

