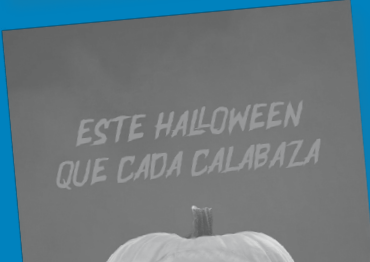
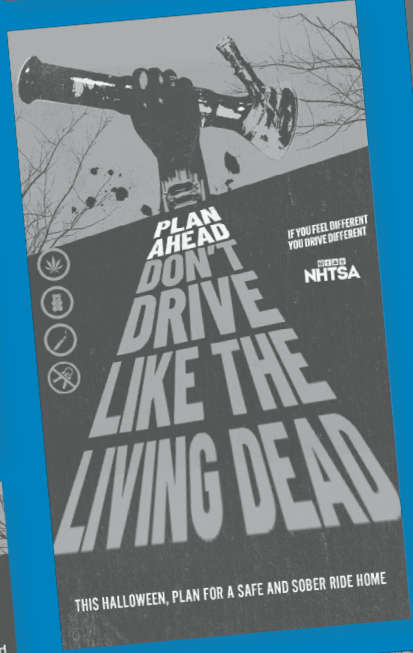




SOCIAL MEDIA PLAYBOOK HALLOWEEN 2022



How to Use This Playbook

This document is a social media playbook for the 2022 Halloween Impaired Driving campaign. 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 communication efforts during this time of the year may help save lives.

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Campaign Overview

Halloween Campaign Summary

While impaired driving is a significant danger on the road year-round, the Halloween period is particularly deadly. 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. The target audience is males ages 21- to 34-years-old for alcohol-impaired driving and males ages 18- to 34-years-old for drug-impaired.

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
- Encourage celebrators to plan ahead and have a sober ride home

Halloween Posting Strategy

The 2022 Halloween Impaired Driving campaign materials can be used in October during the weeks leading up to Halloween. Halloween falls on a Monday this year, which makes posting in the days leading up to and throughout the weekend before Halloween 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**
- **#ImpairedDriving**



Creating Your Own Content

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
- Mention local celebrations happening for the holiday

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

- Hey Charlotte, there's nothing more frightening than a drunk driver! During Halloween night in 2020, 56 people were killed in drunk-driving crashes. 🎃 **#BuzzedDriving** is drunk driving.
- Coming back from the dead only happens in the movies. Never drink and drive Kansas City—it's deadly for you, your passengers and others on the road. **#BuzzedDriving** is drunk driving.

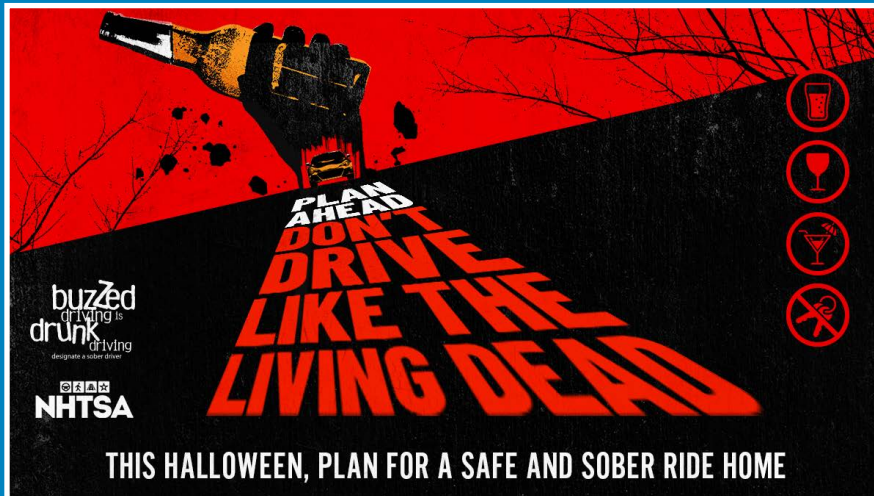
Facebook/Instagram



Social Media Content

This section contains shareable social media content for the 2022 Halloween Impaired Driving campaign period. Provided on pages [\(13-27\)](#) 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.

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 social platform. Both English and Spanish versions are provided for this campaign.

English

- Mummy–Alcohol (Facebook)—p. [13](#)
- Mummy–Alcohol (Twitter)—p. [14](#)
- Living Dead–Alcohol (Facebook)—p. [15](#)
- Living Dead–Alcohol (Twitter)—p. [16](#)
- Mummy–Drug (Facebook)—p. [17](#)
- Mummy–Drug (Twitter)—p. [18](#)
- Living Dead–Drug (Facebook)—p. [19](#)
- Living Dead–Drug (Twitter)—p. [20](#)

Spanish

- Calabaza–Alcohol (Facebook)—p. [21](#)
- Calabaza–Alcohol (Twitter)—p. [23](#)
- Calabaza–Drug (Facebook)—p. [24](#)
- Calabaza–Drug (Twitter)—p. [26](#)



Facebook Post Example

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

1

Suggested copy from this playbook.

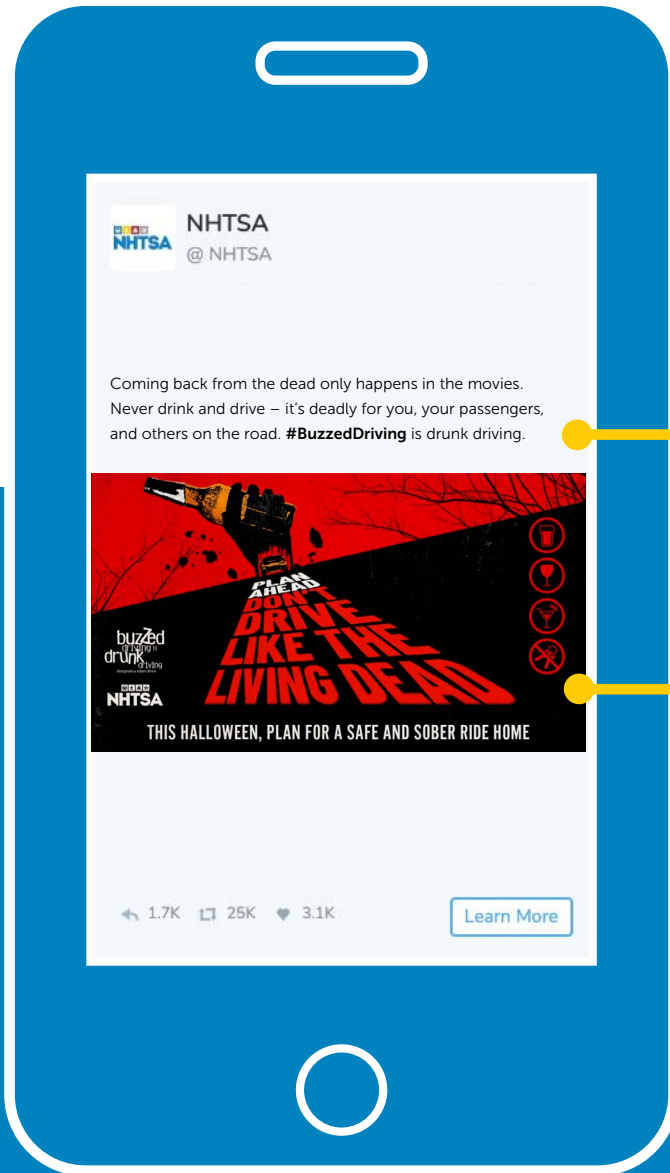
2

Downloaded graphic from trafficsafetymarketing.gov.



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.



Sizes Available

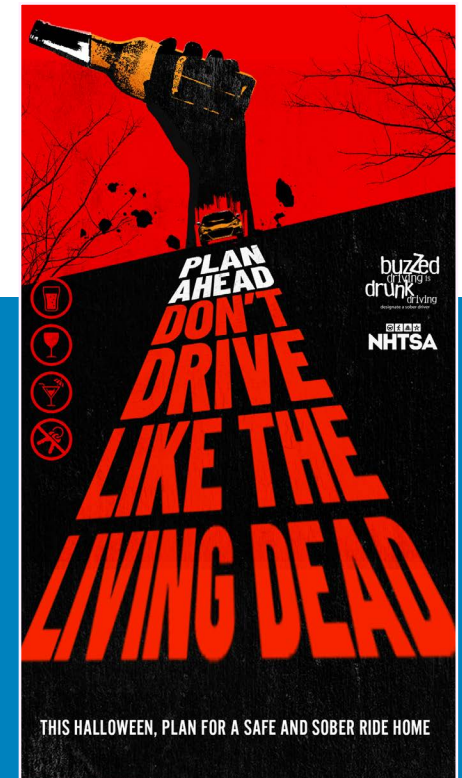
Social media graphic sizes vary across the ever-changing social media platforms. In this playbook, we included different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the trafficsafetymarketing.gov website.



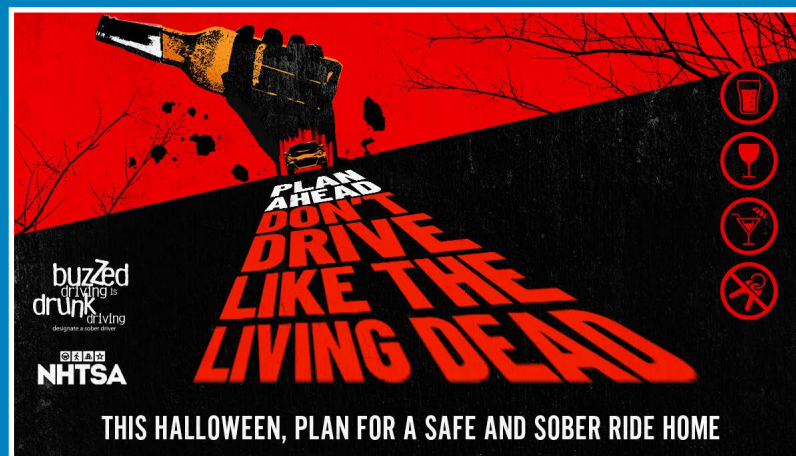
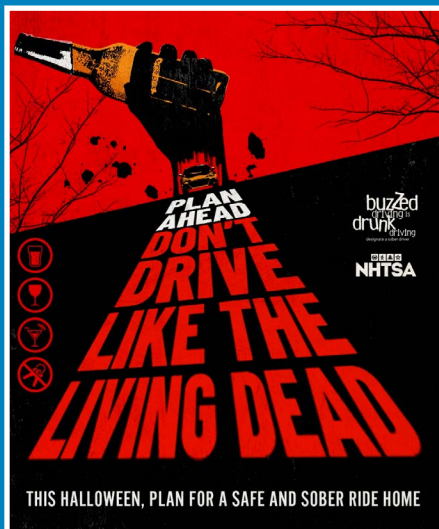
Facebook/Instagram Posts
1200x1200 (square)



Facebook/Instagram Stories
1080x1920 (vertical)



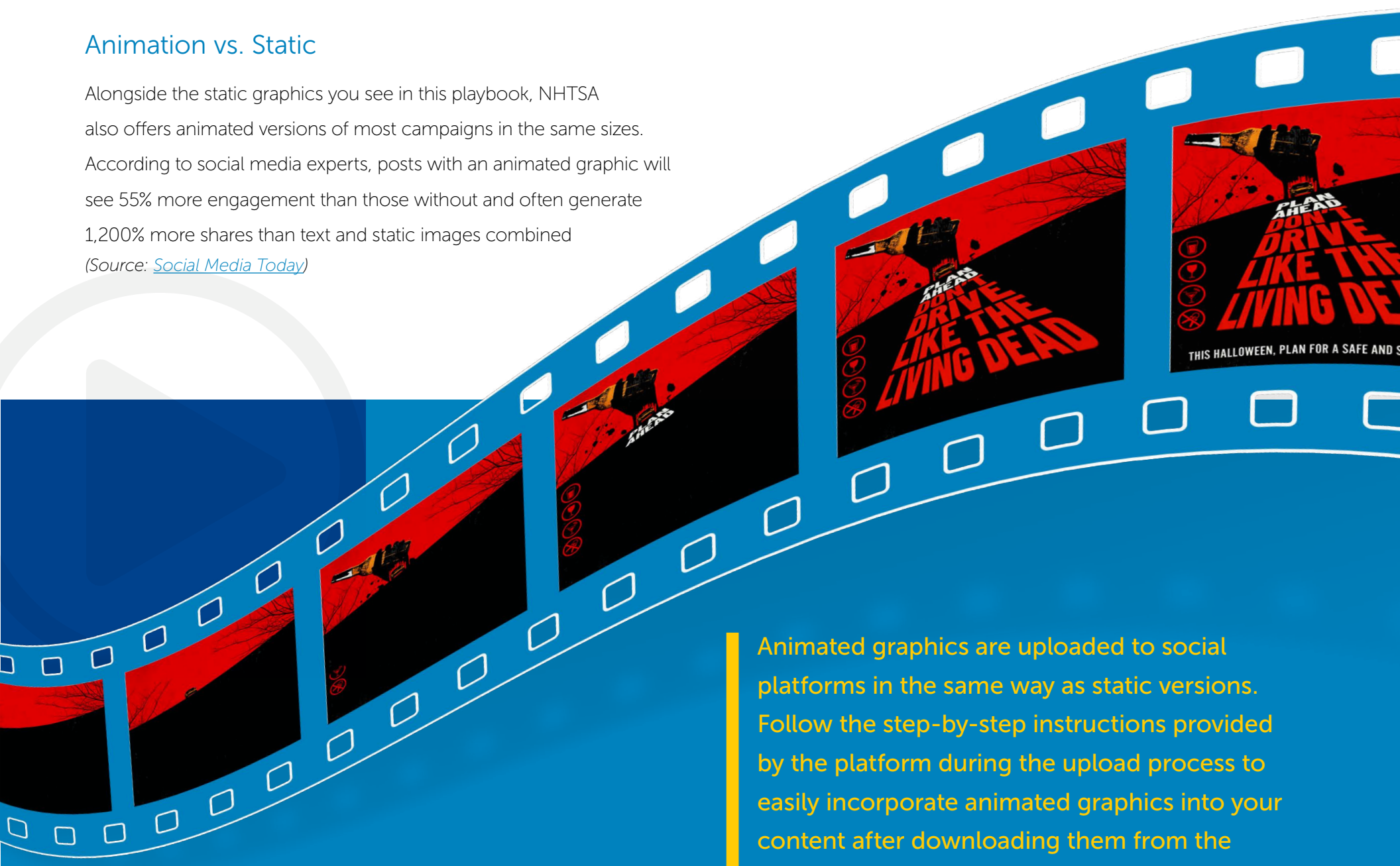
Facebook/Instagram Posts
1000x1200 (vertical)



Twitter Posts
1200x675

Animation vs. Static

Alongside the static graphics you see in this playbook, NHTSA also offers animated versions of most campaigns in the same sizes. According to social media experts, posts with an animated graphic 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 website.

Mummy–English Alcohol

STEP

1 Download graphics.

Download the “Mummy” 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

- 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! During Halloween night in 2020, there were 56 people killed in drunk-driving crashes. 🎃 **#BuzzedDriving** is drunk driving.

Mummy–English Alcohol

STEP

1 Download graphics.

Download the “Mummy” 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

- 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! During **#Halloween** night in 2020, there were 56 people killed in drunk-driving crashes. 🎃 **#BuzzedDriving** is drunk driving.
- If a witch's brew is on your menu, add a designated driver, too. Call a sober friend, taxi, or rideshare to get you home safely. **#BuzzedDriving** is drunk driving.

Living Dead–English Alcohol



STEP

1 Download graphics.

Download the “Living Dead” 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

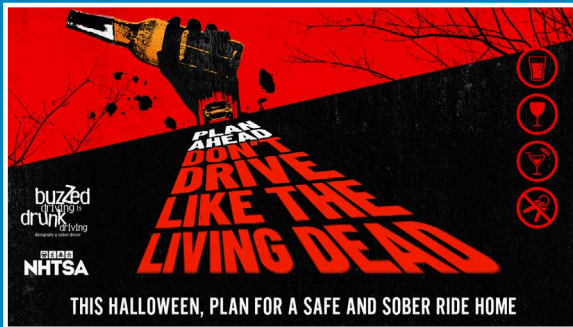
- If you're sipping a potion, drinking something boo-zy 🧛, or indulging in a witch's brew, don't get behind the wheel. Call a sober friend, rideshare, or taxi—they'll get you home safely and ensure your **#Halloween** fun doesn't end in a nightmare 🧛. **#BuzzedDriving** is drunk driving.
- You're no 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.

Living Dead–English Alcohol

STEP

1 Download graphics.

Download the “Living Dead” 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

- 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.

Mummy—English Drug

STEP

1 Download graphics.

Download the “Mummy” 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

- 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, rideshare, or taxi to get you home safely. If you feel different, you drive different. **#ImpairedDriving**
- There is nothing scarier than an impaired driver! 🚗 In 2019, 49% of drivers who were killed in crashes and were tested for drugs, tested positive. If you feel different, you drive different. **#ImpairedDriving**

Mummy—English Drug

STEP

1 Download graphics.

Download the “Mummy” 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

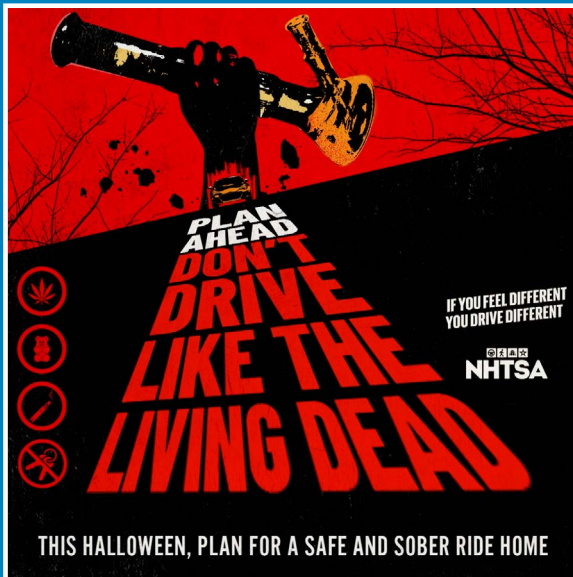
- If tricked out treats (with a little something extra 🌿) are on your **#Halloween** 🎃 menu, add a designated driver, too. Call a sober friend, taxi, or rideshare to get you home safely. If you feel different, you drive different. **#ImpairedDriving**
- Don't let your drive home become a cautionary tale. If you feel different, you drive different. **#ImpairedDriving**

Living Dead—English Drug

STEP

1 Download graphics.

Download the “Living Dead” graphic below at: [Traffic Safety Marketing](https://www.traffic.gov/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

- 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**

Living Dead—English Drug

STEP

1 Download graphics.

Download the “Living Dead” 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

- 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 2019, 49% 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**

Calabaza—Spanish Alcohol

STEP

1 Download graphics.

Download the “Calabaza” 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

- 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! La noche de **#Halloween** de 2020, 56 personas murieron en choques causados por conductores borrachos. 🎃 **#ManejarEntonado** Es Manejar Borracho.

*Translation: There is nothing more frightening than a drunk driver! During Halloween night in 2020, there were 56 people killed in drunk-driving crashes. 🎃 **#BuzzedDriving** is drunk driving.*

- Si estás bebiendo una poción, una bebida aterradoras 🧛 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, rideshare, or taxi – they'll get you home safely and ensure your **#Halloween** fun doesn't end in a nightmare 😱. **#BuzzedDriving** is drunk driving.*

Calabaza—Spanish Alcohol

STEP

1 Download graphics.

Download the “Calabaza” 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

- 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 desperdicias 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.*

Calabaza—Spanish Alcohol

STEP

1 Download graphics.

Download the “Calabaza” 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

- ¡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! La noche de **#Halloween** de 2020, 56 personas murieron en choques causados por conductores borrachos. 🎃 **#ManejarEntonado** Es Manejar Borracho.

*Translation: There is nothing more frightening than a drunk driver! During **#Halloween** night in 2020, there were 56 people killed in drunk-driving crashes. 🎃 **#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 rideshare to get you home safely. **#BuzzedDriving** is drunk driving.*

- Regresar a la vida después de morir sólo 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.*

- 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.*

Calabaza—Spanish Drug

STEP

1 Download graphics.

Download the “Calabaza” 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

- 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, rideshare, or taxi to get you home safely. If you feel different, you drive different. **#ImpairedDriving***

- ¡No hay nada más aterrador que un conductor bajo la influencia! 🚨 En 2019, el 49% 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 2019, 49% of drivers who were killed in crashes and were tested for drugs tested positive. If you feel different, you drive different. **#ImpairedDriving***

Calabaza—Spanish Drug

STEP

1 Download graphics.

Download the “Calabaza” 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

- 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**

*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 using drugs. If you feel different, you drive different. **#ImpairedDriving***

- 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***

Calabaza—Spanish Drug

STEP

1 Download graphics.

Download the “Calabaza” 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

- 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 rideshare 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, ajumado 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***

Calabaza—Spanish Drug

STEP

1 Download graphics.

Download the “Calabaza” 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 hay nada más aterrador que un conductor bajo la influencia! 🤯 En 2019, el 49% 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 2019, 49% of drivers who were killed in crashes and were tested for drugs, tested positive. If you feel different, you drive different. **#ImpairedDriving***

- ¡Deja los sustos en casas embrujadas 🏠, música espeluznante 🎵 y películas aterradoras 😱! No te pongas detrás del volante después de beber alcohol o usar drogas—es peligroso y fatal. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**

*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***

NHTSA Contact

If you have questions about the 2022 Halloween Impaired Driving campaign, please contact Kil-Jae Hong at kil-jae.hong@dot.gov.

