



SOCIAL MEDIA PLAYBOOK

IMPAIRED DRIVING HOLIDAY SEASON 2022

December 14, 2022–January 1, 2023



How to Use This Playbook

This document is a social media playbook for the 2022 Holiday Season Impaired Driving campaign period. It includes specific content and assets, along with instructions, to address drivers and encourage them to not drive after consuming alcohol or marijuana. 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

Holiday Season Impaired Driving 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 driving under the influence of marijuana is 18- to 34-year-old males and, for driving under the influence of alcohol, 21- to 34-year-old males, making them the primary target for this campaign. Hispanic males 18- to 34-years are our secondary target for driving under the influence of marijuana and, for driving under the influence of alcohol, 21- to 34-year-old Hispanic males.

Although impaired driving is dangerous and prevalent year-round, the winter holiday period is particularly deadly. NHTSA supports states in active enforcement leading up to and around the winter holidays, and this campaign seeks to educate drivers on the dangers of alcohol-impaired and drug-impaired driving, as well as heighten awareness of increased enforcement.

Objectives

- Raise awareness of the increase around alcohol- and drug-impaired driving enforcement during this holiday period
- Educate drivers on the impacts of driving under the influence of alcohol and marijuana
- Remind drivers of the consequences that come from driving under the influence
- Motivate drivers to not drive under the influence of alcohol or marijuana
- Encourage those participating in alcohol or marijuana to plan their sober ride ahead of time

Holiday Season Impaired Driving Season Posting Strategy

The Impaired Driving Holiday Season 2022 campaign enforcement period runs from Wednesday, December 16, 2022, through Sunday, January 1, 2023, with paid media efforts running from Monday, December 14, 2022, through Sunday, January 1, 2023. Posting organically on social media both during the paid media and enforcement periods will help support the campaign. In addition to posting throughout the campaign, it is recommended to post especially in the days leading up to and on the weekends, as well as on key holidays, to emphasize the importance of the message when people are likely to be celebrating and partaking.

Below are relevant hashtags to use when posting about the campaign to tap into conversations related to the Impaired Driving Holiday Season 2022 campaign:

- **#HolidaySeason**
- **#TistheSeason**
- **#HappyHolidays**
- **#DriveSober**
- **#DriveSoberOrGetPulledOver**
- **#DriveHighGetADUI**
- **#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 or events to draw a connection to the campaign

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

- Chicago, 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.
- Statesville, 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.

 Facebook/Instagram



Social Media Content

This section contains shareable social media content for the 2022 Holiday Season Impaired Driving campaign period. Provided on pages [\(14-24\)](#) 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

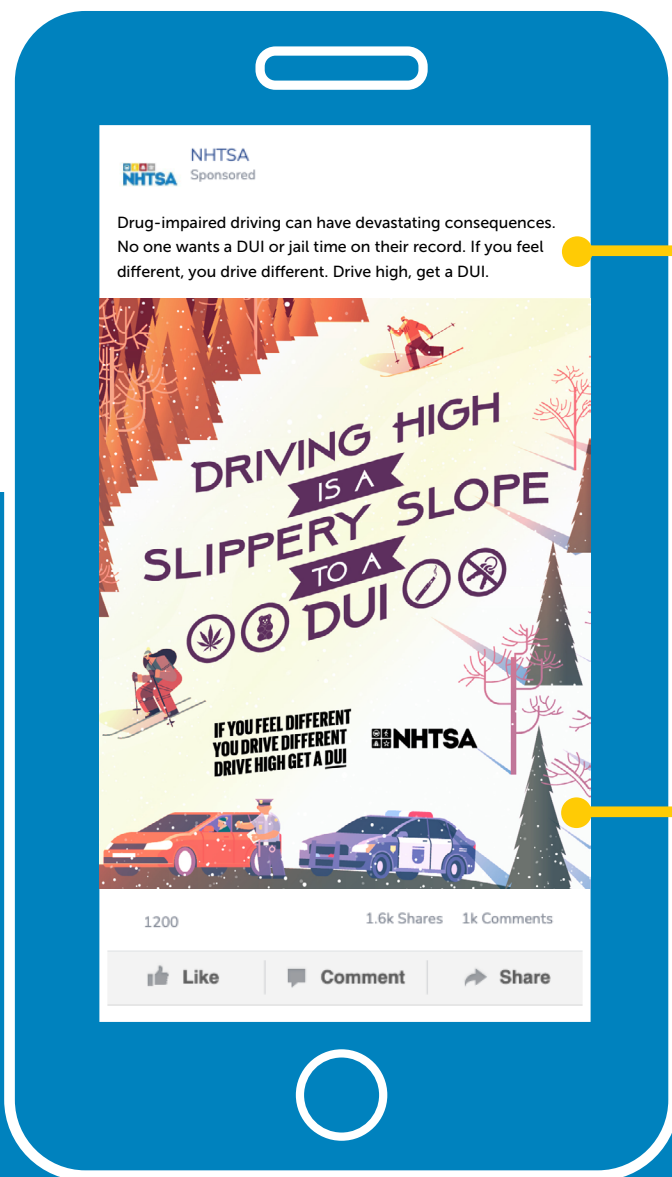
- On Ice—Alcohol (Facebook)—p. [14](#)
- On Ice—Alcohol (Twitter)—p. [15](#)
- Downhill—Drug (Facebook)—p. [16](#)
- Downhill—Drug (Twitter)—p. [17](#)

Spanish

- Blinking—Alcohol (Facebook)—p. [18](#)
- Blinking—Alcohol (Twitter)—p. [20](#)
- Decoration—Drug (Facebook)—p. [21](#)
- Decoration—Drug (Twitter)—p. [23](#)

Facebook Post Example

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



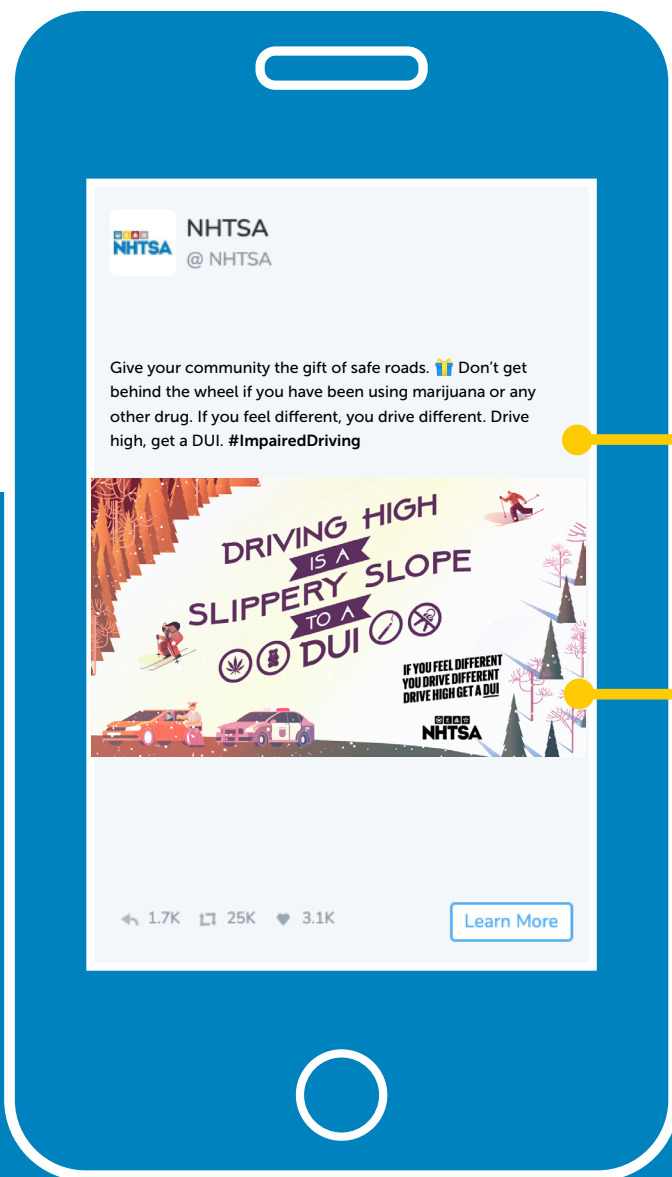
1 Suggested copy from this playbook.

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.

On Ice—Alcohol—English

STEP

1 Download graphics.

Download the "On Ice" 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 more. Don't waste your hard-earned cash on a bad decision. **#DriveSober** or Get Pulled Over.
- In 2020, there were 11,654 alcohol-impaired-driving fatalities. Drunk driving isn't just illegal 🚫, it can be deadly. **#DriveSober** or Get Pulled Over.
- In 2020, every 45 minutes 🕒, one person was killed in a drunk-driving crash. Follow the law — always drive sober, and insist that your friends and family do the same. **#DriveSober** or Get Pulled Over.
- 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.
- During the Christmas 🎄 and New Year's Day 🎉 holiday periods in 2020, 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. **#DriveSober** or Get Pulled Over.

On Ice—Alcohol—English

STEP

1 Download graphics.

Download the "On Ice" 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

- One person was killed every 45 minutes in a drunk-driving crash in 2020. Make sure you make it home for the holidays 🌲. **#DriveSober** or Get Pulled Over.
- Keep your season merry and bright ✨. **#DriveSober** or Get Pulled Over.
- 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 call a cab 🚕 or rideshare 🚗 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

Downhill—Drug—English

STEP

1 Download graphics.

Download the "Downhill" 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 not just illegal 🚫, it can be deadly. If you see someone about to drive after using 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 2019, 49% of drivers who died in a crash and were tested for drugs, tested positive. Don't be a stat. Follow the law, be a sober driver. If you feel different, you drive different. Drive high, get a DUI.
- Drug-impaired driving can have devastating consequences. No one wants a DUI or jail time on their record. 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.
- If you plan to use drugs, plan for a sober ride home. Drug-impaired driving is deadly and illegal. Do yourself, and everyone around you, a favor: If you feel different, you drive different. Drive high, get a DUI.

Downhill—Drug—English

STEP

1 Download graphics.

Download the "Downhill" 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**
- 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**

Blinking—Alcohol—Spanish

STEP

1 Download graphics.

Download the "Blinking" 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 más. No desperdices 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 more. Don't waste your hard-earned cash on a bad decision. **#DriveSober** or Get Pulled Over.*

- En 2020, 11,654 personas murieron en choques causados por conductores borrachos. El manejo borracho no sólo es ilegal 🚫, puede ser fatal. **#ManejaTomado** Y Serás Arrestado.

*Translation: In 2020, there were 11,654 alcohol-impaired-driving fatalities. Drunk driving isn't just illegal 🚫, it can be deadly. **#DriveSober** or Get Pulled Over.*

- En 2020, una persona murió cada 45 minutos 🕒 en un choque causado por un conductor borracho. Obedece la ley — siempre maneja sobrio, e insiste en que tus amigos y familiares hagan lo mismo. **#ManejaTomado** Y Serás Arrestado.

*Translation: In 2020, every 45 minutes 🕒, one person was killed in a drunk-driving crash. Follow the law — always drive sober, and insist that your friends and family do the same. **#DriveSober** or Get Pulled Over.*

Blinking—Alcohol—Spanish

STEP

1 Download graphics.

Download the "Blinking" 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 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 2020, ocurrieron más muertes relacionadas con conductores borrachos que durante cualquier otro período festivo de ese año. Si has estado bebiendo alcohol, no te pongas detrás del volante. **#ManejaTomado** Y Serás Arrestado.

*Translation: During the Christmas 🌲 and New Year's Day 🎉 holiday periods in 2020, 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. **#DriveSober** or Get Pulled Over.*

Blinking—Alcohol—Spanish

STEP

1 Download graphics.

Download the "Blinking" 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

- En 2020, una persona murió cada 45 minutos en un choque causado por un conductor borracho. Asegúrate de llegar a casa de forma segura para celebrar la temporada navideña 🌲. **#ManejaTomado** Y Serás Arrestado.
*Translation: One person was killed every 45 minutes in a drunk-driving crash in 2020. Make sure you make it home for the holidays 🌲. **#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.*
- 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.*
- Que tu nombre no aparezca en la lista de traviesos de Santa Claus 🎅 📋: Designa a un conductor sobrio o llama a un taxi 🚕 o servicio de viaje compartido 🚗 para llegar a casa de forma segura. **#ManejaTomado** Y Serás Arrestado.
*Translation: Stay off Santa's 🎅 naughty list. 📋 Designate a sober driver 😊 or call a cab 🚕 or rideshare 🚗 to get home safely. **#DriveSober** or Get Pulled Over.*
- Si tienes que preguntarte si estás bien para manejar, ya sabes la respuesta. **#ManejaTomado** Y Serás Arrestado.
*Translation: If you have to ask if you're okay to drive, then you already know the answer. **#DriveSober** or Get Pulled Over.*

Decoration—Drug—Spanish

STEP

1 Download graphics.

Download the "Decoration" 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

- El manejo bajo la influencia no sólo es ilegal ⚡, puede ser fatal. Si ves a alguien que está a punto de manejar después de usar drogas, deténtelo, quítale las llaves y llama a un conductor sobrio para llevarle a casa de forma segura. Si te sientes diferente, maneja diferente. Maneja drogado y te darán un DUI.

Translation: Driving impaired is not just illegal ⚡, it can be deadly. If you see someone about to drive after using 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 2019, el 49% de los conductores que murieron en choques y fueron examinados para detectar drogas, resultaron positivos. No seas una estadística. Obedece la ley y maneja sobrio. Si te sientes diferente, maneja diferente. Maneja drogado y te darán un DUI.

Translation: In 2019, 49% of drivers who died in a crash and were tested for drugs, tested positive. Don't be a stat. Follow the law, be a 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. Nadie quiere tener un DUI o tiempo en la cárcel en su registro. Si te sientes diferente, maneja diferente. Maneja drogado y te darán un DUI.

Translation: Drug-impaired driving can have devastating consequences. No one wants a DUI or jail time on their record. If you feel different, you drive different. Drive high, get a DUI.

Decoration—Drug—Spanish

STEP

1 Download graphics.

Download the "Decoration" 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

- Las personas aturcidas 🤪 y confundidas 🤔 nunca deben ponerse detrás del volante. Si has estado usando drogas, llama a un amigo sobrio, taxi o servicio de viaje compartido 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.

- Si planeas usar drogas, planifica un viaje seguro y sobrio a casa. Manejar bajo la influencia de drogas es fatal e ilegal. Hazte un favor a ti mismo y a todos los que te rodean: Si te sientes diferente, manejas diferente. Maneja drogado y te darán un DUI.

Translation: If you plan to use drugs, plan for a sober ride home. Drug-impaired driving is deadly and illegal. Do yourself, and everyone around you, a favor: If you feel different, you drive different. Drive high, get a DUI.

Decoration—Drug—Spanish

STEP

1 Download graphics.

Download the "Decoration" 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 tienes que preguntarte si estás bien para manejar, 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 **#conductorsobrio** 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***

Decoration—Drug—Spanish

STEP

1 Download graphics.

Download the "Decoration" 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

- 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***

NHTSA Contact

If you have questions about the 2022 Holiday Season Impaired Driving campaign, please contact Kil-Jae Hong at Kil-Jae.Hong@dot.gov.

