



SOCIAL MEDIA PLAYBOOK
BLACKOUT WEDNESDAY
ALCOHOL-IMPAIRED
DRIVING CAMPAIGN
2023

November 22, 2023



How to Use This Playbook

This document is a social media playbook for the 2023 Blackout Wednesday Alcohol-Impaired Driving campaign. It includes specific content and assets, along with instructions, to address drivers and encourage them not to 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

BOW Alcohol-Impaired Driving Campaign Summary

Every year, people reunite with friends to celebrate the night before Thanksgiving. The Blackout Wednesday campaign seeks to educate drivers about the dangers of alcohol-impaired driving. The target audience is males ages 21 to 34 years old.

Objectives

- Increase public awareness of the dangers of alcohol-impaired driving
- Reinforce positive actions of not driving impaired
- Remind the public of alternatives to alcohol-impaired driving and the importance of planning ahead and designating a sober driver or taking a taxi or rideshare home

BOW Alcohol-Impaired Driving Posting Strategy

The 2023 Blackout Wednesday Alcohol-Impaired Driving campaign will take place November 22, 2023. We encourage you to post leading up to and including this day while friends are reuniting and participating in celebrations that may involve alcohol.

Below are some relevant hashtags to use when posting about the campaign to tap into conversations around Blackout Wednesday:

- **#BlackoutWednesday**
- **#HappyThanksgiving**
- **#BuzzedDriving**
- **#ImpairedDriving**
- **#Drinksgiving**



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:

- Santa Monica, we're thankful for YOUR safe driving choices. Drive safely this Thanksgiving holiday, and every day. **#BuzzedDriving** is drunk driving. **#BlackoutWednesday #Drinksgiving**
- You're only a turkey 🦃 if you don't drive sober, Greensboro. **#BuzzedDriving** is drunk driving. **#Drinksgiving #BlackoutWednesday**

Facebook/Instagram



Social Media Content

This section contains shareable social media content for the 2023 Blackout Wednesday Alcohol-Impaired Driving campaign. Provided on pages (13-14) 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.

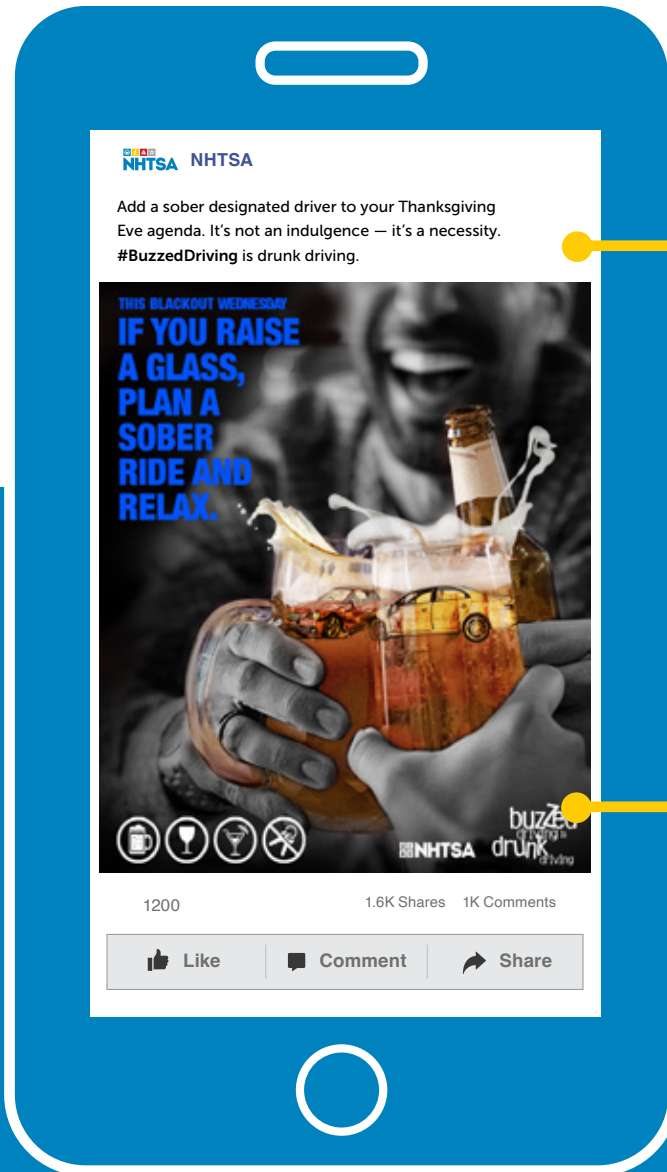
Content Organization—Social Norming

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

English

- Raise a Glass—Alcohol (Facebook)—p. [13](#)
- Raise a Glass—Alcohol (Twitter)—p. [14](#)

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.

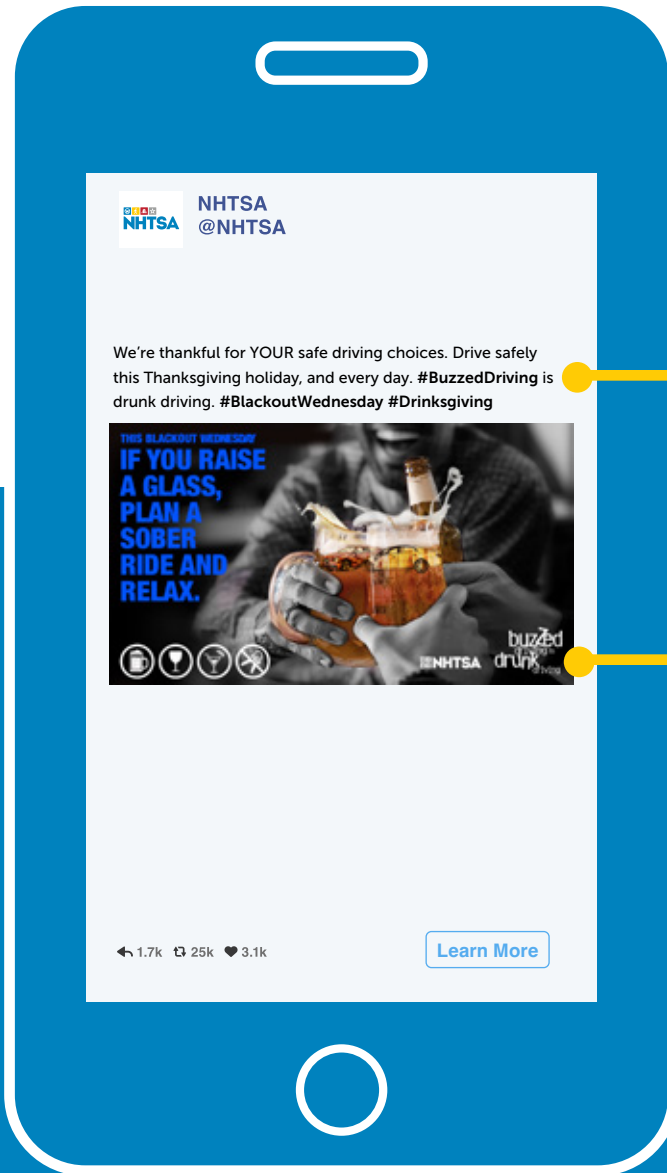
2

Downloaded graphic from trafficsafetymarketing.gov.



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.

Raise a Glass—Alcohol Social Norming

STEP

1 Download graphics.

Download the “Raise a Glass” 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

- Don't let a pre-Thanksgiving party squash your holiday meal. From 2017-2021, there were 137 drivers involved in fatal crashes on Thanksgiving Eve who were alcohol impaired. If you've been drinking, call a sober friend 🚗, taxi 🚕, or rideshare 🚘 to get you home safely. **#BuzzedDriving** is drunk driving.
- Add a sober designated driver to your Thanksgiving Eve agenda. It's not an indulgence — it's a necessity. **#BuzzedDriving** is drunk driving.
- Don't drive sauced — leave that to the cranberries. From 2017-2021, young adult drivers ages 21-24 represented the largest percentage (44%) of alcohol-impaired drivers involved in fatal crashes on Thanksgiving Eve. **#BuzzedDriving** is drunk driving.
- Only turkeys drive drunk. 🦃 If you've been drinking, call a sober friend 🚗, rideshare 🚘, or taxi 🚕 to get you home safely. **#BuzzedDriving** is drunk driving.

Raise a Glass—Alcohol Social Norming

STEP

1 Download graphics.

Download the "Raise a Glass" 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

- Don't let a pre-Thanksgiving party squash your holiday meal. If you've been drinking, call a sober friend 🚗, taxi 🚕, or rideshare 🚘 to get you home safely. **#BuzzedDriving** is drunk driving. **#BlackoutWednesday #Drinksgiving**
- You'll need more than a wishbone 🍗 if you make the choice to drink and drive. Call a sober friend 🚗, taxi 🚕, or rideshare 🚘 to get home safely. **#BuzzedDriving** is drunk driving. **#BlackoutWednesday #Drinksgiving**
- We're thankful for YOUR safe driving choices. Drive safely this Thanksgiving holiday, and every day. **#BuzzedDriving** is drunk driving. **#BlackoutWednesday #Drinksgiving**
- You're only a turkey 🦃 if you don't drive sober. **#BuzzedDriving** is drunk driving. **#Drinksgiving #BlackoutWednesday**

NHTSA Contact

If you have questions about the 2023 Blackout Wednesday campaign, please contact Kil-Jae Hong at kil-jae.hong@dot.gov.

