



SOCIAL MEDIA PLAYBOOK

2023

WINTER HOLIDAY SEASON IMPAIRED DRIVING CAMPAIGN

December 13, 2023 to January 1, 2024



How to Use This Playbook

This document is a social media playbook for the 2023 Winter 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. There will be additional high-visibility enforcement leading up to and around the winter holidays. 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 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 old are the secondary target for driving under the influence of marijuana and, for driving under the influence of alcohol, Hispanic males 21 to 34 years old.

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

Objectives

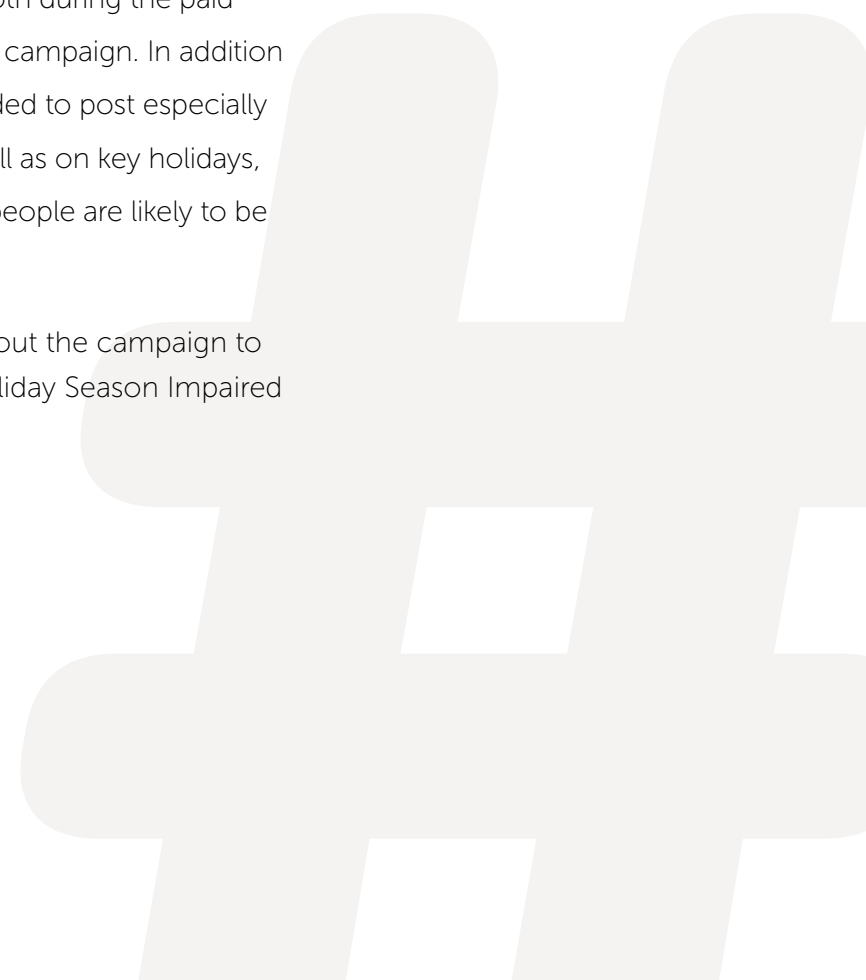
- Raise awareness of the increase in alcohol- and drug-impaired driving enforcement during the winter holiday period
- Educate drivers on the impacts of driving under the influence of alcohol and marijuana
- Remind drivers of the consequences that come from driving under the influence
- Motivate drivers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

Winter Holiday Season Impaired Driving Campaign Posting Strategy

The 2023 Winter Holiday Season Impaired Driving campaign high-visibility enforcement period runs from Friday, December 13, 2023, through Wednesday, January 1, 2024, with paid media efforts running at the same time. 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 2023 Winter Holiday Season Impaired Driving campaign:

- **#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 happening for the holiday

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

- Blacksburg, 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
- Keep your season merry and bright, Madison, Wisconsin. ✨ **#DriveSober** or Get Pulled Over.

Facebook/Instagram



Social Media Content

This section contains shareable social media content for the 2023 Winter Holiday Season Impaired Driving campaign period. Provided on pages [\(13-22\)](#) are downloadable graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.

X (formerly Twitter)



On the left are two sample social media posts: one for Instagram and Facebook using a square-shaped graphic and one for X (formerly 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.

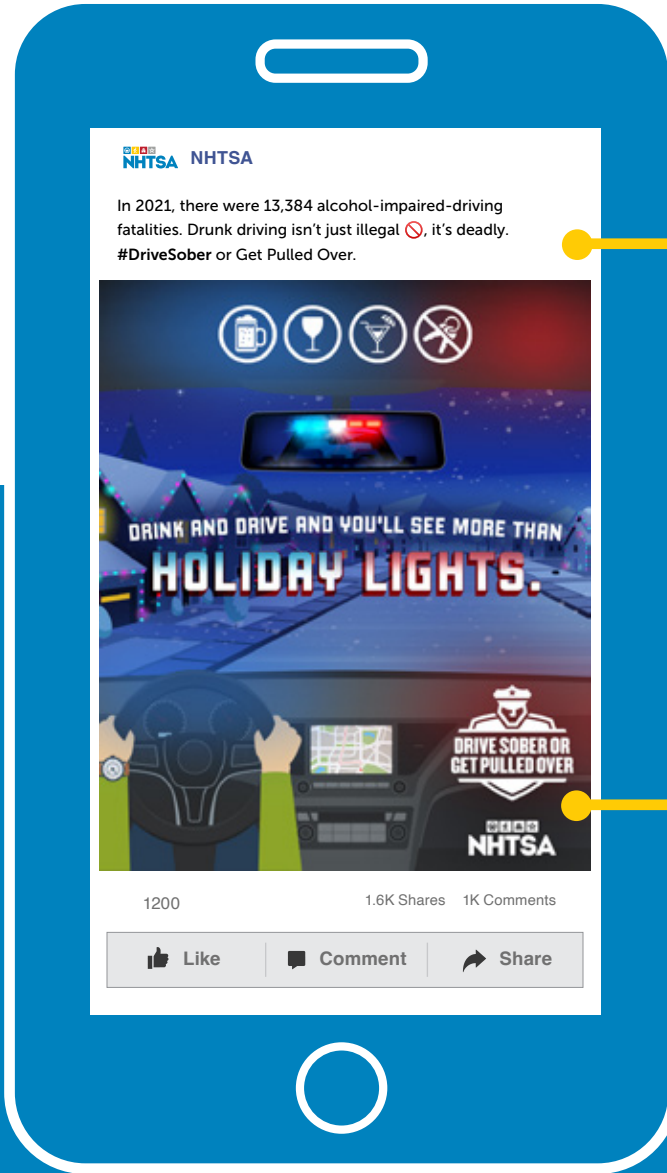
English

- Holiday Lights—Alcohol (Facebook)—p. [13](#)
- Holiday Lights—Alcohol (X/formerly Twitter)—p. [14](#)
- Gift—Drug (Facebook)—p. [15](#)
- Gift—Drug (X/formerly Twitter)—p. [16](#)

Spanish

- Carbón—Alcohol (Facebook)—p. [17](#)
- Carbón—Alcohol (X/formerly Twitter)—p. [19](#)
- Verde—Drug (Facebook)—p. [20](#)
- Verde—Drug (X/formerly Twitter)—p. [22](#)

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.

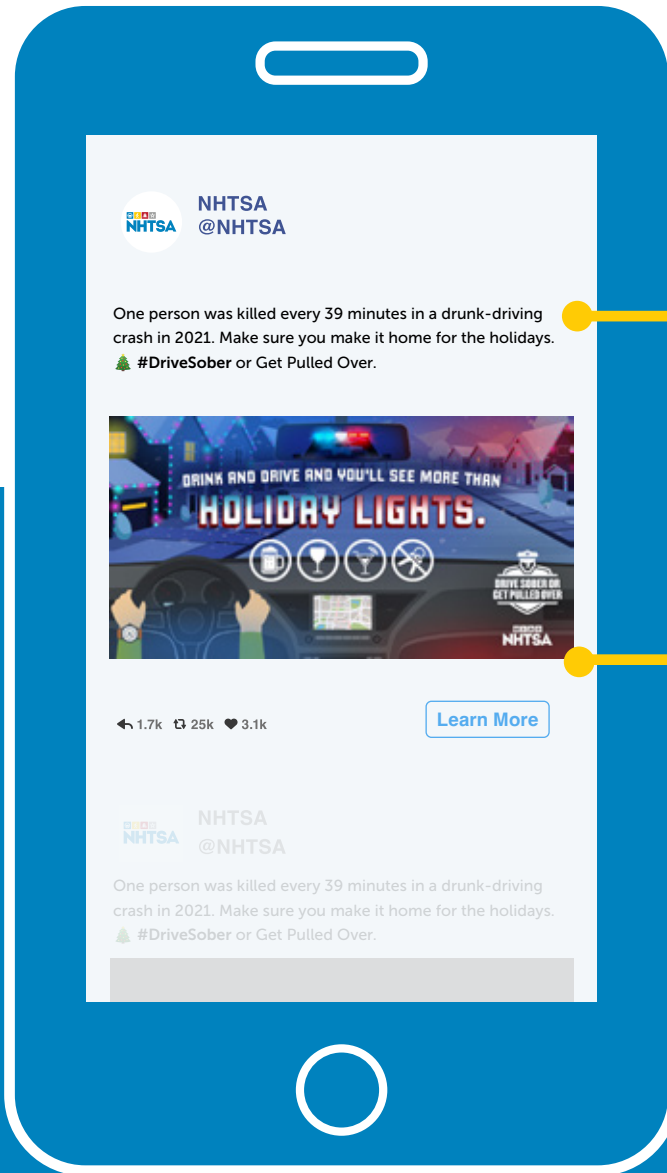


Facebook Post Example

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.





X (formerly Twitter) Post Example

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

1 Suggested copy from this playbook.

2 Downloaded graphic from trafficsafetymarketing.gov.

X (formerly Twitter)

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)



X (formerly Twitter)
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.

Holiday Lights—Alcohol —English

STEP

1 Download graphics.

Download the “Holiday Lights” 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 2021, there were 13,384 alcohol-impaired-driving fatalities. Drunk driving isn't just illegal 🚫, it's deadly. **#DriveSober** or Get Pulled Over.
- In 2021, every 39 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.
- Christmas, Kwanzaa, Hanukkah — however you celebrate, if your plans involve alcohol, make sure you plan for a designated driver. **#DriveSober** or Get Pulled Over.
- Don't spend your holiday behind bars. 🏠 If you've been drinking, call a sober friend, rideshare or taxi to get you home safely. **#DriveSober** or Get Pulled Over.
- During the 2017-2021 December 🌨 months, more than 4,500 people were killed in alcohol-impaired-driving crashes. If you've been drinking, don't get behind the wheel. **#DriveSober** or Get Pulled Over.

Holiday Lights—Alcohol —English


STEP

1 Download graphics.

Download the “Holiday Lights” graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

 X (formerly 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 X (formerly Twitter) Messages

- One person was killed every 39 minutes in a drunk-driving crash in 2021. 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.
- Christmas, Kwanzaa, Hanukah — however you celebrate, if your plans involve alcohol, make sure you plan for a designated driver. **#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.

Gift—Drug—English

STEP

1 Download graphics.

Download the "Gift" 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 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**
- Behind bars is no way to spend your holiday 🌲. If you plan to use drugs of any kind, call a taxi, rideshare or sober friend 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**
- Christmas, Kwanzaa, Hanukah — however you plan to celebrate, plan for a safe ride home. If you feel different, you drive different. Drive high, get a DUI. **#ImpairedDriving**
- 🎵 'Tis the season to drive safely 🎵. If you feel different, you drive different. Drive high, get a DUI.

Gift—Drug—English

STEP

1 Download graphics.

Download the "Gift" graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:

X (formerly 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 X (formerly 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**
- Behind bars is no way to spend your holiday 🌲. If you plan to use drugs of any kind, call a taxi, rideshare or sober friend 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**
- Christmas, Kwanzaa, Hanukah — however you plan to celebrate, plan for a safe ride home. If you feel different, you drive different. Drive high, get a DUI. **#ImpairedDriving**
- 🎵 'Tis the season to drive safely 🎵. If you feel different, you drive different. Drive high, get a DUI.

Carbón—Alcohol—Spanish

STEP

1 Download graphics.

Download the “Carbón” 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, días de salario, 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 2021, 13,384 personas murieron en choques causados por conductores borrachos. El manejo borracho no sólo es ilegal 🚫, puede ser fatal. **#ManejaTomado** Y Serás Arrestado.
*Translation: In 2021, there were 13,384 alcohol-impaired-driving fatalities. Drunk driving isn't just illegal 🚫, it's deadly. **#DriveSober** or Get Pulled Over.*
- En 2021, cada 39 minutos 🕒 una persona murió 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 2021, every 39 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.*

Carbón—Alcohol—Spanish

STEP

1 Download graphics.

Download the "Carbón" 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 navidades, Kwanzaa, Hanukkah; no importa cómo celebres, si tus planes incluyen beber alcohol, asegúrate de programar un conductor sobrio. **#ManejaTomado** Y Serás Arrestado.

*Translation: Christmas, Kwanzaa, Hanukah — however you celebrate, if your plans involve alcohol, make sure you plan for a designated driver. **#DriveSober** or Get Pulled Over.*
- No pases tus navidades encarcelado. 🚗 Si has estado bebiendo alcohol, llama a un amigo sobrio, a un servicio de viaje compartido o a un taxi para llegar 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, rideshare or taxi to get you home safely. **#DriveSober** or Get Pulled Over.*
- Durante el mes de diciembre ❄️ en 2017-2021, más de 4,500 personas murieron en choques causados por conductores ebrios. Si has estado bebiendo alcohol, no te pongas detrás del volante. **#ManejaTomado** Y Serás Arrestado.

*Translation: During the 2017-2021 December ❄️ months, more than 4,500 people were killed in alcohol-impaired-driving crashes. If you've been drinking, don't get behind the wheel. **#DriveSober** or Get Pulled Over.*

Carbón—Alcohol—Spanish

STEP

1 Download graphics.

Download the “Carbón” graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:

X (formerly 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 X (formerly Twitter) Messages

- En 2021, cada 39 minutos una persona murió en un choque causado por un conductor borracho. Asegúrate de llegar a casa de forma segura para celebrar las navidades 🌲. **#ManejaTomado** Y Serás Arrestado.

*Translation: One person was killed every 39 minutes in a drunk-driving crash in 2021. Make sure you make it home for the holidays. 🌲 **#DriveSober** or Get Pulled Over.*
- Mantén felices y brillantes las navidades ✨: **#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 a casa con un conductor sobrio. **#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*
- Las navidades, Kwanzaa, Hanukkah; no importa cómo celebres, si tus planes incluyen beber alcohol, asegúrate de programar un conductor sobrio. **#ManejaTomado** Y Serás Arrestado.

*Translation: Christmas, Kwanzaa, Hanukah — however you celebrate, if your plans involve alcohol, make sure you plan for a designated driver. **#DriveSober** or Get Pulled Over.*
- Si tienes que preguntarte si puedes manejar de forma segura, 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.*

Verde—Drug—Spanish

STEP

1 Download graphics.

Download the “Verde” 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 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 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, arrojaron positivos. No seas una estadística. Obedece la ley y maneja sobrio. Si Te Sientes Diferente, Manejas 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, Manejas 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.

Verde—Drug—Spanish

STEP

1 Download graphics.

Download the “Verde” 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 aturdidas 🌀 y confundidas 😵 nunca deben ponerse detrás del volante. Si has estado consumiendo drogas, llama a un amigo sobrio, a un taxi o a un servicio de viaje compartido para llegar 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 rideshare to get you home safely. If you feel different, you drive different. Drive high, get a DUI.
- Si planeas consumir 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.
- Las navidades, Kwanzaa, Hanukkah; no importa cómo celebres, planifica un viaje seguro a casa. Si Te Sientes Diferente, Manejas Diferente. Maneja Drogado y Te Darán un DUI.

#ManejoBajoLaInfluencia

Translation: Christmas, Kwanzaa, Hanukah — however you plan to celebrate, plan for a safe ride home. If you feel different, you drive different. Drive high, get a DUI. #ImpairedDriving

Verde—Drug—Spanish

STEP

1 Download graphics.

Download the “Verde” graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:

X (formerly 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 X (formerly Twitter) Messages

- Si tienes que preguntarte si puedes conducir de forma segura, 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***
- Encarcelado no es forma de pasar las navidades 🌲. Si planeas consumir drogas de cualquier tipo, llama a un taxi, a un servicio de viaje compartido o a un amigo sobrio para llegar 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, rideshare or sober friend 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 consumiendo 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***
- Las navidades, Kwanzaa, Hanukkah; no importa cómo celebres, planifica un viaje seguro a casa. Si Te Sientes Diferente, Manejas Diferente. Maneja Drogado y Te Darán un DUI. **#ManejoBajoLaInfluencia**

*Translation: Christmas, Kwanzaa, Hanukah — however you plan to celebrate, plan for a safe ride home. If you feel different, you drive different. Drive high, get a DUI. **#ImpairedDriving***
- 🎵 Esta es la temporada de manejar de forma segura 🎵. Si Te Sientes Diferente, Manejas Diferente. Maneja Drogado y Te Darán un DUI. **#ManejoBajoLaInfluencia**

Translation: 🎵 'Tis the season to drive safely 🎵. If you feel different, you drive different. Drive high, get a DUI.

NHTSA Contact

If you have questions about the 2023 Winter Holiday Season Impaired Driving campaign, please contact Kil-Jae Hong at Kil-Jae.Hong@dot.gov.

