



SOCIAL MEDIA PLAYBOOK

PRE-HOLIDAY IMPAIRED DRIVING CAMPAIGN 2023

November 27–December 12, 2023



How to Use This Playbook

This document is a social media playbook for the 2023 Pre-Holiday 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

Pre-Holiday Impaired Driving Campaign Summary

Following Thanksgiving and throughout the month of December, Americans have many opportunities to celebrate the upcoming holidays and past year with co-workers, friends and family. A mainstay of these gatherings for many people is alcohol and, increasingly, marijuana. The 2023 Pre-Holiday Impaired Driving campaign seeks to educate drivers about the dangers of drunk and drug-impaired driving. 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

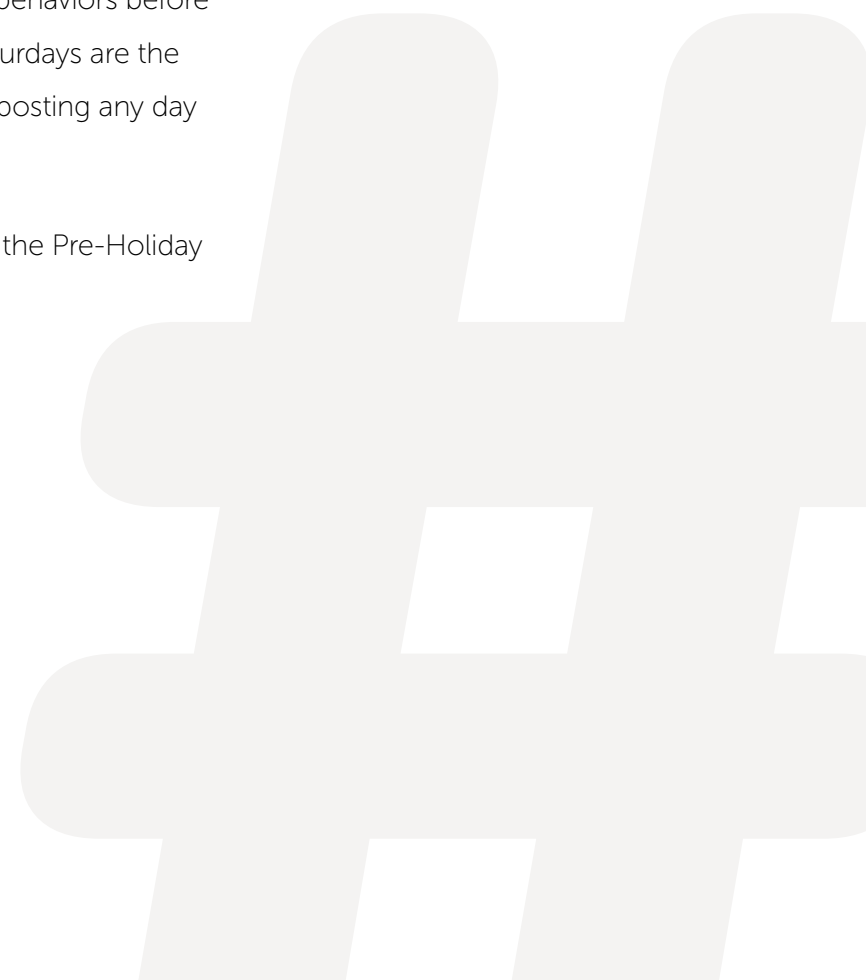
- Motivate drivers to not drive while impaired by alcohol or drugs
- Encourage the positive behaviors that can replace driving impaired
- Remind the public of alternatives to impaired driving and the importance of planning ahead and either designating a sober driver or taking a taxi or rideshare home

Pre-Holiday Impaired Driving Posting Strategy

The 2023 Pre-Holiday Impaired Driving campaign period is from November 27 to December 12, a time when parties and celebrations are frequent. Scheduling posts in the days leading up to weekend parties and other festivities held within the campaign period will reach the target audience at a prime time and remind them to practice positive behaviors before they head out to celebrate. Thursdays, Fridays and Saturdays are the recommended posting days for these messages, but posting any day of the week will be impactful.

Below are some hashtags to use when posting about the Pre-Holiday campaign to tap into relevant conversations:

- **#HappyHolidays**
- **#Holidays**
- **#HolidayCheer**
- **#TisTheSeason**
- **#BuzzedDriving**
- **#FeelDifferentDriveDifferent**
- **#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:

- Portland, celebrate the season safely. ❄️ Even one drink can cause impairment. If you've been drinking, call 📞 a sober friend 🧑🏻, ride share 🚗, or taxi 🚕 to get home safely. **#BuzzedDriving** Is Drunk Driving.
- The end of the year is a busy time for many, with more drivers on the road than usual. If you've been drinking, do not drive. Call a sober friend 🧑🏻, ride share 🚗, or call a taxi 🚕 to get home safely, Middletown. **#BuzzedDriving** Is Drunk Driving.

 Facebook/Instagram



Social Media Content

This section contains shareable social media content for the 2023 Pre-Holiday Impaired Driving campaign period. Provided on pages ([13-23](#)) 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. Both English and Spanish versions are provided for this campaign.

English

- Sleigh—Alcohol (Facebook)—p. [13](#)
- Sleigh—Alcohol (Twitter)—p. [14](#)
- Rollin’—Drug (Facebook)—p. [15](#)
- Rollin’—Drug (Twitter)—p. [16](#)

Spanish

- El Major Regalo—Alcohol (Facebook)—p. [17](#)
- El Major Regalo—Alcohol (Twitter)—p. [19](#)
- Red Eyed Reindeer—Drug (Facebook)—p. [21](#)
- Red Eyed Reindeer—Drug (Twitter)—p. [23](#)

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.

Sleigh—Alcohol—English

STEP

1 Download graphics.

Download the "Sleigh" 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

- Celebrate the season safely. ❄️ Even one drink can cause impairment. If you've been drinking, call 📞 a sober friend 😊, ride share 🚗, or taxi 🚕 to get home safely. **#BuzzedDriving** Is Drunk Driving.
- The end of the year is a busy time for many, with more drivers on the road than usual. If you've been drinking, do not drive. Call a sober friend 😊, ride share 🚗, or call a taxi 🚕 to get home safely. **#BuzzedDriving** Is Drunk Driving.
- Get your holiday hosting checklist together! 🎉
 - ✓ Punch 🍷
 - ✓ Decorations 🎄
 - ✓ Food 🍽️
 - ✓ Solutions for a safe ride home! 🚗 **#BuzzedDriving** Is Drunk Driving.
- In December 2021, almost half of drivers involved in fatal crashes between midnight and 3 a.m. were drunk, likely when it's closing time at the bars. Please, never get behind the wheel after drinking. Call a sober friend 😊, ride share 🚗, or taxi 🚕 to get home safely. **#BuzzedDriving** Is Drunk Driving.

Sleigh—Alcohol—English

STEP

1 Download graphics.

Download the "Sleigh" graphic below at:
[Traffic Safety Marketing](https://www.traffic-safety-marketing.com)



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 the season safely. ❄️ If you've been drinking, call 📞 a sober friend 🧑, ride share 🚗, or taxi 🚕 to get home safely. **#BuzzedDriving** is drunk driving.
- Remind your friends and family: If you've been drinking, don't get behind the wheel. Call a sober friend 🧑, ride share 🚗, or taxi 🚕 to get home safely. **#BuzzedDriving** is drunk driving.
- Hosting Checklist for a Holiday Party 🎉
 - ✓ Punch 🍷
 - ✓ Decorations 🎄
 - ✓ Food 🍽️
 - ✓ Solutions for a safe ride home! 🚗 **#BuzzedDriving** is drunk driving.
- In December 2021, almost half of drivers involved in fatal crashes between midnight and 3 a.m. were drunk, likely when it's closing time at the bars. Please, never get behind the wheel after drinking. Call a sober friend 🧑, ride share 🚗, or taxi 🚕 to get home safely. **#BuzzedDriving** is drunk driving.

Rollin'—Drug—English

STEP

1 Download graphics.

Download the "Rollin'" 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

- Regardless of how you obtained it 🌿, it doesn't belong behind the wheel. If you're impaired by any substance, call a sober friend 🧐, ride share 🚗, or taxi 🚕 to get home safely. If You Feel Different, You Drive Different.
- "Weed" like to remind you that no matter what time of year it is, driving while impaired is still illegal. If you've been partaking, call a sober friend 🧐, ride share 🚗, or taxi 🚕 to get you home safely. If You Feel Different, You Drive Different.
- Don't get yourself in a "sticky" 🌿 situation by driving high during the holidays (or any time!) If you've been partaking, do not drive — it's that simple. If You Feel Different, You Drive Different.
#ImpairedDriving
- High, dazed, stoned, wasted — no matter the term, it's dangerous if you get behind the wheel. If You Feel Different, You Drive Different. **#ImpairedDriving**

Rollin'—Drug—English

STEP

1 Download graphics.

Download the "Rollin'" 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:

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Sample Twitter Messages

- "Weed" like to remind you that no matter what time of year it is, driving while impaired is still illegal. If you've been partaking, call a sober friend 🧑, ride share 🚗, or taxi 🚕 to get you home safely. If You Feel Different, You Drive Different. **#ImpairedDriving**
- Don't get yourself in a "sticky" 🌿 situation by driving high during the holidays (or any time!) If you've been partaking, do not drive — it's that simple. If You Feel Different, You Drive Different. **#ImpairedDriving**
- It's the time of year for flus and sniffles! But did you know cold medications 🤧 and other over-the-counter medicines 💊 can impair your ability to drive, too? Always, check the labels and remember: If You Feel Different, You Drive Different. **#ImpairedDriving**
- High, dazed, stoned, wasted — no matter the term, it's dangerous if you get behind the wheel. If You Feel Different, You Drive Different. **#ImpairedDriving**

El Mejor Regalo Alcohol—Spanish

STEP

1 Download graphics.

Download the “El Mejor Regalo” 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

- Durante las semanas previas a la ajetreada temporada navideña, [Organización Local] se unirá con la Administración Nacional de Seguridad del Tráfico en las Carreteras para la campaña nacional de concientización, Manejar Entonado Es Manejar Borracho, para ayudar a mantener fuera de las carreteras a los conductores borrachos. Difunde este mensaje, que puede salvar vidas, con tus amigos, familiares y seguidores de redes sociales: **#ManejarEntonado** Es Manejar Borracho.

*Translation: During the weeks leading up to the busy winter holiday season, [Local Organization] is partnering with the National Highway Traffic Safety Administration for the national Buzzed Driving Is Drunk Driving awareness campaign to help keep impaired drivers off the road. Share this lifesaving message with your friends, families, and followers: **#BuzzedDriving** Is Drunk Driving.*

- Celebra la temporada de forma segura. ❄️ Incluso un solo trago con alcohol puede afectarte. Si has estado bebiendo, llama 📞 a un amigo sobrio 😊, a un servicio de viaje compartido 🚗 o a un taxi 🚕 para llegar a casa de forma segura. **#ManejarEntonado** Es Manejar Borracho.

*Translation: Celebrate the season safely. ❄️ Even one drink can cause impairment. If you've been drinking, call 📞 a sober friend 😊, ride share 🚗, or taxi 🚕 to get home safely. **#BuzzedDriving** Is Drunk Driving.*

- El fin de año es un momento ajetreado para muchos, con más conductores en las carreteras que lo habitual. Si has estado bebiendo alcohol, no manejes. Llama a un amigo sobrio 😊, a un servicio de viaje compartido 🚗 o a un taxi 🚕 para llegar a casa de forma segura. **#ManejarEntonado** Es Manejar Borracho.

*Translation: The end of the year is a busy time for many, with more drivers on the road than usual. If you've been drinking, do not drive. Call a sober friend 😊, ride share 🚗, or call a taxi 🚕 to get home safely. **#BuzzedDriving** Is Drunk Driving.*

El Mejor Regalo Alcohol—Spanish

STEP

1 Download graphics.

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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

- ¡Prepara tu lista de verificación de anfitrión para la fiesta navideña! 🎉
 - ✓ Ponche 🍷
 - ✓ Decoraciones 🎄
 - ✓ Comida 🍽️
 - ✓ ¡Soluciones para un viaje seguro a casa! 🚗 **#ManejarEntonado** Es Manejar Borracho.

Translation: Get your holiday hosting checklist together! 🎉

 - ✓ Punch 🍷
 - ✓ Decorations 🎄
 - ✓ Food 🍽️
 - ✓ Solutions for a safe ride home! 🚗 **#BuzzedDriving** Is Drunk Driving.
- En diciembre de 2021, casi la mitad de los conductores involucrados en choques fatales entre la medianoche y las 3 a.m. estaban borrachos, probablemente porque era la hora de cerrar los bares. Por favor, nunca te pongas detrás del volante después de beber alcohol. Llama a un amigo sobrio 🧐, a un servicio de viaje compartido 🚗 o a un taxi 🚕 para llegar a casa de forma segura. **#ManejarEntonado** Es Manejar Borracho.

*Translation: In December 2021, almost half of drivers involved in fatal crashes between midnight and 3 a.m. were drunk, likely when it's closing time at the bars. Please, never get behind the wheel after drinking. Call a sober friend 🧐, ride share 🚗, or taxi 🚕 to get home safely. **#BuzzedDriving** Is Drunk Driving.*

El Mejor Regalo Alcohol—Spanish

STEP

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Sizes Available:

 **Twitter Posts**
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

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Sample Twitter Messages

- Durante las semanas previas a la ajetreada temporada navideña, ¡[Organización Local] se unirá con @NHTSAgov para la campaña nacional, Manejar Entonado Es Manejar Borracho! El objetivo de esta campaña es ayudar a mantener fuera de las carreteras a los conductores borrachos. **#ManejarEntonado** Es Manejar Borracho.

*Translation: During the weeks leading up to the busy winter holiday season, [Local Organization] is teaming up with @NHTSAgov for the national Buzzed Driving Is Drunk Driving campaign to help keep drunk drivers off the road! **#BuzzedDriving** is drunk driving.*

- Celebra la temporada de forma segura. ❄️ Si has estado bebiendo, llama 📞 a un amigo sobrio 🧐, a un servicio de viaje compartido 🚗 o a un taxi 🚕 para llegar a casa de forma segura. **#ManejarEntonado** Es Manejar Borracho.

*Translation: Celebrate the season safely. ❄️ If you've been drinking, call 📞 a sober friend 🧐, ride share 🚗, or taxi 🚕 to get home safely. **#BuzzedDriving** is drunk driving.*

- Recuérdales a tus amigos y familiares que: si han estado bebiendo, no se pongan detrás del volante. Llama a un amigo sobrio 🧐, a un servicio de viaje compartido 🚗 o a un taxi 🚕 para llegar a casa de forma segura. **#ManejarEntonado** Es Manejar Borracho.

*Translation: Remind your friends and family: If you've been drinking, don't get behind the wheel. Call a sober friend 🧐, ride share 🚗, or taxi 🚕 to get home safely. **#BuzzedDriving** is drunk driving.*

El Mejor Regalo Alcohol—Spanish

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

- Lista de Verificación de Anfitrión para una Fiesta Navideña 🎉
 - ✓ Ponche 🍷
 - ✓ Decoraciones 🎄
 - ✓ Comida 🍽️
 - ✓ ¡Soluciones para un viaje seguro a casa! 🚗 **#ManejarEntonado** Es Manejar Borracho.
Translation: Hosting Checklist for a Holiday Party 🎉
 - ✓ Punch 🍷
 - ✓ Decorations 🎄
 - ✓ Food 🍽️
 - ✓ Solutions for a safe ride home! 🚗 **#BuzzedDriving** is drunk driving.
- En diciembre de 2021, casi la mitad de los conductores involucrados en choques fatales entre la medianoche y las 3 a.m. estaban borrachos, probablemente porque era la hora de cerrar los bares. Por favor, nunca te pongas detrás del volante después de beber alcohol. Llama a un amigo sobrio 🧐, a un servicio de viaje compartido 🚗 o a un taxi 🚕 para llegar a casa de forma segura. **#ManejarEntonado** Es Manejar Borracho.
*Translation: In December 2021, almost half of drivers involved in fatal crashes between midnight and 3 a.m. were drunk, likely when it's closing time at the bars. Please, never get behind the wheel after drinking. Call a sober friend 🧐, ride share 🚗, or taxi 🚕 to get home safely. **#BuzzedDriving** is drunk driving.*

Red Eyed Reindeer Drug—Spanish

STEP

1 Download graphics.

Download the "Red Eyed Reindeer" 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 semanas previas a la temporada navideña son, a menudo, muy ajetreadas. Para mantener seguros a los conductores y a sus pasajeros, [Organismo Local] se unirá con la Administración Nacional de Seguridad del Tráfico en las Carreteras para la campaña nacional de concientización, Si Te Sientes Diferente, Manejas Diferente, para ayudar a mantener fuera de las carreteras a los conductores drogados. Difunde este mensaje, que puede salvar vidas, con tus amigos, familiares y seguidores de redes sociales: Si Te Sientes Diferente, Manejas Diferente.

Translation: The weeks leading up to the winter holiday season are busy and, often, hectic. To keep drivers and their passengers safe, [Local Organization] is partnering with the National Highway Traffic Safety Administration for the national If You Feel Different, You Drive Different awareness campaign to help keep impaired drivers off the road. Share this lifesaving message with your friends, families, and followers: If You Feel Different, You Drive Different.

- Sin importar como lo obtuviste 🌿, un conductor drogado no pertenece detrás del volante. Si estás bajo la influencia de cualquier sustancia, llama a un amigo sobrio 🧐, a un servicio de viaje compartido 🚗 o a un taxi 🚕 para llegar a casa de forma segura. Si Te Sientes Diferente, Manejas Diferente.

Translation: Regardless of how you obtained it 🌿, it doesn't belong behind the wheel. If you're impaired by any substance, call a sober friend 🧐, ride share 🚗, or taxi 🚕 to get home safely. If You Feel Different, You Drive Different.

- Nos gustaría recordarte que no importa qué época del año sea, manejar bajo la influencia de drogas siempre es ilegal. Si has estado consumiendo drogas, llama a un amigo sobrio 🧐, a un servicio de viaje compartido 🚗 o a un taxi 🚕 para llegar a casa de forma segura. Si Te Sientes Diferente, Manejas Diferente.

Translation: "Weed" like to remind you that no matter what time of year it is, driving while impaired is still illegal. If you've been partaking, call a sober friend 🧐, ride share 🚗, or taxi 🚕 to get you home safely. If You Feel Different, You Drive Different.

Red Eyed Reindeer Drug—Spanish

STEP

1 Download graphics.

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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 te pongas en una situación complicada conduciendo drogado 🍃 durante las navidades (¡o en cualquier momento!) Si has estado consumiendo drogas, no manejes; es así de simple. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**
*Translation: Don't get yourself in a "sticky" 🍃 situation by driving high during the holidays (or any time!) If you've been partaking, do not drive — it's that simple. If You Feel Different, You Drive Different. **#ImpairedDriving***
- High, entonado, ajumado o en onda; no importa el término que uses; lo importante es que siempre es peligroso ponerte detrás del volante si estás bajo la influencia de drogas. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**
*Translation: High, dazed, stoned, wasted — no matter the term, it's dangerous if you get behind the wheel. If You Feel Different, You Drive Different. **#ImpairedDriving***

Red Eyed Reindeer Drug—Spanish

STEP

1 Download graphics.

Download the “Red Eyed Reindeer” 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

- Durante las semanas previas a la ajetreada temporada navideña, ¡[Organización Local] se unirá con @NHTSAgov para la campaña nacional, Si Te Sientes Diferente, Manejas Diferente! El objetivo de esta campaña es ayudar a mantener fuera de las carreteras a los conductores borrachos. **#ManejoBajoLaInfluencia**
*Translation: During the weeks leading up to the busy winter holiday season, [Local Organization] will be teaming up with @NHTSAgov for the national If You Feel Different, You Drive Different. campaign to help keep impaired drivers off the road! **#ImpairedDriving***
- Nos gustaría recordarte que no importa qué época del año sea, manejar bajo la influencia de drogas siempre es ilegal. Si has estado consumiendo drogas, llama a un amigo sobrio 🕶️, a un servicio de viaje compartido 🚗 o a un taxi 🚕 para llegar a casa de forma segura. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**
*Translation: “Weed” like to remind you that no matter what time of year it is, driving while impaired is still illegal. If you’ve been partaking, call a sober friend 🕶️, ride share 🚗, or taxi 🚕 to get you home safely. If You Feel Different, You Drive Different. **#ImpairedDriving***
- No te pongas en una situación complicada conduciendo drogado 🌿 durante las navidades (¡o en cualquier momento!) Si has estado consumiendo drogas, no manejes; es así de simple. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**
*Translation: Don’t get yourself in a “sticky” 🌿 situation by driving high during the holidays (or any time!) If you’ve been partaking, do not drive — it’s that simple. If You Feel Different, You Drive Different. **#ImpairedDriving***

Red Eyed Reindeer Drug—Spanish

STEP

1 Download graphics.

Download the “Red Eyed Reindeer” 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

- ¡Es la época del año de las gripes y los resfriados! Pero ¿sabías que los medicamentos para el resfriado 🤧 y otros medicamentos 💊 sin prescripción pueden afectar tu capacidad de manejar? Revisa siempre las etiquetas y recuerda: Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**

*Translation: It's the time of year for flus and sniffles! But did you know cold medications 🤧 and other over-the-counter medicines 💊 can impair your ability to drive, too? Always, check the labels and remember: If You Feel Different, You Drive Different. **#ImpairedDriving***

- High, entonado, ajumado o en onda; no importa el término que uses, lo importante es que siempre es peligroso ponerte detrás del volante si estás bajo la influencia de drogas. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**

*Translation: High, dazed, stoned, wasted — no matter the term, it's dangerous if you get behind the wheel. If You Feel Different, You Drive Different. **#ImpairedDriving***

NHTSA Contact

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

