



## SOCIAL MEDIA PLAYBOOK

# FOURTH OF JULY CAMPAIGN

2025

June 30–July 6, 2025



## How to Use This Playbook

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This document is a social media playbook for the 2025 Fourth of July Impaired Driving and Riding campaign period. It includes specific content and assets, along with instructions, to address drivers and encourage them not to drive under the influence of drugs or alcohol. 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

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## Campaign Summary

Every year, Americans nationwide gather to celebrate the Fourth of July with family and friends at parties, parades and firework shows.

Despite the Fourth of July being a day to celebrate freedom and justice for all, many individuals lose their freedom and their lives during the holiday period. The Fourth of July holiday period consistently has the highest number of alcohol-impaired, crash-related fatalities each year. The 2025 Fourth of July Impaired Driving and Riding campaign seeks to educate drivers and riders about the dangers of alcohol- and drug-impaired driving and motorcycle riding.

## Objectives

- Influence drivers and riders to refrain from driving or riding after using alcohol or marijuana during the Fourth of July period
- Emphasize the social norming and enforcement consequences, including the financial impact of drunk driving and drug-impaired driving
- Encourage drivers and riders to plan ahead for a sober ride to and from Independence Day celebrations

## Posting Strategy

The 2025 Fourth of July Impaired Driving and Riding campaign period runs from June 30–July 6, 2025. Posting organically on social media both during the lead up to the holiday and on the holiday itself will help support the campaign.

The Fourth of July falls on a Friday this year, which makes posting throughout the week leading up to the holiday itself incredibly important to keep the messaging of not driving or riding impaired at the top of people's minds no matter when they decide to celebrate. Increasing posting on the Fourth of July will also emphasize the message to those who choose to celebrate the day of. Posting throughout the weekend following the official holiday will also be important as people may extend their celebrations.

Below are relevant hashtags to use when posting about the campaign to tap into conversations related to the 2025 Fourth of July Impaired Driving and Riding campaign:

### Social Norming

- **#BuzzedDriving**
- **#ImpairedDriving**
- **#NoManjesTomado**
- **#NoManejasDrogado**

### Enforcement

- **#DriveSober**
- **#DontDriveHigh**
- **#RideSober**
- **#ManejaSobrio**
- **#NoManejasDrogado**

# Creating Your Own Content

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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:

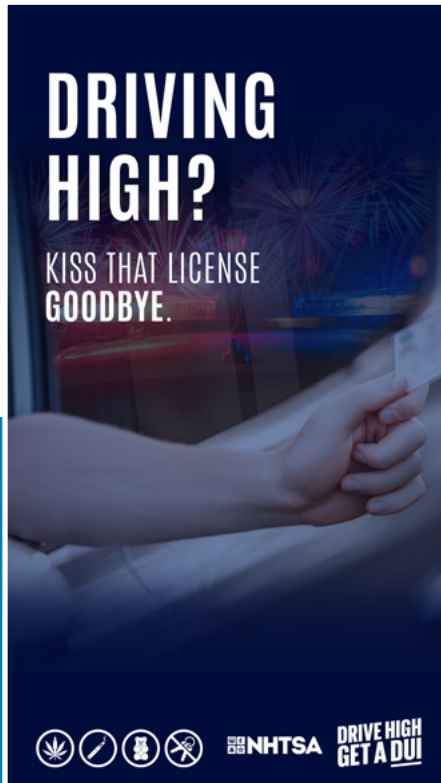
- Include the state or city name within the message
- Utilize local crash or traffic stop data
- Mention local celebrations or events to draw a connection to the campaign

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

- Houston wants YOU to plan ahead for a sober ride on Independence Day 🍷. Schedule a rideshare, order a taxi or designate a sober driver to help keep Americans safe on the road 🇺🇸. Buzzed Driving is Drunk Driving.
- Driving high can lead to you seeing red and blue in your rearview. 🚓 Plan for a sober ride on the Fourth of July, Chicago 🇺🇸. If You Feel Different, You Drive Different. Drive High, Get a DUI.

## Social Media Content

This section contains shareable social media content for the 2025 Fourth of July Impaired Driving and Riding campaign period. Provided on pages (14-22) are downloadable graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.



*Social Story 1080x1920*



*Social Post 1080x1350*

*On the left are two sample social media graphics: one for social stories on Instagram and Facebook and one for social feed posts that can be used on any platform.*

On the following pages, you will see additional graphics and post examples 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—Social Norming

- Booze—p. [14](#)
- Light Up the Sky—p. [15](#)

### English—Enforcement

- USA—p. [16](#)
- Rearview—p. [17](#)
- Goodbye—p. [18](#)

### Spanish—Social Norming

- Patriotic Spirit—p. [19](#)
- Smoke—p. [20](#)

### Spanish—Enforcement

- Fireworks—p. [21](#)
- Today—p. [22](#)



## Social Post Example

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

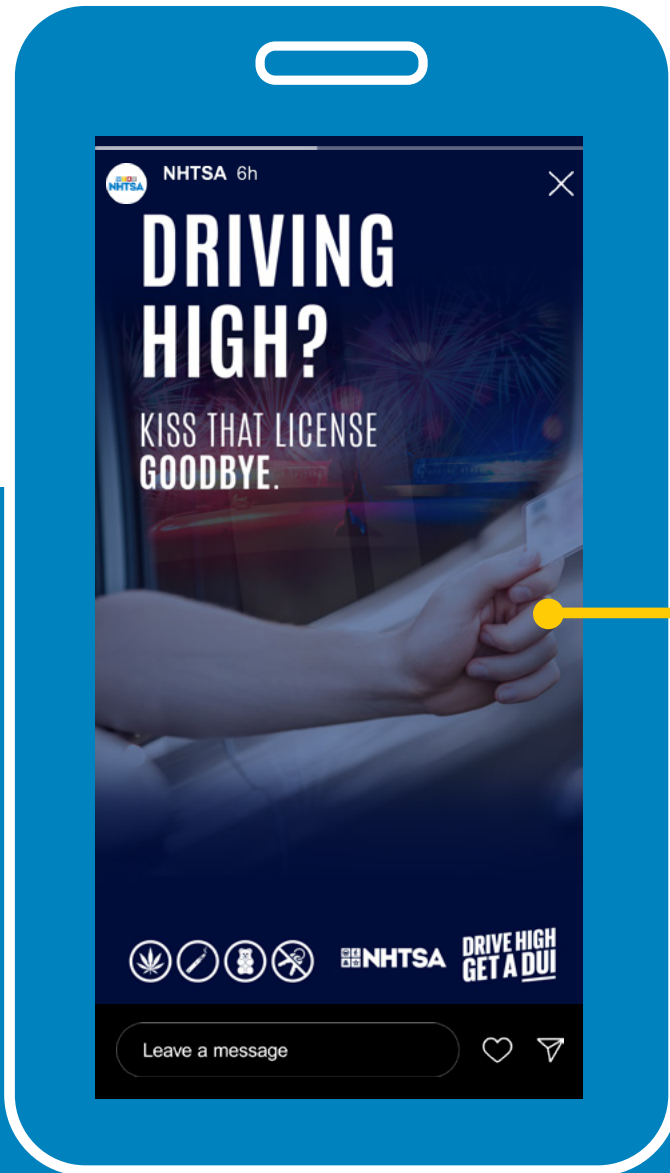


1

*Suggested copy from this playbook.*

2

*Downloaded graphic from [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).*



## Social Story Example

Here is an example of how a social story should look when published.

1

*Downloaded graphic from [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).*



## Animation vs. Static

Alongside the static graphics you see in this playbook, NHTSA also offers animated versions of most campaign graphics. According to social media experts, posts with an animated graphic will see 95% viewer retention of the message compared to 10% retention without.

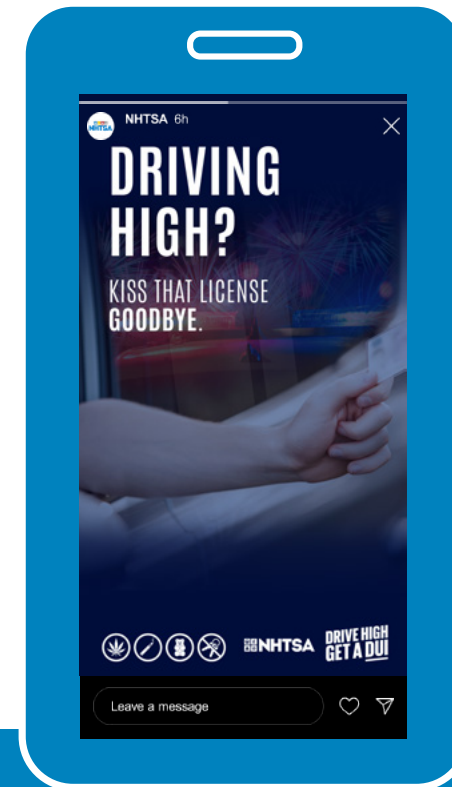
(Source: [LottieFiles](#))

Tip: 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 to your content after downloading them from the [website](#).

## Stories and Reels

In addition to the power of feed posts, it's crucial to highlight the growing relevance of Stories and Reels on platforms like Instagram and Facebook, which have become some of the most engaging content formats today. Stories, which disappear after 24 hours, offer a sense of immediacy and urgency, encouraging quick interactions. Reels, on the other hand, have a wider reach due to Meta's algorithm, which prioritizes short, engaging videos. These formats are especially effective for targeting younger audiences who consume content more quickly and are more likely to engage with dynamic, bite-sized videos.

(Source: [Wisitech](#))



**Tip:** While uploading a Story or Reel may seem like a different process from traditional posts, it's easy to incorporate both types of content into your campaign. Be sure to follow each platform's step-by-step instructions to successfully create and upload Stories and Reels alongside your regular posts.

For how to include Stories and Reels on each social media platform, visit these resources:

### Stories

- [Facebook](#)
- [Instagram](#)

### Reels

- [Facebook](#)
- [Instagram](#)

## Social Media & Accessibility

To make platforms more accessible, most have implemented the option to include alternative text (or alt text) along with images. This alt text allows for users who utilize screen readers to still understand what the graphics are presenting. In this playbook, you will find alt text provided for each graphic concept that can be used across the various sizes. For how to include alt text on each social media platform, visit these resources:



[Facebook](#)



[Instagram](#)



[X](#)



### Alt Text Example

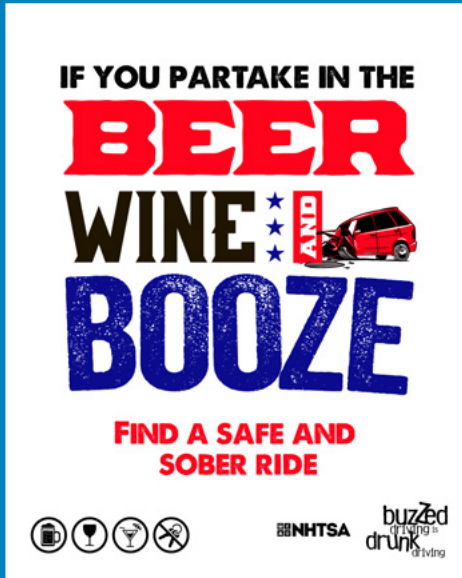
A driver hands over their license, as fireworks and police car lights reflect in the car window.

## STEP

### 1 Download graphics.

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

**Alt Text:** A car crashing into a message encouraging drivers to plan for a sober ride on the Fourth of July.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

# Booze

## STEP

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

Copy/paste one of the suggested posts below.

### Facebook, Instagram and X

- All it takes is one drink to ruin your Fourth of July 🦴 If you're planning to drink on Independence Day, don't drive 🚫. Designate a sober driver or call a taxi or rideshare if you plan to celebrate. Buzzed Driving is Drunk Driving.
- You may have 1776 problems, but finding a sober ride on Independence Day shouldn't be one 🦴. Plan ahead by designating a sober driver or calling a rideshare or taxi. Buzzed Driving is Drunk Driving.
- We the People 🗳️ demand safe roads on the Fourth of July, and every day. Do your part by planning ahead for a sober ride this Independence Day 🇺🇸. Buzzed Driving is Drunk Driving.
- If you want to know the best birthday gift to give America, keep reading...🔍 Don't drink and drive on the Fourth of July. (or any day really) 🦴 Plan ahead this Independence Day by calling a sober friend, taxi or rideshare. 🇺🇸 Buzzed Driving is Drunk Driving.

## STEP

### 1 Download graphics.

Download the "Light Up The Sky" graphic below at: [Traffic Safety Marketing](#)

**Alt Text:** A burning sparkler being held up and message that discourages driving high on the Fourth of July.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

# Light Up The Sky

## STEP

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

Copy/paste one of the suggested posts below.

## Facebook, Instagram and X

- Celebrate America's birthday safely! 🇺🇸 Plan ahead for a sober ride this Fourth of July 🇺🇸. If You Feel Different, You Drive Different.
- Driving is a LIBERTY, but a crash can lead to DEATH. 🚗 Don't drive high on the Fourth of July 🇺🇸. If You Feel Different, You Drive Different.
- Driving high won't fly on the Fourth of July 🚫. Stay at home or coordinate a sober ride. If You Feel Different, You Drive Different.
- Smoke from fireworks > smoke from a car crash 🚗. Driving high will ruin your Fourth of July 🇺🇸. If You Feel Different, You Drive Different.
- Want to know the best birthday gift to give to America? 🇺🇸 Don't drive high on the Fourth of July 🚫. If You Feel Different, You Drive Different.



# USA

## STEP

### 1 Download graphics.

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

**Alt Text:** Two cars driving towards each other—beer glasses show a reflection of the cars and police lights.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

## STEP

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

Copy/paste one of the suggested posts below.

#### Facebook, Instagram and X

- Getting a DUI will ruin your Fourth of July 🇺🇸. Drive Sober or Get Pulled Over.
- Red, white and blue may look good on you, but being covered in stripes may not 🇺🇸. Drive Sober or Get Pulled Over.
- Be a patriot and stay off the road if you drink any amount of alcohol on the Fourth of July 🇺🇸. Getting a DUI would not only cost a lot of \$\$\$, but potentially take a life 🚔. Drive Sober or Get Pulled Over.
- Avoid seeing red and blue in your rearview by driving sober this Fourth of July 🚗. Don't drink and drive 🚫. Drive Sober or Get Pulled Over.
- The Best Way to Celebrate the Fourth of July: Watching fireworks with friends and family ✅ The Worst Way to End the Fourth of July: Getting a DUI for drinking and driving ❌ Drive Sober or Get Pulled Over.

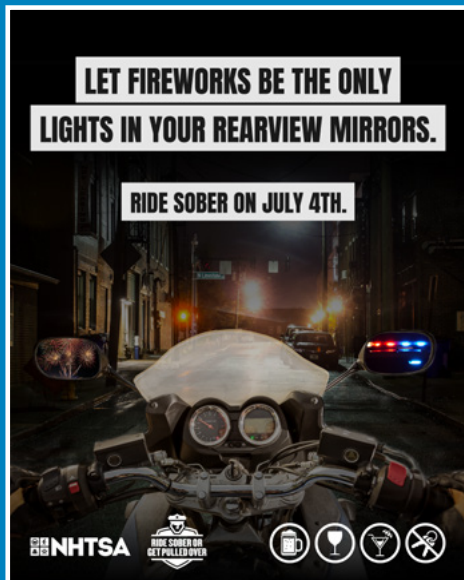


# STEP

## 1 Download graphics.

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

**Alt Text:** A motorcyclist’s point of view with fireworks and police lights in the rear view mirrors.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

# Rearview

## STEP

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

Copy/paste one of the suggested posts below.

## Facebook, Instagram and X

- Riding free means riding sober 🏍️. A DUI will cost you a lot of 💰. Ride Sober or Get Pulled Over.
- Ride sober on Fourth of July or risk seeing red, white and blue in your rear view 🚗. Ride Sober or Get Pulled Over. 🏍️
- We can name one thing more liberating than riding on the open road—keeping Americans safe on the Fourth of July 🇺🇸. Don’t lose your independence by drinking and riding ❌. Ride Sober or Get Pulled Over.
- Don’t end your Fourth of July with a DUI 🚗. Plan ahead this Independence Day by designating a sober driver or scheduling a taxi or rideshare. Ride Sober or Get Pulled Over.
- Getting a DUI will ruin your Fourth of July 🇺🇸. Ride Sober or Get Pulled Over.

## STEP

### 1 Download graphics.

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

**Alt Text:** A driver hands over their license, as fireworks and police car lights reflect in the car window.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

# Goodbye

## STEP

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

Copy/paste one of the suggested posts below.

## Facebook, Instagram and X

- Pull up to your Independence Day celebrations in a sober ride or risk getting arrested for a DUI 🚗. Don't drive high on the Fourth of July 🇺🇸. If You Feel Different, You Drive Different. Drive High Get a DUI.
- Red and blue might look better on you than behind you 🚗. Don't drive high on the Fourth of July 🇺🇸. If You Feel Different, You Drive Different. Drive High Get a DUI.
- Watching fireworks may be the highlight of your Fourth of July, but don't risk getting a DUI for driving high 🚗. If You Feel Different, You Drive Different. Drive High Get a DUI.
- Driving high can lead to you seeing red and blue in your rearview. 🚗. Plan for a sober ride on the Fourth of July 🇺🇸. If You Feel Different, You Drive Different. Drive High Get a DUI.
- There are so many fun ways to celebrate the Fourth of July 🇺🇸 – getting a DUI is not one of them 🙅. Plan for a sober ride this Independence Day. If You Feel Different, You Drive Different. Drive High Get a DUI.

## STEP

### 1 Download graphics.

Download the “Patriotic Spirit” graphic below at: [Traffic Safety Marketing](https://www.nhtsa.gov/traffic-safety-marketing)

**Alt Text:** A young man poses like the Statue of Liberty, holding car keys. Behind him, we see the statue.



Sizes Available:



Social Posts  
1080x1350

Social Stories  
1080x1920

# Patriotic Spirit

## STEP

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

Copy/paste one of the suggested posts below.

## Facebook, Instagram and X

- La libertad se celebra con responsabilidad. Designa un conductor sobrio este 4 de julio; tu familia te lo agradecerá. Manejar entonado es manejar borracho. 🍷🚗

*Translation: Freedom is celebrated responsibly. Designate a sober driver this Fourth of July; your family will thank you. Buzzed Driving Is Drunk Driving. 🍷🚗*

- Los hot dogs quemados saben mal, pero nada arruina más rápido un asado familiar que una mala decisión. Un conductor sobrio hace toda la diferencia. Manejar entonado es manejar borracho. 🌭🚗

*Translation: Burnt hot dogs taste bad, but nothing ruins a family barbecue faster than a bad decision. A sober driver makes all the difference. Buzzed Driving Is Drunk Driving. 🌭🚗*

- Cuida lo bonito de estar juntos en familia, designa a un conductor sobrio. ¡Así se celebra responsablemente! Manejar entonado es manejar borracho. 🍷🚗

*Translation: Keep the joy of being together as a family alive—always designate a sober driver. That’s how you celebrate responsibly! Buzzed Driving Is Drunk Driving. 🍷🚗*

- Si vas a tomar, designa a un conductor sobrio. Las consecuencias de un choque son graves. Manejar entonado es manejar borracho. 🔥🚗

*Translation: If you’re going to drink at the family gathering, designate someone to stay sober and drive. Let the only smoke be from the grill, not from your car after a crash. Buzzed Driving Is Drunk Driving. 🔥🚗*

- Que el 4 de Julio se vuelva una celebración inolvidable por los buenos momentos, no por las malas decisiones. Designa un conductor sobrio. Manejar entonado es manejar borracho. 🌟🚗

*Translation: If your Fourth of July celebration is unforgettable, let it be for the good times, not bad decisions. Designate a sober driver. Buzzed Driving Is Drunk Driving. 🌟🚗*

# Smoke

## STEP

### 1 Download graphics.

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

**Alt Text:** Inside a car, the visibility of a driver is blocked by smoke.



Sizes Available:



Social Posts  
1080x1350

Social Stories  
1080x1920

## STEP

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

Copy/paste one of the suggested posts below.

## Facebook, Instagram and X

- No pongas en riesgo a tu familia. Entrega las llaves y designa a un conductor sobrio. Si te sientes diferente, manejas diferente. 🚗💡🚗  
*Translation: Don't put your family at risk. Hand over the keys and designate a sober driver. If You Feel Different, You Drive Different. 🚗💡🚗*
- Este 4 de julio, maneja con responsabilidad. No manejes bajo los efectos de las drogas; designa a un conductor sobrio. Si te sientes diferente, manejas diferente. 🇺🇸🚦  
*Translation: The Fourth of July drive responsibly. Do not drive under the influence of drugs; designate a sober driver. If You Feel Different, You Drive Different. 🇺🇸🚦*
- No manejes high ni el 4 de julio ni ningún otro día. Designa a un conductor sobrio. Si te sientes diferente, manejas diferente. 🚗  
*Translation: Don't drive high on the fourth of July or any other day. Designate a sober driver. If You Feel Different, You Drive Different. 🚗*
- Este 4 de julio, deja que alguien sobrio te lleve a casa. Ser inteligente es saber cuándo ceder las llaves. Si te sientes diferente, manejas diferente. 🗝️🚫  
*Translation: This Fourth of July, let someone sober take you home. Being smart is knowing when to hand over the keys. If You Feel Different, You Drive Different. 🗝️🚫*
- No importa la fecha, manejar bajo los efectos de las drogas es ilegal y peligroso. Este 4 de julio, designa un conductor sobrio. Si te sientes diferente, manejas diferente. ❌🚗  
*Translation: No matter the date, driving under the influence of drugs is unlawful and dangerous. This Fourth of July, designate a sober driver. If You Feel Different, You Drive Different. ❌🚗*

# Fireworks

## STEP

### 1 Download graphics.

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

**Alt Text:** A car is stopped by a law enforcement vehicle. In the sky above them, we see fireworks.



Sizes Available:



Social Posts  
1080x1350

Social Stories  
1080x1920

## STEP

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

Copy/paste one of the suggested posts below.

## Facebook, Instagram and X

- Ser el alma de la fiesta del 4 de julio está super bien, pero ser el drama de la noche... eso no está para nada bien. Designa a un conductor sobrio. 🍷🚗 Maneja tomado, o serás arrestado. 🚔🚗

*Translation: Being the life of the Fourth of July party is awesome, but being the drama of the night is not. Designate a sober driver. 🍷🚗 Drive Sober or Get Pulled Over. 🚔🚗*

- Las luces rojas y azules en el cielo son excelentes, pero detrás de tu carro no lo son. ¡Hazlo por los tuyos; designa a un conductor sobrio! Maneja tomado, o serás arrestado. 🚔🚗

*Translation: Red and blue lights in the sky are great, but behind your car, not so much. Do it for your family—designate a sober driver! Drive Sober or Get Pulled Over. 🚔🚗*

- Si vas a levantar el vaso este 4 de julio, no levantes las llaves cuando sea hora de irte. No arriesgues tu licencia ni tu vida. 🍷🚗 Maneja tomado, o serás arrestado. 🚔🚗

*Translation: If you're raising your glass this Fourth of July, don't raise (pick up) the keys when it's time to leave. Don't risk your license or your life. 🍷🚗 Drive Sober or Get Pulled Over. 🚔🚗*

- ¿Sabes qué es más caro que una carne asada con toda la familia y amigos? Una multa por manejar borracho. ¡Cuida tu billetera y tu libertad! 🍷🚗 Maneja tomado, o serás arrestado. 🚔🚗

*Translation: Do you know what's more expensive than a barbecue with family and friends? A DUI ticket. Protect your wallet and your freedom! 🍷🚗 Drive Sober or Get Pulled Over. 🚔🚗*

- ¿Sabes qué combina perfectamente con familia, hamburguesas y bebidas? 🍷🚗 Un conductor sobrio que te lleve a casa sano y salvo. 🚗✅ Maneja tomado, o serás arrestado. 🚗🚔

*Translation: Do you know what goes perfectly with family, burgers and drinks? 🍷🚗 A sober driver to get you home safely. 🚗✅ Drive Sober or Get Pulled Over. 🚗🚔*



# Today

## STEP

### 1 Download graphics.

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

**Alt Text:** A man inside a car reacts sadly when stopped by a law enforcement vehicle.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

## STEP

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

Copy/paste one of the suggested posts below.

## Facebook, Instagram and X

- Nada arruina el 4 de julio como las luces rojas y azules en el espejo retrovisor. Deja que alguien sobrio te lleve a casa. Si te sientes diferente, manejas diferente. Maneja high, recibe un DUI. 🚓  
*Translation: Nothing ruins the 4th of July like red and blue lights in the rearview mirror. Let someone sober take you home. If You Feel Different, You Drive Different. Drive High, Get a DUI.*
- Este 4 de julio, no manejes high. Que alguien sobrio te lleve a casa o enfrentarás las consecuencias. Si te sientes diferente, manejas diferente. Maneja high, recibe un DUI. 🚓  
*Translation: This Fourth of July, don't drive high. Let someone sober drive you home or face the consequences. If You Feel Different, You Drive Different. Drive High, Get a DUI.*
- Este 4 de julio, evita las consecuencias. Designa a un conductor sobrio. Si te sientes diferente, manejas diferente. Maneja high, recibe un DUI. 🚓  
*Translation: This Fourth of July, avoid the consequences. designate a sober driver! If You Feel Different, You Drive Different. Drive High, Get a DUI.*
- El único uniforme que deberías ver este 4 de julio es el del chef de la parrillada familiar, no el de un policía. Si te sientes diferente, manejas diferente. Maneja high, recibe un DUI. 🍔👮  
*Translation: The only uniform you want to see this Fourth of July is the family BBQ chef's, not a police officer's. If You Feel Different, You Drive Different. Drive High, Get a DUI.*
- Si no puedes pensar con claridad, no puedes manejar con seguridad. Si te sientes diferente, manejas diferente. Maneja high, recibe un DUI. 🚓  
*Translation: If you can't think clearly, you can't drive safely. If You Feel Different, You Drive Different. Drive High, Get a DUI.*

## NHTSA Contact

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If you have questions about the 2025 Fourth of July Impaired Driving and Riding campaign, please contact Kil-Jae Hong at [kil-jae.hong@dot.gov](mailto:kil-jae.hong@dot.gov).

