



SOCIAL MEDIA PLAYBOOK

AUGUST/LABOR DAY IMPAIRED DRIVING CAMPAIGN

2025

August 13–September 1, 2025



How to Use This Playbook

This document is a social media playbook for the 2025 August/Labor Day Impaired Driving campaign period. It includes specific content and assets, along with instructions, to address drivers and riders and encourage them to not drive or ride under the influence. There will be additional high-visibility enforcement (HVE) leading up to and around the campaign. 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

Campaign Summary

Labor Day is a time to celebrate the end of a great summer, but that doesn't mean celebrations should result in people choosing to drive or ride impaired. Driving or riding under the influence of alcohol or marijuana is dangerous to everyone on the road, especially during the August/Labor Day period, during which data shows there are notable fatality increases.

NHTSA supports states with HVE efforts leading up to and on Labor Day, and this campaign seeks to educate drivers on the dangers of drunk driving and riding as well as drug-impaired driving. A national media buy also occurs to heighten awareness of increased enforcement.

Objectives

- Increase awareness of heightened alcohol- and drug-impaired driving enforcement by law enforcement officials
- Remind drivers and riders of the consequences that come from driving under the influence, which include tickets, jail time and other legal ramifications
- Educate drivers and riders about the potential consequences of driving and riding under the influence of alcohol and marijuana

Posting Strategy

The 2025 August/Labor Day Impaired Driving campaign HVE period runs from August 13 through September 1, 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 to tap into conversations related to the 2025 August/Labor Day Impaired Driving campaign:

- **#DriveSober**
- **#RideSober**
- **#DontDriveHigh**
- **#ManejaSobrio**
- **#NoManejesDrogado**



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:

- Cleveland, this Labor Day weekend, let's all pledge to be responsible. If you plan to drink, plan for a sober ride home. 🚫🍺 Otherwise, you'll risk it all. Drive Sober or Get Pulled Over.
- Driving high is never the right choice, St. Louis. A crash or DUI could be the result. 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 August/Labor Day Impaired Driving campaign period. Provided on pages (14-18) 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.

Content Organization

The social media content is organized into sections based on creative concept and type of impairment. Both English and Spanish versions are provided for this campaign.

Drive Sober or Get Pulled Over

English

- Stick Around—p. [14](#)

Spanish

- Losing—p. [15](#)

Drive High, Get a DUI

English

- Ticket—p. [16](#)

Spanish

- Equal—p. [17](#)

Ride Sober or Get Pulled Over

English

- Sunset—p. [18](#)

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.

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.

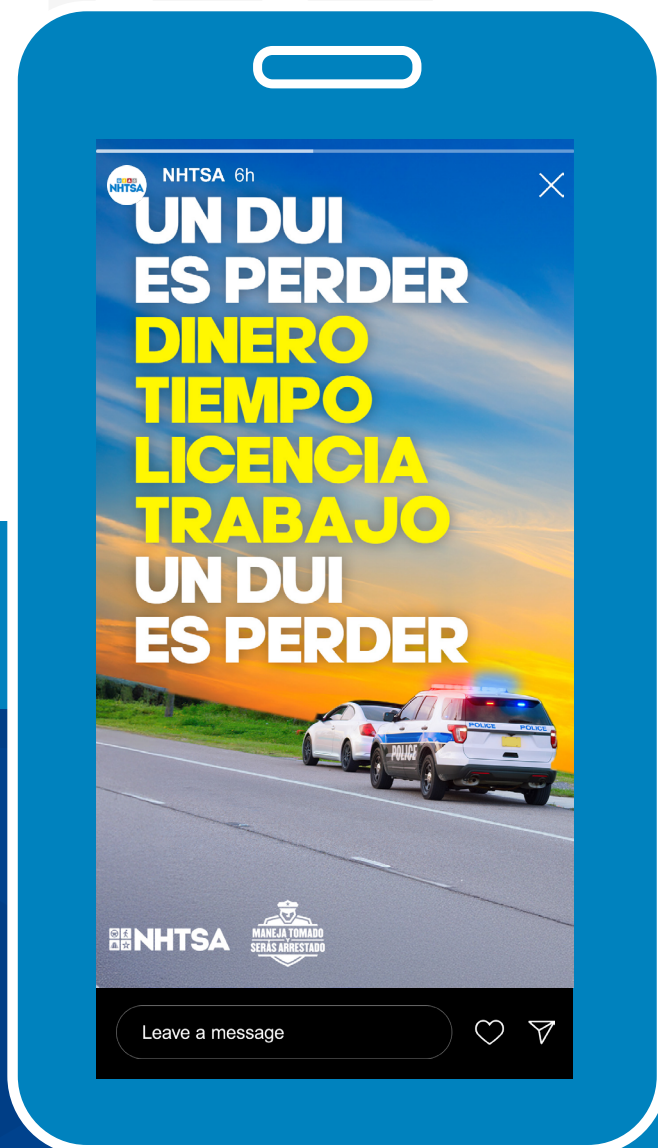


Social Story Example

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

1

Downloaded graphic from 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.

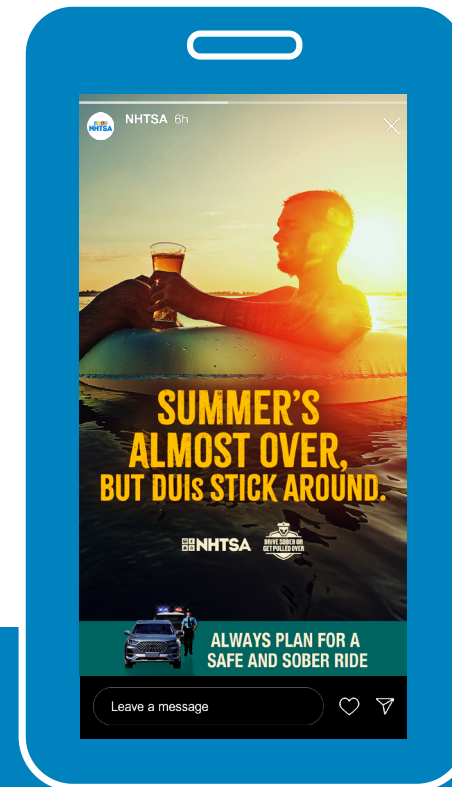
(Source: [LottieFiles](#))

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 man drinking a beer on a lake and a car being pulled over, discouraging drinking and driving.

STEP

1 Download graphics.

Download the “Stick Around” graphic below at: [Traffic Safety Marketing](https://www.traffic-safety-marketing.com)

Alt Text: A man drinking a beer on a lake and a car being pulled over, discouraging drinking and driving.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

Stick Around

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

- This Labor Day weekend, let's all pledge to be responsible. If you plan to drink, plan for a sober ride home. 🚫🍷 Otherwise, you'll risk it all. Drive Sober or Get Pulled Over.
- As we say goodbye to summer, keep the good vibes going. 🌊 Don't drink and drive. Drive Sober or Get Pulled Over.
- A DUI arrest can change your life forever. 🚓 Choose safety over regret. Drive Sober or Get Pulled Over.
- Drinking and driving will ruin your life. ❤️ Protect yourself from a DUI and choose a sober ride. Drive Sober or Get Pulled Over.
- End the summer with good memories, not a DUI. 🇺🇸 Don't drink and drive this Labor Day. Drive Sober or Get Pulled Over.

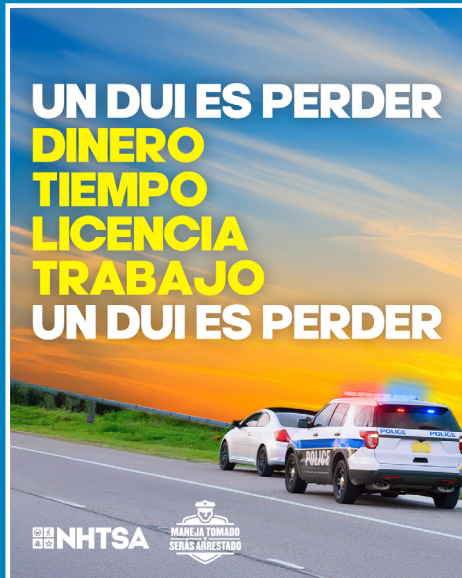
STEP

1 Download graphics.

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

Alt text: Auto detenido por un vehículo de la ley en la carretera, con texto: Un DUI es perder. Maneja sobrio.

Translation: Car stopped by law enforcement on the road, with text: A DUI is losing. Drive sober.



Sizes Available:



Social Posts
 1080x1350

Social Stories
 1080x1920

Losing

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

- Si tomas y manejas, tu noche no terminará en casa... terminará con un DUI. 🚗🚫 Celebra el fin del verano de manera responsable. Maneja Tomado y Serás Arrestado.
Translation: If you drink and drive, your night won't end at home... it will end up with a DUI. 🚗🚫 Celebrate the end of summer responsibly. Drive Sober or Get Pulled Over.
- No dejes que una noche de fiesta de verano te termine costando el alto precio de un DUI. 🚗💰 Maneja Tomado y Serás Arrestado.
Translation: Don't let a summer night of fun turn into years of debt from a DUI. Drive Sober or Get Pulled Over. 🚗💰
- Un DUI no solo afecta tu vida, también la de los demás. 🚗💥 Sé responsable y termina bien el verano. Maneja Tomado y Serás Arrestado.
Translation: A DUI doesn't just affect your life, but also those around you. 🚗💥 Be responsible and end the summer on a good note. Drive Sober or Get Pulled Over.
- Un DUI es como una resaca que no se acaba. 🤢🚗 No arruines tu verano por una mala decisión. Maneja Tomado y Serás Arrestado.
Translation: A DUI is like a hangover that never ends. 🤢🚗 Don't ruin your summer due to a bad decision. Drive Sober or Get Pulled Over.
- Un DUI puede ser el final de muchas cosas. 🚗❤️ No arruines tu vida ni la de tus seres queridos. Maneja Tomado y Serás Arrestado.
Translation: A DUI can be the end of so many things. 🚗❤️ Don't ruin your life or the lives of your loved ones. Drive Sober or Get Pulled Over.

Ticket

STEP

1 Download graphics.

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

Alt Text: A police officer pulling over a car with smoke coming out the window, encouraging us to drive sober.



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

- Driving high is never the right choice. A crash or DUI could be the result. If You Feel Different, You Drive Different. Drive High, Get a DUI.
- 🚗🚔 Don't let marijuana cloud your judgment this Labor Day. Find a sober ride or risk a DUI. If You Feel Different, You Drive Different. Drive High, Get a DUI.
- Don't ruin your summer with a DUI. 🚫🚗 Stay off the road if you've been smoking. If You Feel Different, You Drive Different. Drive High, Get a DUI.
- High times don't belong behind the wheel. 🌿🚗 Plan for a sober ride this Labor Day or risk a DUI. If You Feel Different, You Drive Different. Drive High, Get a DUI.
- Keep it safe this Labor Day. 🚗💚 If you drive high, you risk a DUI. If You Feel Different, You Drive Different. Drive High, Get a DUI.

STEP

1 Download graphics.

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

Alt text: Vehículo de la ley reflejado en el retrovisor, con texto: DUI = cárcel, multas, perder licencia.

Translation: Law enforcement vehicle reflected in rearview mirror, with text: DUI = jail, fines, lose license.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

Equal

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

- Manejar high tiene graves consecuencias: un DUI, vidas en riesgo y más. 🚫🚗 No vale la pena. Si Te Sientes Diferente, Manejas Diferente. Drive High, Get a DUI.
Translation: Driving high can have serious consequences: a DUI, lives at risk and more. 🚫🚗 It is not worth it. If You Feel Different, You Drive Different. Drive High, Get a DUI.
- Un DUI por manejar high te puede costar la vida. 💰🚫 Piensa en tu familia. Si Te Sientes Diferente, Manejas Diferente. Drive High, Get a DUI.
Translation: A DUI for driving high can cost you your life. 💰🚫 Think about your family. If You Feel Different, You Drive Different. Drive High, Get a DUI.
- Si te paran manejando high, las consecuencias son reales: multas, cárcel y un DUI. 🚗💰🚫 No pongas tu vida en juego. Si Te Sientes Diferente, Manejas Diferente. Drive High, Get a DUI.
Translation: If you get pulled over while driving high, the consequences are real: fines, jail and a DUI. 🚗💰🚫 Don't gamble with your life. If You Feel Different, You Drive Different.
- Manejar high no es cool; es ilegal y la ley no perdona. 🚗🚫🌿 Toma decisiones inteligentes. Si Te Sientes Diferente, Manejas Diferente. Drive High, Get a DUI.
Translation: Driving high isn't cool. It's illegal, and the law doesn't forgive. 🚗🚫🌿 Make smart decisions. If You Feel Different, You Drive Different. Drive High, Get a DUI.
- Piensa en lo que puedes perder por un DUI: tiempo, dinero, tu licencia... y mucho más. No manejes high. Si Te Sientes Diferente, Manejas Diferente. Drive High, Get a DUI. ⌚💰🚫📄
Translation: Think about all you can lose with a DUI: time, your license...and a lot more. If You Feel Different, You Drive Different. Drive High, Get a DUI. ⌚💰🚫📄

Sunset

STEP

1 Download graphics.

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

Alt Text: A motorcycle rider in front of a beer and a police car, encouraging a sober ride.



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

- This Labor Day, let's pledge to ride sober. 🚲🚫🍺 Your life and the lives of others depend on it. Ride Sober or Get Pulled Over.
- End the summer with thrilling rides and great memories, not a DUI. 🍷🚲 Don't drink and ride! Ride Sober or Get Pulled Over.
- Keep your loved ones safe. 👨👩❤️ Make the smart choice and ride sober. Ride Sober or Get Pulled Over.
- A DUI can change everything. Choose safety over risk and enjoy the ride. 🚗🚲 Ride Sober or Get Pulled Over.
- Celebrate the end of summer responsibly 🌅🚲 Ride Sober or Get Pulled Over.

NHTSA Contact

If you have questions about the 2025 August/Labor Day Impaired Driving campaign, please contact Gabriela Gordon at gabriela.gordon@dot.gov.

