



## SOCIAL MEDIA PLAYBOOK

# HALLOWEEN IMPAIRED DRIVING CAMPAIGN 2025

October 27–31, 2025



## How to Use This Playbook

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This document is a social media playbook for the 2025 Halloween Impaired Driving campaign period. 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.

# Table of Contents

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## **Campaign Overview** **4**

---

- Campaign Summary 4
- Objectives 4
- Posting Strategy 5

## **Creating Your Own Content** **6**

---

## **Social Media Content** **7**

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- Content Organization 8
- Post Examples 9
- Content 14

## **NHTSA Contact** **20**

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# Campaign Overview

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## Campaign Summary

Although Halloween is a time for spooky celebrations, there is an increased prevalence of impaired driving deaths around the celebration period. Many drivers are not considering the impact of alcohol and marijuana consumption on their ability to drive, choosing instead to be swept into Halloween festivities and potentially drive under the influence. The goal of the 2025 Halloween Impaired Driving campaign is to encourage drivers to plan for a sober ride home if they drink alcohol or smoke marijuana during Halloween celebrations.

## Objectives

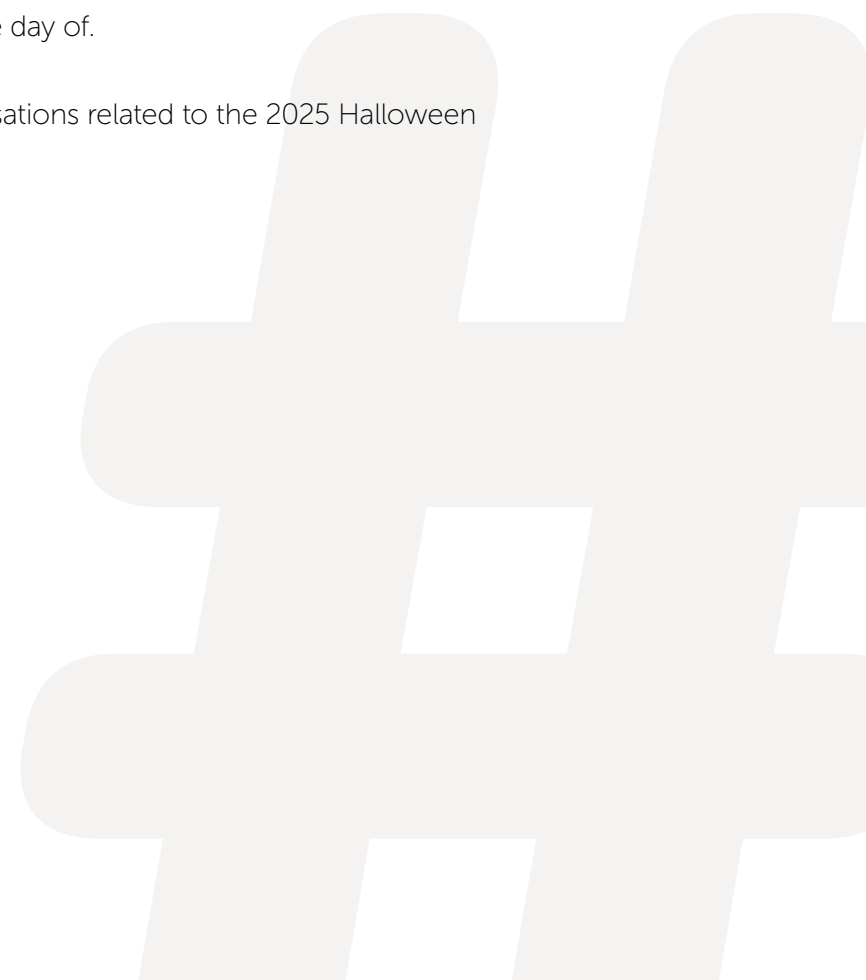
- Encourage drivers to plan for a sober ride during Halloween celebrations
- Motivate drivers to not drive while impaired by alcohol or marijuana
- Emphasize the social consequences of driving while impaired

## Posting Strategy

Halloween falls on a Friday this year, which makes posting throughout the week leading up to the celebration, as well as the weekend after, incredibly important to keep the message of not driving impaired at the top of drivers' minds no matter when they decide to celebrate. Increasing posting on October 31 will also emphasize the message to drivers who choose to celebrate the day of.

Below are relevant hashtags to use when posting to tap into conversations related to the 2025 Halloween Impaired Driving campaign:

- **#BuzzedDriving**
- **#ImpairedDriving**
- **#NoManejasTomado**
- **#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:

- Don't drive this Halloween if you're under alcohol's spell, Baltimore. 🧛  
Designate a sober driver so your night doesn't end in tragedy. 🚫💀 Buzzed Driving Is Drunk Driving.
- Leave driving high to the living dead, Seattle. 🧛 Stay above ground this Halloween — plan for a sober ride home. 🧛 If You Feel Different, You Drive Different.

## Social Media Content

This section contains shareable social media content for the 2025 Halloween Impaired Driving campaign period. Provided on pages [\(14-19\)](#) 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 social platform. Both English and Spanish versions are provided for this campaign.

### English

- Boo-ze—p. [14](#)
- Scary—p. [15](#)

### Spanish

- The Horror!—p. [16](#)
- Movies—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](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.

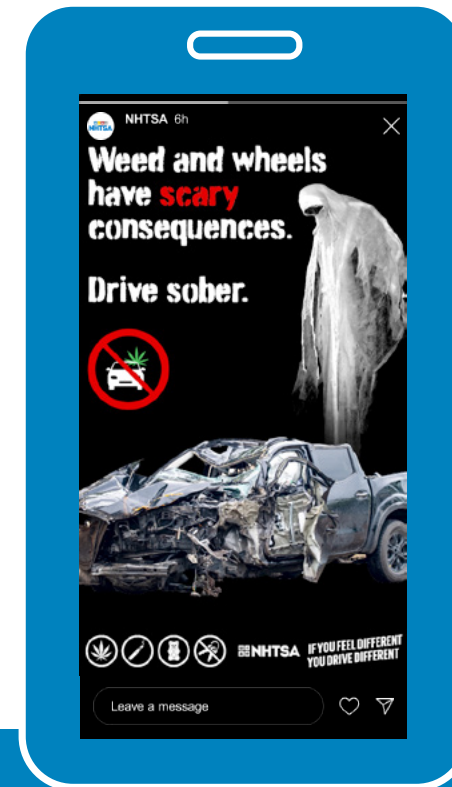
(Source: [LottieFiles](#))

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 hazy skeleton floats over a glass of alcohol with a message that discourages drunk driving.

## STEP

### 1 Download graphics.

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

**Alt Text:** A hazy skeleton floats over a glass of alcohol with a message that discourages drunk driving.



**Sizes Available:**



**Social Posts**

1080x1350

**Social Stories**

1080x1920

# Boo-ze

## 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

- Don't drive this Halloween if you're under alcohol's spell. 🧛 Designate a sober driver so your night doesn't end in tragedy. 🚫👻 Buzzed Driving Is Drunk Driving.
- Legend says cats have 9 lives, but you only have 1. 🐱 Don't cut your life short by drinking and driving on Halloween. 🍷 Buzzed Driving Is Drunk Driving.
- Getting into a crash will haunt you forever. 🧛 Don't drink and drive on Halloween. Buzzed Driving Is Drunk Driving.
- Whether you're drinking a witch's brew or one of your own, make sure to plan for a sober ride on Halloween. 🧛 Buzzed Driving Is Drunk Driving.
- Just 1 drink can have you moving like a ZOMBIE from the SPIRITS in your cup. 🍷 Plan for a sober ride on Halloween. Buzzed Driving Is Drunk Driving.
- Driving drunk can lead to a nightmare. 🧛 Don't let tragedy haunt your dreams. 🩸 Plan ahead for a sober ride this Halloween. Buzzed Driving Is Drunk Driving.
- A designated driver can save your skeleton from breaking this Halloween. 🧛 Plan for a sober ride. Buzzed Driving Is Drunk Driving.
- Planning to drink spirits this Halloween? 🍷🧛 Schedule a sober ride to get you home safely. Buzzed Driving Is Drunk Driving.

# STEP

## 1 Download graphics.

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

**Alt Text:** A ghost hovers over a car that was demolished in a drug-related crash.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

# Scary

## 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

- Planning to get LIFTED this Halloween? 🧛‍🦟 Plan for a sober ride to get you home. If You Feel Different, You Drive Different.
- Leave driving high to the living dead. 🧛 Stay above ground this Halloween — plan for a sober ride home. 🧛 If You Feel Different, You Drive Different.
- If you're under a hazy spell this Halloween, designate a sober driver. 🧛 🧛
  - 🚗 Schedule a rideshare.
  - 🚕 Call a taxi.
  - 🚗 Have a sober friend drive you home.

If You Feel Different, You Drive Different.

- Hocus-pocus! Think before you smoke it. 🧛 🧛 Summon your spell book and designate a sober driver. 🧛 🧛 If You Feel Different, You Drive Different.
- Don't be the REAL monster this Halloween. 🧛 🧛 Call a sober friend, rideshare or use public transportation to get you home safely. If You Feel Different, You Drive Different.
- Don't get TRICKED by your TREATS! 🧛 🧛 If there is little something extra in your goodies, plan for a safe trip home, too. If You Feel Different, You Drive Different.



## STEP

### 1 Download graphics.

Download the "The Horror!" graphic below at: [Traffic Safety Marketing](#)

**Alt Text:** Una imagen de un conductor horrorizado por bebidas alcohólicas y un mensaje de no tomar y manejar.

*Translation: A driver horrified by alcoholic drinks and a message against drinking and driving.*



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

# The Horror!

## 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 este Halloween te encuentras hechizado por el alcohol, no manejes. 🧛 Designa a un conductor sobrio para que tu noche no acabe en tragedia. ❌🚗 Manejar Entonado es Manejar Borracho.  
*Translation: Don't drive this Halloween if you're under alcohol's spell. 🧛 Designate a sober driver so your night doesn't end in tragedy. ❌🚗 Buzzed Driving Is Drunk Driving.*
- Las leyendas dicen que los gatos tienen nueve vidas, pero tú solo tienes una. 🐱 No acortes tu vida por tomar y manejar en Halloween. 🍷 Manejar Entonado es Manejar Borracho.  
*Translation: Legend says cats have 9 lives, but you only have 1. 🐱 Don't cut your life short by drinking and driving on Halloween. 🍷 Buzzed Driving Is Drunk Driving.*
- Un choque te perseguirá para siempre. 🚗 No tomes y manejes en Halloween. Manejar Entonado es Manejar Borracho.  
*Translation: Getting into a crash will haunt you forever. 🚗 Don't drink and drive on Halloween. Buzzed Driving Is Drunk Driving.*
- Si tomas una poción de bruja o preparas tu propia mezcla este Halloween, no te olvides de designar a un conductor sobrio. 🧙 Manejar Entonado es Manejar Borracho.  
*Translation: Whether you're drinking a witch's brew or one of your own, make sure to plan for a sober ride on Halloween. 🧙 Buzzed Driving Is Drunk Driving.*
- Con una sola copa ya andas como ZOMBI por el ALCOHOL en tu vaso. 🍷 Designa a un conductor sobrio en Halloween. Manejar Entonado es Manejar Borracho.  
*Translation: Just 1 drink can have you moving like a ZOMBIE from the SPIRITS in your cup. 🍷 Plan for a sober ride on Halloween. Buzzed Driving Is Drunk Driving.*



## STEP

### 1 Download graphics.

Download the "The Horror!" graphic below at: [Traffic Safety Marketing](#)

**Alt Text:** Una imagen de un conductor horrorizado por bebidas alcohólicas y un mensaje de no tomar y manejar.

*Translation: A driver horrified by alcoholic drinks and a message against drinking and driving.*



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

# The Horror!

## 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 (continued)

- Manejar borracho puede terminar en una pesadilla. 🧛‍♀️ No dejes que una tragedia te persiga hasta en tus sueños. 🩸 Designa a un conductor sobrio este Halloween. Manejar Entonado es Manejar Borracho.

*Translation: Driving drunk can lead to a nightmare. 🧛‍♀️ Don't let tragedy haunt your dreams. 🩸 Plan ahead for a sober ride this Halloween. Buzzed Driving Is Drunk Driving.*

- Designar a un conductor sobrio puede salvarte los huesos este Halloween. 💀 Designa a un conductor sobrio. Manejar Entonado es Manejar Borracho.

*Translation: A designated driver can save your skeleton from breaking this Halloween. 💀 Plan for a sober ride. Buzzed Driving Is Drunk Driving.*

- ¿Vas a tomar bebidas alcohólicas este Halloween? 🍷🧛‍♀️ Designa a conductor sobrio para llegar a casa seguro. Manejar Entonado es Manejar Borracho.

*Translation: Planning to drink spirits this Halloween? 🍷🧛‍♀️ Schedule a sober ride to get you home safely. Buzzed Driving Is Drunk Driving.*

## STEP

### 1 Download graphics.

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

**Alt Text:** Una imagen de un película de horror en TV, un cigarro de marihuana y un mensaje de no manejar high.

*Translation: An image of a horror movie on a TV, a marijuana joint and a message about not driving high.*



Sizes Available:



Social Posts  
 1080x1350

Social Stories  
 1080x1920

# Movies

## 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

- ¿Piensas VOLAR este Halloween? 🧛‍♂️ Designa a un conductor sobrio. Si te Sientes Diferente, Manejas Diferente.

*Translation: Planning to get LIFTED this Halloween? 🧛‍♂️ Plan for a sober ride to get you home. If You Feel Different, You Drive Different.*

- Que los muertos vivientes manejen high. 🧛‍♂️ Quédate entre los vivos este Halloween. 🍷 Designa a un conductor sobrio. 🧛‍♂️ Si te Sientes Diferente, Manejas Diferente.

*Translation: Leave driving high to the living dead. 🧛‍♂️ Stay above ground this Halloween. 🍷 Plan for a sober ride home. 🧛‍♂️ If You Feel Different, You Drive Different.*

- Si andas medio hechizado este Halloween, designa a un conductor sobrio. 🧛‍♂️

🚗 Pide un ride.

🚕 Llama un taxi.

🚗 O encárgale el volante a un amigo sobrio.

Si te Sientes Diferente, Manejas Diferente.

*Translation: If you're under a hazy spell this Halloween, designate a sober driver. 🧛‍♂️*

🚗 Schedule a rideshare.

🚕 Call a taxi.

🚗 Have a sober friend drive you home.

*If You Feel Different, You Drive Different.*

## STEP

### 1 Download graphics.

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

**Alt Text:** Una imagen de un película de horror en TV, un cigarro de marihuana y un mensaje de no manejar high.

*Translation: An image of a horror movie on a TV, a marijuana joint and a message about not driving high.*



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

# Movies

## 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 (continued)

- ¡Abracadabra! Piensa antes de fumarlo. 🧙♂️ Consulta tu libro de hechizos y designa a un conductor sobrio. 📖 Si te Sientes Diferente, Manejas Diferente.

*Translation: Hocus-pocus! Think before you smoke it. 🧙♂️ Summon your spell book and designate a sober driver. 📖 If You Feel Different, You Drive Different.*

- No seas el verdadero monstruo este Halloween. 🧛🏽 Llama a un amigo sobrio, pide un ride o usa el transporte público. Si te Sientes Diferente, Manejas Diferente.

*Translation: Don't be the REAL monster this Halloween. 🧛🏽 Call a sober friend, rideshare or use public transportation to get you home safely. If You Feel Different, You Drive Different.*

- ¡No dejes que tus 'dulces' te engañen! 🍬 Si tus 'golosinas' vienen con sorpresa, planea también cómo vas a volver a casa. Si te Sientes Diferente, Manejas Diferente.

*Translation: Don't get TRICKED by your TREATS! 🍬 If there is a little something extra in your goodies, plan for a safe trip home, too. If You Feel Different, You Drive Different.*

## NHTSA Contact

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

