



SOCIAL MEDIA PLAYBOOK

THANKSGIVING SEAT BELTS CAMPAIGN 2025

November 22–30, 2025



How to Use This Playbook

This document is a social media playbook for the 2025 Thanksgiving Seat Belts campaign period. It includes specific content and assets, along with instructions, to address drivers and encourage them to wear a seat belt. 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

Every year, Americans travel to gather with their friends and loved ones to celebrate their gratitude. Data continues to reflect that many people killed in crashes over the Thanksgiving holiday weekend are unrestrained. Although many drivers are celebrating their thankfulness for their friends and family, they may be causing unintentional harm to their loved ones by making the risky choice to not wear a seat belt. The goal of the 2025 Thanksgiving Seat Belts campaign is to encourage drivers to buckle up every time they hit the road this Thanksgiving.

Objectives

- Emphasize the social and legal consequences of not wearing a seat belt
- Promote positive community values that affirm seat belt safety

Posting Strategy

The 2025 Thanksgiving Seat Belts campaign period runs from November 22 to November 30, 2025. Posting organically on social media during the campaign period will help support the campaign message around seat belt safety and various state law enforcement activities. 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.

Thanksgiving falls on a Thursday, which makes posting throughout the week leading up to the holiday itself incredibly important to keep the messaging of buckling up at the top of drivers' minds no matter when they decide to celebrate. Increasing posting on Thanksgiving, November 27, will also emphasize the message to drivers who choose to celebrate the day of.

Although social norming and enforcement content are included in the playbook, enforcement should only be used in states where there will be active law enforcement activity throughout the holiday.

Below are relevant hashtags to use when posting to tap into conversations related to the 2025 Thanksgiving Seat Belts campaign:

- **#BuckleUp**
- **#AbróchateElCinturón**

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 engagement.

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:

- Whether you're driving to a family gathering or grabbing a last-minute treat, make sure to buckle up this Thanksgiving, Milwaukee. 🍂🚗 Buckle Up. Every Trip. Every Time.
- A safe ride to see loved ones is always something to be thankful for, San Antonio. Don't ruin the experience by getting pulled over for not buckling up. 🚗 Click It or Ticket.

Social Media Content

This section contains shareable social media content for the 2025 Thanksgiving Seat Belts 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

- Get There—p. [14](#)
- Fines—p. [15](#)

Spanish

- 170—p. [16](#)
- Abundancia—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

Table setting & man buckling up with message encouraging drivers to get to the dinner table safely.

Get There—Social Norming

STEP

1 Download graphics.

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

Alt Text: Table setting & man buckling up with message encouraging drivers to get to the dinner table safely.



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

- Whether you're driving to a family gathering or grabbing a last-minute treat, make sure to buckle up this Thanksgiving. 🍂🚗 Buckle Up. Every Trip. Every Time.
- The recipe for a great Thanksgiving with loved ones:
 - ♥ A handful of quality time
 - 🍂 A pinch of pumpkin pie
 - 🚗 A buckled seat belt
 Buckle Up. Every Trip. Every Time.
- Making memories with loved ones should be easy as pie. 🍂 Stay safe on the road — buckle up on your way to and from Thanksgiving gatherings. Buckle Up. Every Trip. Every Time. 🍂
- No matter how far you're traveling this year, wear your seat belt to and from Thanksgiving gatherings. 🚗 Buckle Up. Every Trip. Every Time.
- Got travel plans for Thanksgiving? Be sure to buckle up on your journey. You'll be thankful that you did. 🙏 Buckle Up. Every Trip. Every Time.
- Driving from house to house collecting Thanksgiving goodies? Stay safe — Buckle Up. Every Trip. Every Time.
- To enjoy family, friends and feasting this Thanksgiving, you must first arrive safely. 🍂 Buckle Up. Every Trip. Every Time.
- You're responsible for your Thanksgiving dish — and your safe arrival. Make sure you buckle up on your way to and from Thanksgiving dinner. 🙏 Buckle Up. Every Trip. Every Time.
- Stuffed like a turkey from Thanksgiving dinner? 🍂 Loosen the belt on your waistline but be sure to fasten your seat belt. Buckle Up. Every Trip. Every Time.
- Just a quick trip to your Thanksgiving destination? Wear your seat belt! Safety never takes a holiday. Buckle Up. Every Trip. Every Time. 🚗🍂
- This time of year is all about gratitude for time with loved ones. Give them another reason to be thankful by arriving safely. 🙏 Buckle Up. Every Trip. Every Time.

Fines—Enforcement

STEP

1 Download graphics.

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

Alt Text: Cash on place setting with message telling drivers to wear their seat belt to avoid fines.



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

- There's a "fine" line between a great Thanksgiving and a costly one. 💰 Wear a seat belt — or pay the price. Click It or Ticket.
- Your Thanksgiving budget probably doesn't include the cost of a ticket. 💰 Buckle up on your way to and from holiday gatherings. 🌟 Click It or Ticket.
- Buckle up to avoid getting pulled over on the way to and from Thanksgiving dinner. You don't want the food to get cold. 🍲🚔 Click It or Ticket.
- A safe ride to see loved ones is always something to be thankful for. Don't ruin the experience by getting pulled over for not buckling up. 🚗 Click It or Ticket.
- There are lots of great dishes to bring to a Thanksgiving gathering — a ticket isn't one of them. ❌ Buckle up on your way to and from the celebration. Click It or Ticket.
- If you're not wearing a seat belt on your way to and from Thanksgiving with family and friends, you won't be wearing a smile when you get pulled over. 😊🚔 Click It or Ticket.
- A ticket to see your favorite football team play on Thanksgiving or getting a ticket on the way there for not buckling up? 😊 The choice is yours. 🏈 Click It or Ticket.
- Fastening your seat belt is free and easy! Ticket fines are costly. 💰 Don't let a seat belt violation ruin your Thanksgiving holiday. ❌ Click It or Ticket.
- Black Friday is around the corner. 🛍️😬 Don't break the budget by getting fined on Thanksgiving for not wearing a seat belt. 🚔 Click It or Ticket.
- Loved ones gather on Thanksgiving to share fun stories — don't let yours be about the ticket you just got for not buckling up. 😊💰 Click It or Ticket.

STEP

1 Download graphics.

Download the “170” graphic below at: [Traffic Safety Marketing](#).

Alt Text: Imagen de una guirnalda con el mensaje: Más de 170 mueren en Thanksgiving por no usar cinturón.

Translation: Image of a wreath with the message: Over 170 die on Thanksgiving for not wearing a seat belt.



Sizes Available:



Social Posts
1080x1350

Social Stories
1080x1920

170—Social Norming

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

- Ya sea que vayas camino a una reunión familiar o salgas por un antojo de último momento, no olvides abrocharte el cinturón este Thanksgiving. 🚗🛖 Abróchate el Cinturón. En Todo Viaje. Todo el Tiempo

Translation: Whether you're driving to a family gathering or grabbing a last-minute treat, make sure to buckle up this Thanksgiving. 🚗🛖 Buckle Up. Every Trip. Every Time.

- La receta para un gran Thanksgiving con los que más quieres:

- ♥ Un buen rato en familia
- 🥧 Un poquito de pie
- 🛖 Y un cinturón bien abrochado

Abróchate el Cinturón. En Todo Viaje. Todo el Tiempo

Translation: The recipe for a great Thanksgiving with loved ones:

- ♥ A handful of quality time
- 🥧 A pinch of pumpkin pie
- 🛖 A buckled seat belt

Buckle Up. Every Trip. Every Time.

- Crear recuerdos con los que más amas debería ser tan fácil como disfrutar un buen postre. 🥧 Protege tu viaje abrochándote el cinturón en cada trayecto este Thanksgiving. Abróchate el Cinturón. En Todo Viaje. Todo el Tiempo. 🛖

Translation: Making memories with loved ones should be easy as pie. 🥧 Stay safe on the road — buckle up on your way to and from Thanksgiving gatherings. Buckle Up. Every Trip. Every Time. 🛖

- Este Thanksgiving, no importa cuán lejos viajes, abrochate siempre el cinturón cuando vayas y regreses de las celebraciones. 🚗🛖 Abróchate el Cinturón. En Todo Viaje. Todo el Tiempo

Translation: No matter how far you're traveling this year, wear your seat belt to and from Thanksgiving gatherings. 🚗🛖 Buckle Up. Every Trip. Every Time.

- ¿Vas a viajar este Thanksgiving? No olvides abrocharte el cinturón. Créeme, lo vas a agradecer. 🙏 Abróchate el Cinturón. En Todo Viaje. Todo el Tiempo.

Translation: Got travel plans for Thanksgiving? Be sure to buckle up on your journey. You'll be thankful that you did. 🙏 Buckle Up. Every Trip. Every Time.

STEP

1 Download graphics.

Download the “170” graphic below at: [Traffic Safety Marketing](#).

Alt Text: Imagen de una guirnalda con el mensaje: Más de 170 mueren en Thanksgiving por no usar cinturón.

Translation: Image of a wreath with the message: Over 170 die on Thanksgiving for not wearing a seat belt.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

170—Social Norming

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 (cont.)

- ¿Vas de casa en casa disfrutando de las delicias de Thanksgiving? Cuidate en el camino. Abróchate el Cinturón. En Todo Viaje. Todo el Tiempo.
Translation: Driving from house to house collecting Thanksgiving goodies? Stay safe — Buckle Up. Every Trip. Every Time.
- Para disfrutar de la familia, los amigos y una buena comida este Thanksgiving, hay que llegar seguros. 🏠 Abróchate el Cinturón. En Todo Viaje. Todo el Tiempo.
Translation: To enjoy family, friends and feasting this Thanksgiving, you must first arrive safely. 🏠 Buckle Up. Every Trip. Every Time.
- No solo llevas comida, también tienes la responsabilidad de ir y volver con seguridad. Asegúrate de abrocharte el cinturón antes de salir a la cena de Thanksgiving. 🚗 Abróchate el Cinturón. En Todo Viaje. Todo el Tiempo.
Translation: You're not just bringing food — you're also responsible for getting to and from Thanksgiving dinner safely. Make sure to buckle up before you hit the road. 🚗 Buckle Up. Every Trip. Every Time.
- ¿Terminas (re)lleno como pavo después de la cena? 🦃 Puedes soltarte un poco el cinturón del pantalón, pero jamás el del auto. Abróchate el Cinturón. En Todo Viaje. Todo el Tiempo.
Translation: Stuffed like a turkey from Thanksgiving dinner? 🦃 Loosen the belt on your waistline but be sure to fasten your seat belt. Buckle Up. Every Trip. Every Time.
- ¿Vas a un lugar cerquita de tu casa para celebrar Thanksgiving? Ponte el cinturón. La seguridad no se toma vacaciones. Abróchate el Cinturón. En Todo Viaje. Todo el Tiempo. 🚗👤
Translation: Heading somewhere close to home to celebrate Thanksgiving? Buckle up. Safety doesn't take a holiday. Buckle up. Every trip, every time. 🚗👤
- Esta época se trata de agradecer el tiempo en familia. Dales otra razón para estar agradecidos: llega seguro. 🙏 Abróchate el Cinturón. En Todo Viaje. Todo el Tiempo.
Translation: This time of year is all about gratitude for time with loved ones. Give them another reason to be thankful by arriving safely. 🙏 Buckle Up. Every Trip. Every Time.

STEP

1 Download graphics.

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

Alt Text: Cornucopia con multas y cinturón de seguridad, con mensaje “Abróchate el cinturón en Thanksgiving.”

Translation: Cornucopia with fines and a seat belt, with the message “Buckle your seat belt on Thanksgiving.”



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

Abundancia—Enforcement

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

- Hay una delgada línea entre pasar un día de Thanksgiving increíble... y uno muy costoso. 💰 Usa el cinturón o prepárate para pagar. Abrochado o Multado.
Translation: There's a "fine" line between a great Thanksgiving and a costly one. 💰 Wear a seat belt — or pay the price. Click It or Ticket.
- Seguro que en tu presupuesto de Thanksgiving no incluiste el costo de una multa. 💰 Ponte el cinturón camino a la reunión familiar. 🌟 Abrochado o Multado.
Translation: Your Thanksgiving budget probably doesn't include the cost of a ticket. 💰 Buckle up on your way to and from holiday gatherings. 🌟 Click It or Ticket.
- Abróchate el cinturón antes de salir rumbo a la cena de Thanksgiving. No querrás que el pavo llegue frío. 🍗 Abrochado o Multado.
Translation: Buckle up to avoid getting pulled over on the way to and from Thanksgiving dinner. You don't want the food to get cold. 🍗 Click It or Ticket.
- Estar con los que amas es motivo suficiente para dar gracias. No arruines el momento por no usar el cinturón. 🚗 Abrochado o Multado.
Translation: A safe ride to see loved ones is always something to be thankful for. Don't ruin the experience by getting pulled over for not buckling up. 🚗 Click It or Ticket.
- Hay muchos platillos que puedes llevar a la cena; una multa no debería ser uno de ellos. ❌ Usa el cinturón al volver de la reunión. Abrochado o Multado.
Translation: There are lots of great dishes to bring to a Thanksgiving gathering — a ticket isn't one of them. ❌ Buckle up on your way to and from the celebration. Click It or Ticket.
- Si no llevas abrochado el cinturón en camino a ver a tu familia, es probable que tampoco lleves puesta una sonrisa cuando te paren. 😊🚗 Abrochado o Multado.
Translation: If you're not wearing a seat belt on your way to and from Thanksgiving with family and friends, you won't be wearing a smile when you get pulled over. 😊🚗 Click It or Ticket.

STEP

1 Download graphics.

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

Alt Text: Cornucopia con multas y cinturón de seguridad, con mensaje "Abróchate el cinturón en Thanksgiving."

Translation: Cornucopia with fines and a seat belt, with the message "Buckle your seat belt on Thanksgiving."



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

Abundancia—Enforcement

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 (cont.)

- ¿Prefieres un boleto para ver fútbol o una multa por no usar el cinturón camino al estadio? 😊 La decisión es tuya. 🎟️ Abrochado o Multado.

Translation: A ticket to see your favorite football team play on Thanksgiving or getting a ticket on the way there for not buckling up? 😊 The choice is yours. 🎟️ Click It or Ticket.

- Ponerte el cinturón no cuesta nada. Pero una multa puede salir cara. 💰 No dejes que te arruine el feriado. ❌ Abrochado o Multado.

Translation: Fastening your seat belt is free and easy! Ticket fines are costly. 💰 Don't let a seat belt violation ruin your Thanksgiving holiday. ❌ Click It or Ticket.

- Black Friday está a la vuelta de la esquina. 🛍️😊 No arruines tu presupuesto por una multa en Thanksgiving. 🎟️ Abrochado o Multado.

Translation: Black Friday is around the corner. 🛍️😊 Don't break the budget by getting fined on Thanksgiving for not wearing a seat belt. 🎟️ Click It or Ticket.

- En Thanksgiving nuestros seres queridos comparten historias... que la tuya no sea sobre la multa que te dieron por no usar el cinturón. 😊💰 Abrochado o Multado.

Translation: Loved ones gather on Thanksgiving to share fun stories — don't let yours be about the ticket you just got for not buckling up. 😊💰 Click It or Ticket.

NHTSA Contact

If you have questions about the 2025 Thanksgiving Seat Belts campaign, please contact Mike Joyce at Mike.Joyce@dot.gov.

