



**SOCIAL MEDIA PLAYBOOK**

**WINTER HOLIDAY  
SEASON IMPAIRED  
DRIVING CAMPAIGN**

**2025**

December 1, 2025–January 1, 2026



## How to Use This Playbook

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This document is a social media playbook for the 2025 Winter Holiday Season Impaired Driving campaign period. It includes specific content and assets, along with instructions, to address drivers and encourage them to not drive after consuming alcohol or marijuana. There are assets to support social norming and enforcement efforts. Social norming efforts will happen throughout December and enforcement will take place from December 10, 2025, through January 1, 2026. 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

Driving under the influence of alcohol or marijuana is dangerous to drivers, passengers and everyone on the road. Although impaired driving is dangerous and prevalent year-round, the winter holiday period is particularly deadly due to an increase of people participating in holiday and year-end celebrations. NHTSA supports states in active high-visibility enforcement leading up to and around the winter holidays, and this campaign seeks to educate drivers on the dangers of alcohol- and drug-impaired driving as well as heighten awareness of increased enforcement.

## Objectives

- Raise awareness of the increase in alcohol- and drug-impaired driving enforcement from December 10, 2025, to January 1, 2026
- Educate drivers on the impacts of driving under the influence of alcohol and marijuana
- Remind drivers of the consequences that come from driving under the influence
- Motivate drivers to not drive under the influence of alcohol or marijuana
- Encourage those partaking in alcohol or marijuana to plan their sober ride ahead of time to get home safe

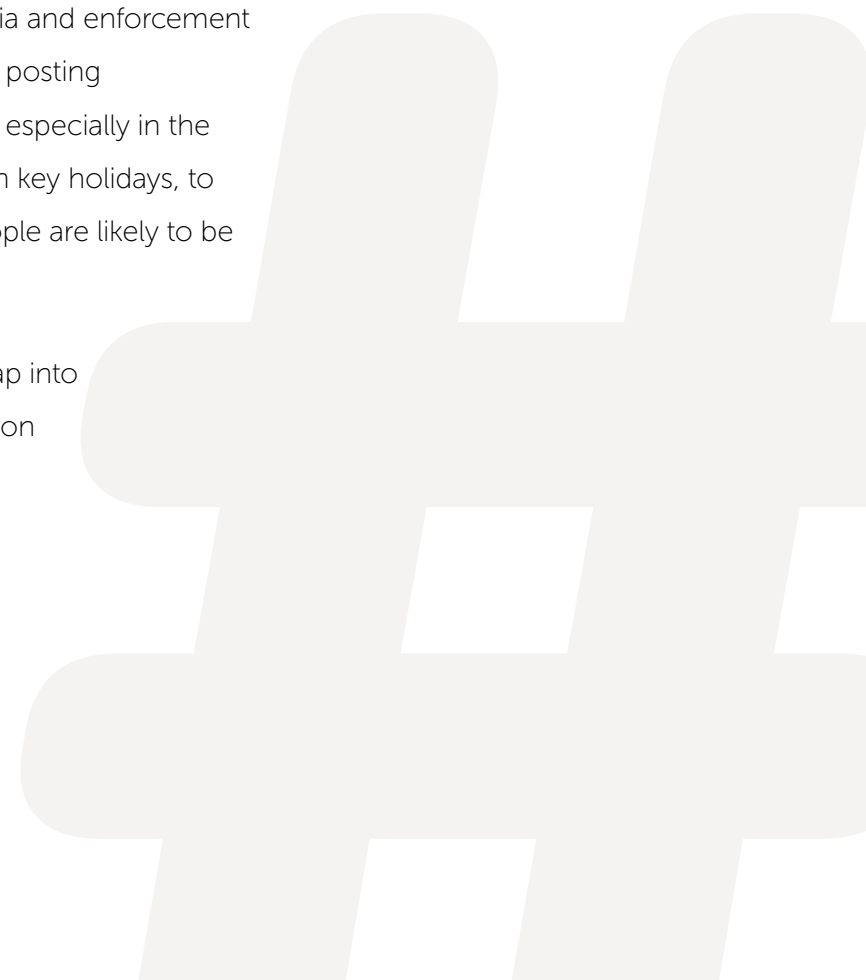


## Posting Strategy

The 2025 Winter Holiday Season Impaired Driving campaign runs from December 1, 2025, to January 1, 2026, with paid media efforts and high-visibility enforcement efforts starting on December 10. 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 Winter Holiday Season Impaired Driving campaign:

- **#DriveSober**
- **#ImpairedDriving**
- **#BuzzedDriving**
- **#DontDriveHigh**
- **#ManejaSobrio**
- **#NoManejesDrogado**



# 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 let an empty seat fill your spot at the holiday table, Las Vegas. Choose to drive sober this holiday season. Buzzed Driving Is Drunk Driving.  

- This holiday season, make memories — not mistakes, Illinois. Plan a sober ride instead of driving high. If You Feel Different, You Drive Different.

## Social Media Content

This section contains shareable social media content for the 2025 Winter Holiday Season Impaired Driving campaign period. Provided on pages (14-28) 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.

### English

#### Social Norming

- Wreck—p. [14](#)
- Home Safe—p. [15](#)

#### Enforcement

- Freeze—p. [16](#)
- NYE—p. [17](#)
- Road Trip—p. [18](#)
- Light Up—p. [19](#)
- NYE—p. [20](#)
- Twinkle—p. [21](#)

### Spanish

#### Social Norming

- Think—p. [22](#)
- Snow Writing—p. [23](#)

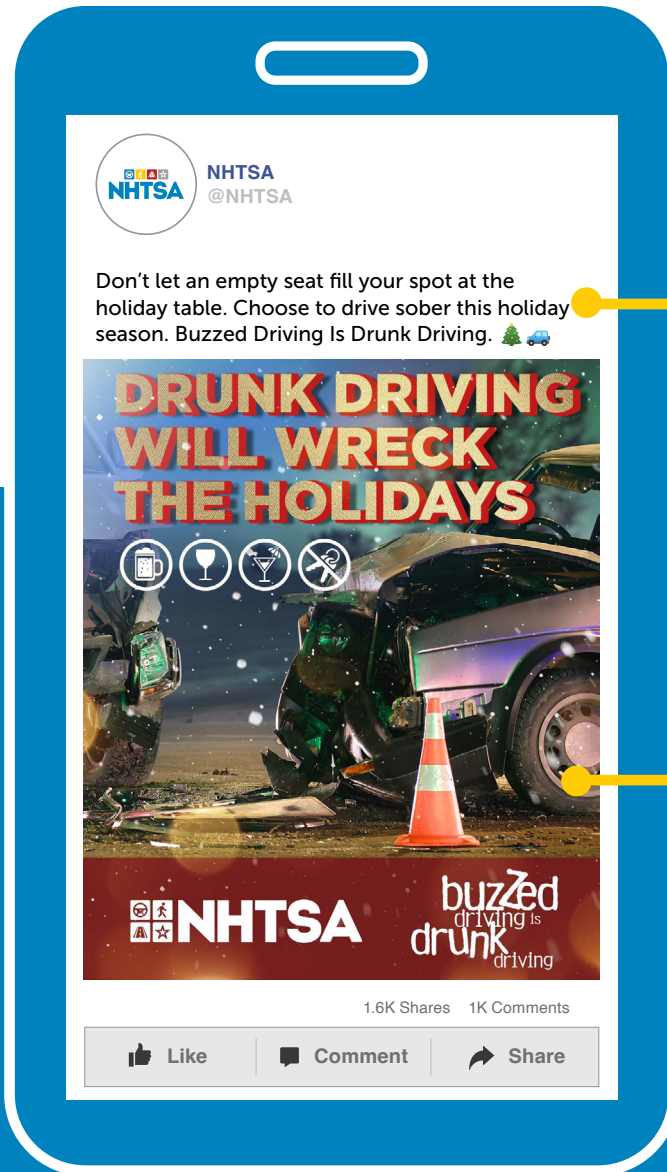
#### Enforcement

- Cheers—p. [24](#)
- Next Year—p. [25](#)
- House—p. [26](#)
- Who's Driving—p. [27](#)
- Freeze—p. [28](#)

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 car is parked in front of a snowy, wintry house with a message encouraging us to drive drug-free.

# Wreck Social Norming—Alcohol

## STEP

### 1 Download graphics.

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

**Alt Text:** A crashed car in the snow with a message discouraging drunk driving during the holidays.



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

- Don't let an empty seat fill your spot at the holiday table. Choose to drive sober this holiday season. Buzzed Driving Is Drunk Driving. 🌲🚗
- A drunk driving crash could wreck all your holiday plans. Plan a safe and sober ride instead:
  - Schedule a rideshare
  - Call a cab
  - Have a sober friend drive you home
 Buzzed Driving Is Drunk Driving.
- You're not just a driver, you're an important part of someone's holiday. 🎁🚗 Drive sober and arrive alive — for yourself and your loved ones. Buzzed Driving Is Drunk Driving.
- Driving drunk isn't worth the risk. Keep the season joyous — choose a sober ride. ❄️🚗 Buzzed Driving Is Drunk Driving.

# Home Safe Social Norming—Drug

## STEP

### 1 Download graphics.

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

**Alt text:** A car is parked in front of a snowy, wintry house with a message encouraging us to drive drug-free.



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

- Leave “baked” for your holiday cookies at home. 🍪 Don’t drive high — get a safe and sober ride. If You Feel Different, You Drive Different.
- This holiday season, make memories — not mistakes. Plan a sober ride instead of driving high. If You Feel Different, You Drive Different.
- Driving high puts everyone at risk — including you. Keep the holiday season safe and choose a sober ride. If You Feel Different, You Drive Different. 🌿📺
- The holidays are about connections, not collisions. Play it safe — don’t drive high. If You Feel Different, You Drive Different.

# Freeze Enforcement—Alcohol

## STEP

### 1 Download graphics.

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

**Alt Text:** A snow globe shows a police officer pulling over a drunk driver for a DUI during the holidays.



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

- Keep the season's festive lights in front of you — not flashing in your rearview mirror. Drive Sober or Get Pulled Over. ❄️🎁
- Don't let a DUI ruin your holiday spirit. A sober ride is the only way to roll during the holidays. Drive Sober or Get Pulled Over.
- The holidays are full of surprises, but getting a DUI shouldn't be one of them. Drive Sober or Get Pulled Over. 🎁🚓
- A holiday DUI sticks with you long after the snow melts. Drive Sober or Get Pulled Over. ❄️🚓

#### STEP

### 1 Download graphics.

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

**Alt text:** Champagne glasses show a drunk driver getting pulled over on New Year's Eve.



*Sizes Available:*



**Social Posts**  
1080x1350

**Social Stories**  
1080x1920

# NYE Enforcement—Alcohol

#### 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

- Keep the season's festive lights in front of you — not flashing in your rearview mirror. Drive Sober or Get Pulled Over. ❄️🎁
- Don't let a DUI ruin your holiday spirit. A sober ride is the only way to roll during the holidays. Drive Sober or Get Pulled Over.
- The holidays are full of surprises, but getting a DUI shouldn't be one of them. Drive Sober or Get Pulled Over. 🎁🚓
- A holiday DUI sticks with you long after the snow melts. Drive Sober or Get Pulled Over. ❄️🚓



# Road Trip Enforcement—Alcohol

## STEP

### 1 Download graphics.

Download the “Road Trip” carousel below at:  
[Traffic Safety Marketing](#)

**Alt text:** Photos show a family's holiday road trip with a message discouraging drunk driving.

Slide 1



Slide 2



Slide 3



Slide 4



Sizes Available:

Social Posts  
 1080x1350

## 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

- Keep the season's festive lights in front of you — not flashing in your rearview mirror. Drive Sober or Get Pulled Over. ❄️🎁
- Don't let a DUI ruin your holiday spirit. A sober ride is the only way to roll during the holidays. Drive Sober or Get Pulled Over.
- The holidays are full of surprises, but getting a DUI shouldn't be one of them. Drive Sober or Get Pulled Over. 🎁🚗
- A holiday DUI sticks with you long after the snow melts. Drive Sober or Get Pulled Over. ❄️🚗

# Light Up Enforcement—Drug

## STEP

### 1 Download graphics.

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

**Alt Text:** A car is pulled over by a police officer with a message discouraging high driving.



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

- Being pulled over for driving high will put your holiday plans on hold. 🌲 If You Feel Different, You Drive Different. Drive High, Get a DUI.
- Law enforcement can tell if you're driving under the influence of drugs — don't risk it this holiday season. If You Feel Different, You Drive Different. Drive High, Get a DUI. 🌲 🚓
- Driving high comes with a high risk of getting pulled over. Stick to holiday lights — not flashing red and blue ones. If You Feel Different, You Drive Different. Drive High, Get a DUI.
- Stay festive by staying sober behind the wheel. 🌲 If You Feel Different, You Drive Different. Drive High, Get a DUI. 🚓

# NYE Enforcement—Drug

## STEP

### 1 Download graphics.

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

**Alt Text:** A car is pulled over under fireworks with a message discouraging high driving during the New Year.



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

- Being pulled over for driving high will put your holiday plans on hold. 🌲 If You Feel Different, You Drive Different. Drive High, Get a DUI.
- Law enforcement can tell if you're driving under the influence of drugs — don't risk it this holiday season. If You Feel Different, You Drive Different. Drive High, Get a DUI. 🍸🚗
- Driving high comes with a high risk of getting pulled over. Stick to holiday lights — not flashing red and blue ones. If You Feel Different, You Drive Different. Drive High, Get a DUI.
- Stay festive by staying sober behind the wheel. 🌲 If You Feel Different, You Drive Different. Drive High, Get a DUI. 🚗



# Twinkle Enforcement—Drug

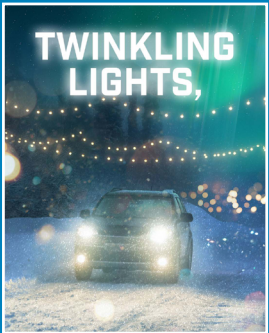
## STEP

### 1 Download graphics.

Download the “Twinkle” carousel below at:  
[Traffic Safety Marketing](#)

**Alt text:** A car is pulled over by a police officer in the snow with a message to avoid high driving.

Slide 1



Slide 2



Slide 3



Slide 4



Sizes Available:

Social Posts  
 1080x1350

## 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

- Being pulled over for driving high will put your holiday plans on hold. 🌲 If You Feel Different, You Drive Different. Drive High, Get a DUI.
- Law enforcement can tell if you're driving under the influence of drugs — don't risk it this holiday season. If You Feel Different, You Drive Different. Drive High, Get a DUI. 🍸🚗
- Driving high comes with a high risk of getting pulled over. Stick to holiday lights — not flashing red and blue ones. If You Feel Different, You Drive Different. Drive High, Get a DUI.
- Stay festive by staying sober behind the wheel. 🌲 If You Feel Different, You Drive Different. Drive High, Get a DUI. 🚗

## STEP

### 1 Download graphics.

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

**Alt Text:** Imagen de un muñeco de nieve y el mensaje: Piensa antes de manejar, designa un conductor sobrio.

**Translation:** Image of a snowman and the message: Think before you drive, designate a sober driver.



Sizes Available:



Social Posts  
1080x1350

Social Stories  
1080x1920

# Think Social Norming—Alcohol

## 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 dejes tu silla vacía en la mesa navideña. Esta temporada, elige manejar sobrio. Manejar Entonado Es Manejar Borracho. 🌲🚗

*Translation: Don't let an empty seat fill your spot at the holiday table. Choose to drive sober this holiday season. Buzzed Driving Is Drunk Driving. 🌲🚗*

- Un choque por manejar bajo los efectos del alcohol puede arruinar tus fiestas. Planifica tu regreso:
  - Pide un un servicio de viaje compartido
  - Llama un taxi
  - Designa a un conductor sobrio
 Manejar Entonado Es Manejar Borracho.

*Translation:*

*A drunk driving crash could wreck all your holiday plans. Plan a safe and sober ride instead:*

- Schedule a rideshare
  - Call a cab
  - Have a sober friend drive you home
- Buzzed Driving Is Drunk Driving.*

- No solo eres el conductor, eres parte esencial de las fiestas de alguien. 🎁🚗 Maneja sobrio y llega sano y salvo, por ti y por los que te quieren. Manejar Entonado Es Manejar Borracho.

*Translation: You're not just a driver, you're an important part of someone's holiday. 🎁🚗 Drive sober and arrive alive — for yourself and your loved ones. Buzzed Driving Is Drunk Driving.*

- Manejar después de haber tomado no vale el riesgo. Mantén viva la alegría de la temporada asignando un conductor sobrio. ❄️🚗 Manejar Entonado Es Manejar Borracho.

*Translation: Driving drunk isn't worth the risk. Keep the season joyous — choose a sober ride. ❄️🚗 Buzzed Driving Is Drunk Driving.*

## STEP

### 1 Download graphics.

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

**Alt Text:** Imagen de un carro cubierto de nieve donde alguien escribió con el dedo: No manees high.

**Translation:** Image of a snow-covered car on which someone wrote “don’t drive high” with their finger.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

# Snow Writing Social Norming—Drug

## 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

- Estas fiestas de fin de año, disfruta las galletas navideñas en vez de brownies especiales... 🍪 No manees high, designa un conductor sobrio. Si Te Sientes Diferente, Manejas Diferente.  
*Translation: Leave “baked” for your holiday cookies at home. 🍪 Don’t drive high — get a safe and sober ride. If You Feel Different, You Drive Different.*
- Para que los recuerdos de estas fiestas sean de buenos momentos y no de los errores que cometiste, designa un conductor sobrio en lugar de manejar high. Si Te Sientes Diferente, Manejas Diferente.  
*Translation: This holiday season, make memories — not mistakes. Plan a sober ride instead of driving high. If You Feel Different, You Drive Different.*
- Manejar high pone a todos en riesgo, incluyendote a ti. Mantén seguras tus fiestas; designa un conductor sobrio. Si Te Sientes Diferente, Manejas Diferente. 🎁  
*Translation: Driving high puts everyone at risk — including you. Keep the holiday season safe and choose a sober ride. If You Feel Different, You Drive Different. 🎁*
- Que tu presencia en la fiesta navideña sea motivo de celebración, no de desilusión. No te arriesgues; no manees high. Si Te Sientes Diferente, Manejas Diferente.  
*Translation: The holidays are about connections, not collisions. Play it safe — don’t drive high. If You Feel Different, You Drive Different.*

## STEP

### 1 Download graphics.

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

**Alt Text:** Imagen de un hombre celebrando el Año Nuevo con champán y mensaje: Designa un conductor sobrio.

**Translation:** Image of a man celebrating New Year’s Eve with champagne and a message to designate a sober driver.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

# Cheers Enforcement—Alcohol

## 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

- Mantén las luces festivas al frente, no parpadeando en tu espejo retrovisor. Maneja tomado y serás arrestado. ❄️🎁

*Translation: Keep the season’s festive lights in front of you – not flashing in your rearview mirror. Drive Sober or Get Pulled Over. ❄️🎁*

- No dejes que un DUI arruine tu espíritu navideño. La única forma de llegar seguro a casa es sobrio. Maneja tomado y serás arrestado.

*Translation: Don’t let a DUI ruin your holiday spirit. A sober ride is the only way to roll during the holidays. Drive Sober or Get Pulled Over.*

- Las fiestas traen sorpresas, pero una multa por conducir borracho no debería ser una de ellas. Maneja tomado y serás arrestado. 🎁🚗

*Translation: The holidays are full of surprises, but getting a DUI shouldn’t be one of them. Drive Sober or Get Pulled Over. 🎁🚗*

- Un DUI en estas fiestas te acompañará mucho después de que la nieve se derrita. Maneja sobrio o serás arrestado.

*Translation: A holiday DUI sticks with you long after the snow melts. Drive Sober or Get Pulled Over. ❄️🚗*

## STEP

### 1 Download graphics.

Download the “Scroll” carousel below at:  
[Traffic Safety Marketing](#)

**Alt Text:** Imágenes de Año Nuevo, un hombre ebrio parado por la policía y mensaje: Designa un conductor sobrio.

**Translation:** New Year’s Eve images, a drunk man stopped by the police and a message to designate a sober driver.

Slide 1



Slide 2



Slide 3



Sizes Available:

Social Posts  
1080x1350

2025 Winter Holiday Season Impaired Driving Campaign  
Social Media Playbook

# Next Year Enforcement—Alcohol

## 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

- Mantén las luces festivas al frente, no parpadeando en tu espejo retrovisor. Maneja tomado y serás arrestado. ❄️🎁

*Translation: Keep the season’s festive lights in front of you — not flashing in your rearview mirror. Drive Sober or Get Pulled Over. ❄️🎁*

- No dejes que un DUI arruine tu espíritu navideño. La única forma de llegar seguro a casa es sobrio. Maneja tomado y serás arrestado.

*Translation: Don’t let a DUI ruin your holiday spirit. A sober ride is the only way to roll during the holidays. Drive Sober or Get Pulled Over.*

- Las fiestas traen sorpresas, pero una multa por conducir borracho no debería ser una de ellas. Maneja tomado y serás arrestado. 🎁🚗

*Translation: The holidays are full of surprises, but getting a DUI shouldn’t be one of them. Drive Sober or Get Pulled Over. 🎁🚗*

- Un DUI en estas fiestas te acompañará mucho después de que la nieve se derrita. Maneja sobrio o serás arrestado.

*Translation: A holiday DUI sticks with you long after the snow melts. Drive Sober or Get Pulled Over. ❄️🚗*



## STEP

### 1 Download graphics.

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

**Alt Text:** Imagen con casa de jengibre, un auto parado por la policía y mensaje: No regreses a casa con un DUI.

**Translation:** Image with a gingerbread house, a pulledover car and the message: Don't come home with a DUI.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

# House Enforcement—Alcohol

## 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

- Mantén las luces festivas al frente, no parpadeando en tu espejo retrovisor. Maneja tomado y serás arrestado. 🌨️🎁

*Translation: Keep the season's festive lights in front of you — not flashing in your rearview mirror. Drive Sober or Get Pulled Over. 🌨️🎁*

- No dejes que un DUI arruine tu espíritu navideño. La única forma de llegar seguro a casa es sobrio. Maneja tomado y serás arrestado.

*Translation: Don't let a DUI ruin your holiday spirit. A sober ride is the only way to roll during the holidays. Drive Sober or Get Pulled Over.*

- Las fiestas traen sorpresas, pero una multa por conducir borracho no debería ser una de ellas. Maneja tomado y serás arrestado. 🎁🚓

*Translation: The holidays are full of surprises, but getting a DUI shouldn't be one of them. Drive Sober or Get Pulled Over. 🎁🚓*

- Un DUI en estas fiestas te acompañará mucho después de que la nieve se derrita. Maneja sobrio o serás arrestado.

*Translation: A holiday DUI sticks with you long after the snow melts. Drive Sober or Get Pulled Over. 🌨️🚓*

## STEP

### 1 Download graphics.

Download the "Scroll" carousel below at:  
[Traffic Safety Marketing](#)

**Alt Text:** Imágenes de varias personas y la pregunta: ¿Quién maneja? Mensaje: Designa un conductor sobrio.

**Translation:** Images of several people and the question: Who's driving? And message: Designate a sober driver.

Slide 1



Slide 2



Slide 3



Slide 4



Sizes Available:

Social Posts  
1080x1350

2025 Winter Holiday Season Impaired Driving Campaign  
Social Media Playbook

# Who's Driving Enforcement—Alcohol

## 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

- Que te paren por manejar drogado arruinará tus fiestas. 🌲 Si te sientes diferente, manejas diferente. Maneja High, Recibe un DUI.  
*Translation: Being pulled over for driving high will put your holiday plans on hold. 🌲 If You Feel Different, You Drive Different. Drive High, Get a DUI.*
- La policía puede detectar si manejas bajo los efectos de las drogas. No te arriesgues en esta temporada festiva. Si te sientes diferente, manejas diferente. Maneja High, Recibe un DUI. 🚗  
*Translation: Law enforcement can tell if you're driving under the influence of drugs — don't risk it this holiday season. If You Feel Different, You Drive Different. Drive High, Get a DUI. 🚗*
- Manejar drogado implica un alto riesgo de que te paren. Quédate con las luces navideñas, no con las rojas y azules. 🚓 Si te sientes diferente, manejas diferente. Maneja High, Recibe un DUI.  
*Translation: Driving high comes with a high risk of getting pulled over. Stick to holiday lights — not flashing red and blue ones. If You Feel Different, You Drive Different. Drive High, Get a DUI.*
- Disfruta las fiestas manteniéndote sobrio al volante. Si te sientes diferente, manejas diferente. Maneja High, Recibe un DUI. 🚗  
*Translation: Stay festive by staying sober behind the wheel. 🌲 If You Feel Different, You Drive Different. Drive High, Get a DUI. 🚗*

## STEP

### 1 Download graphics.

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

**Alt Text:** Imagen de un auto congelado, luces de policía, y el mensaje: No dejes que un DUI congele tu futuro.

**Translation:** Image of a frozen car, police lights and the message: Don't let a DUI freeze your future.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

# Freeze 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

- Que te paren por manejar drogado arruinará tus fiestas. 🌲 Si te sientes diferente, manejas diferente. Maneja High, Recibe un DUI.

*Translation: Being pulled over for driving high will put your holiday plans on hold. 🌲 If You Feel Different, You Drive Different. Drive High, Get a DUI.*

- La policía puede detectar si manejas bajo los efectos de las drogas. No te arriesgues en esta temporada festiva. Si te sientes diferente, manejas diferente. Maneja High, Recibe un DUI. 🚓

*Translation: Law enforcement can tell if you're driving under the influence of drugs — don't risk it this holiday season. If You Feel Different, You Drive Different. Drive High, Get a DUI. 🚓*

- Manejar drogado implica un alto riesgo de que te paren. Quédate con las luces navideñas, no con las rojas y azules. 🚓 Si te sientes diferente, manejas diferente. Maneja High, Recibe un DUI.

*Translation: Driving high comes with a high risk of getting pulled over. Stick to holiday lights — not flashing red and blue ones. If You Feel Different, You Drive Different. Drive High, Get a DUI.*

- Disfruta las fiestas manteniéndote sobrio al volante. Si te sientes diferente, manejas diferente. Maneja High, Recibe un DUI. 🚓

*Translation: Stay festive by staying sober behind the wheel. 🌲 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 Winter Holiday Season Impaired Driving campaign, please contact Kil-Jae Hong at [kil-jae.hong@dot.gov](mailto:kil-jae.hong@dot.gov).

