



SOCIAL MEDIA PLAYBOOK

THANKSGIVING IMPAIRED DRIVING CAMPAIGNS: THANKSGIVING & THANKSGIVING EVE 2025

November 22–30, 2025



How to Use This Playbook

This document is a social media playbook for the 2025 Thanksgiving Impaired Driving campaign period. It includes specific content and assets, along with instructions, to address drivers and encourage them to not 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.

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Campaign Overview

Campaign Summary

Every Thanksgiving, Americans gather with their friends and family to embrace the holiday spirit of togetherness and reflect on their gratitude. Over the years, many adults have chosen different times throughout the Thanksgiving week to celebrate the holiday with different groups of people. Throughout these celebrations, many are choosing to consume alcohol or marijuana, both of which impair their ability to drive. The goal of the 2025 Thanksgiving Impaired Driving campaign is to encourage drivers to plan ahead for a safe and sober ride.

Objectives

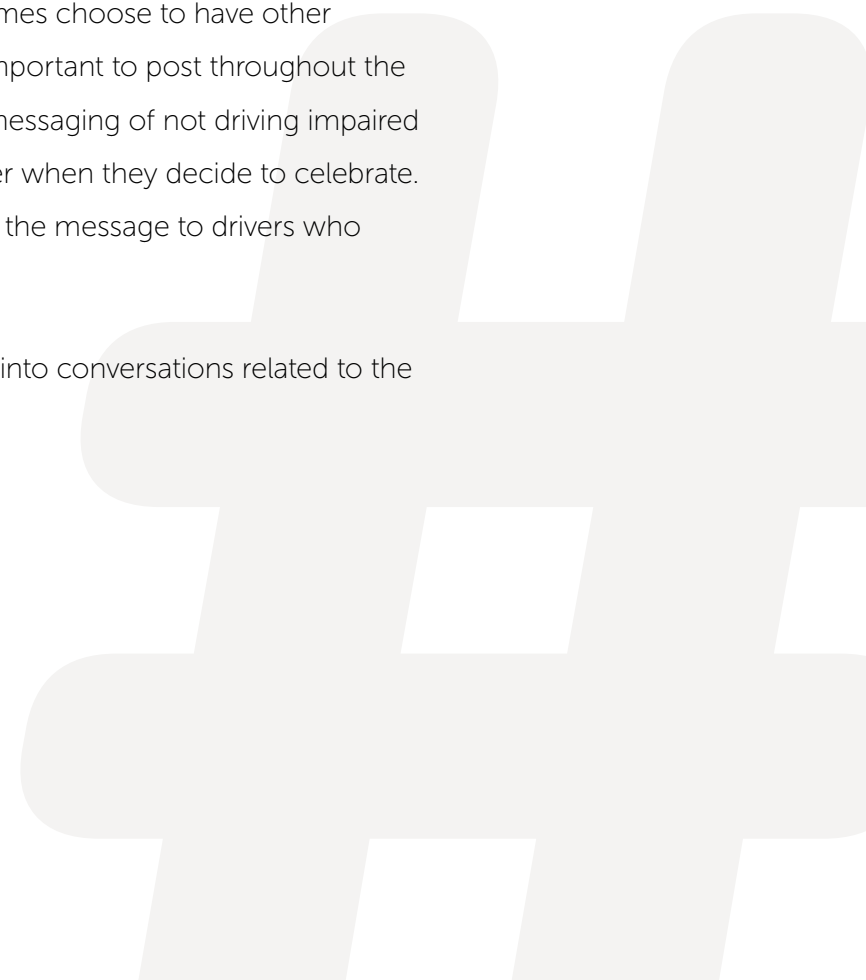
- Motivate drivers to not drive while impaired by alcohol or marijuana
- Encourage drivers to plan for a sober ride during Thanksgiving celebrations

Thanksgiving Impaired Posting Strategy

Since Thanksgiving is on a Thursday and people sometimes choose to have other celebrations in the days leading up to it, it is incredibly important to post throughout the week leading up to the holiday. This will help keep the messaging of not driving impaired by alcohol or drugs at the top of drivers' minds no matter when they decide to celebrate. Increasing posting on November 27 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 Thanksgiving Impaired Driving campaign:

- **#BuzzedDriving**
- **#ImpairedDriving**
- **#NoManejasTomado**
- **#NoManejasDrogado**

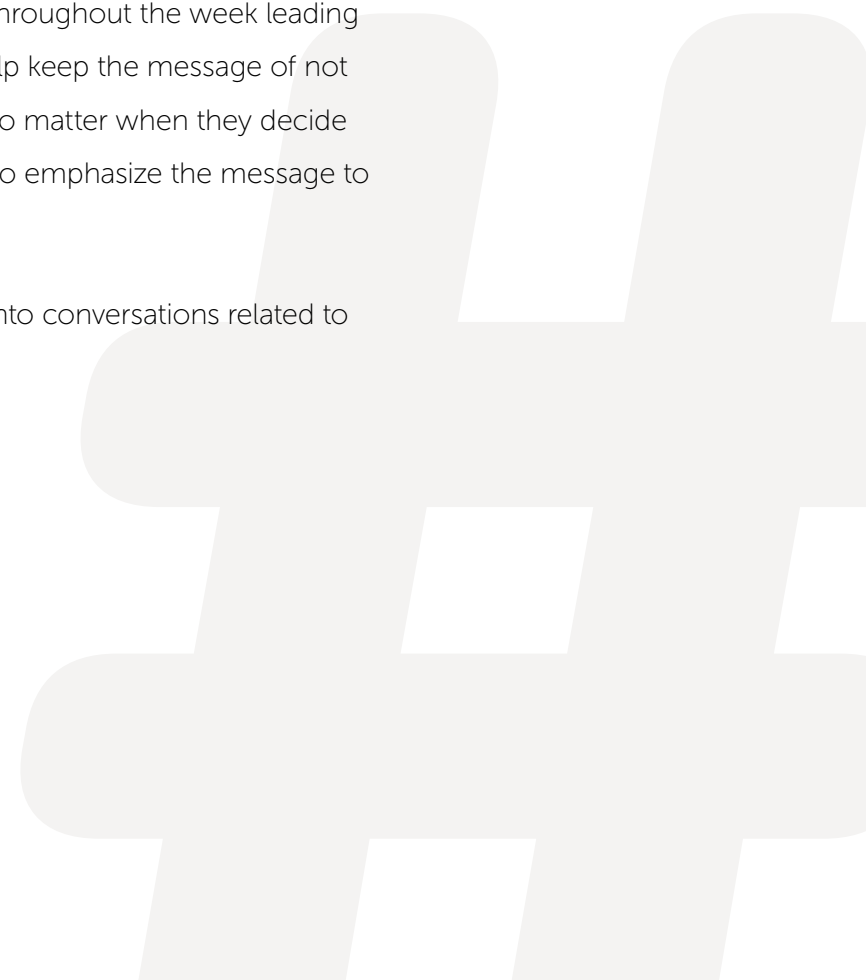


Thanksgiving Eve Impaired Posting Strategy

With Thanksgiving Eve falling on a Wednesday, posting throughout the week leading up to the celebration is incredibly important. This will help keep the message of not driving impaired by alcohol at the top of drivers' minds no matter when they decide to celebrate. Increasing posting on November 26 will also emphasize the message to drivers who choose to celebrate the day of.

Below is a relevant hashtag to use when posting to tap into conversations related to the 2025 Thanksgiving Eve Impaired Driving campaign:

- **#BuzzedDriving**



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:

- Calling a sober ride is as easy as pie. 🥧 Don't get behind the wheel if your Friendsgiving celebration includes alcohol, Baltimore. Buzzed Driving Is Drunk Driving.
- Planning to drink, Chicago? Plan for a sober ride so there's not an empty seat at the dinner table this Thanksgiving. 🤔 Buzzed Driving Is Drunk Driving.

Social Media Content

This section contains shareable social media content for the 2025 Thanksgiving Impaired Driving campaign periods. Provided on pages [\(16-22\)](#) 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 the Thanksgiving Impaired Driving campaign. Content for the Thanksgiving Eve Impaired Driving campaign is English-only.

Thanksgiving Impaired

English

- Cheers—p. [17](#)
- Stay Sharp—p. [18](#)

Spanish

- Up—p. [19](#)
- Leaf—p. [21](#)

Thanksgiving Eve

English

- Cost—p. [23](#)

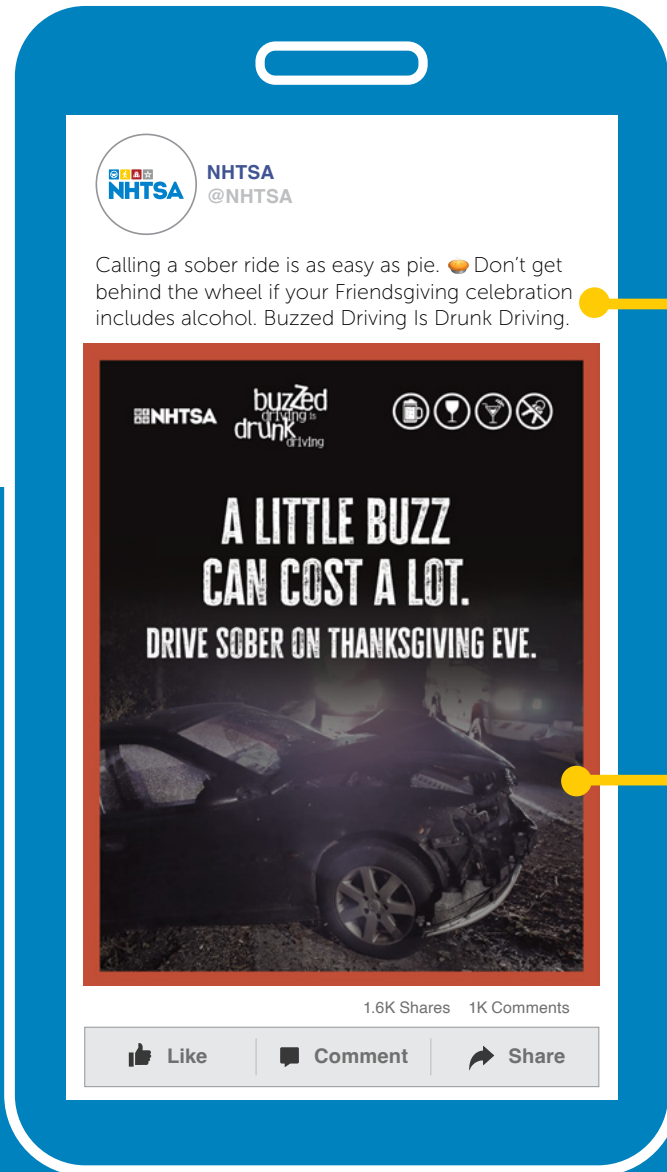
Thanksgiving Impaired Driving Social Post Example

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.



Thanksgiving Eve Impaired Driving 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.

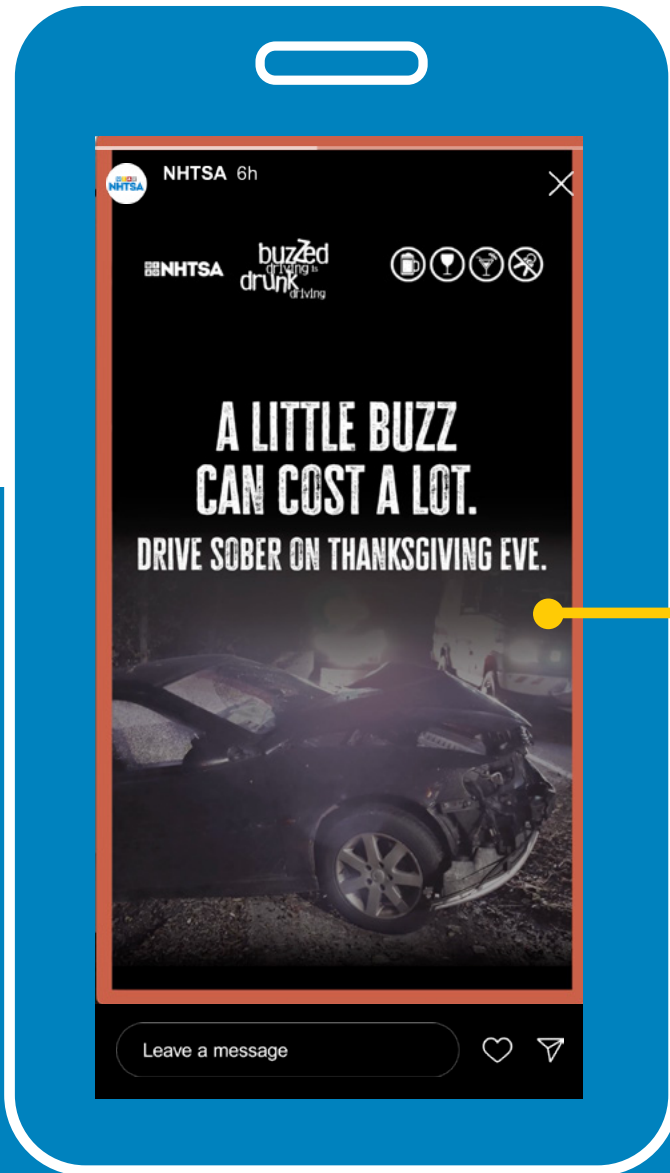


Thanksgiving Impaired Driving Social Story Example

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

1

Downloaded graphic from trafficsafetymarketing.gov.



Thanksgiving Eve Impaired Driving 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 group of friends drinking outside during the fall and a message encouraging sober driving.

Thanksgiving

STEP

1 Download graphics.

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

Alt Text: A group of friends drinking outside during the fall and a message encouraging sober driving.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

Cheers

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 drink? Plan for a sober ride so there's not an empty seat at the dinner table this Thanksgiving. 🍷 Buzzed Driving Is Drunk Driving.
- Show gratitude to the ones you love by making decisions with them in mind. 🍷 Don't get behind the wheel if you've been drinking this Thanksgiving. 🚫 Buzzed Driving Is Drunk Driving.
- Thanksgiving is a time to make warm, cozy memories. Let the good times flow by planning for a sober ride to and from celebrations. ❤️ Buzzed Driving Is Drunk Driving.
- If you choose to pair alcohol with your Thanksgiving dinner, also select a sober ride. 🍷🚗 Buzzed Driving Is Drunk Driving.
- It's better to be late for dinner than to never show up. Plan for a sober ride on Thanksgiving — your loved ones will be thankful that you did. 🙏 Buzzed Driving Is Drunk Driving.
- Sadly, lives are lost every Thanksgiving due to drunk driving. 🍷 Don't let a poor decision cost you your life or someone else's. 🚗 Buzzed Driving Is Drunk Driving.
- Pass the gravy. 🍷 Pass the pie. 🍷 Pass the keys to a designated driver if you're drinking this Thanksgiving. 🗝️ Buzzed Driving Is Drunk Driving.
- There are many great recipes to try this Thanksgiving, but drinking and driving is a recipe for disaster. 🍷🚗❤️ Plan ahead for a sober ride. Buzzed Driving Is Drunk Driving.

Stay Sharp

STEP

1 Download graphics.

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

Alt Text: A marijuana leaf surrounded by autumn foliage and a message discouraging drug-impaired driving.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

2025 Thanksgiving Impaired Driving Campaigns:
 Thanksgiving & Thanksgiving Eve Social Media Playbook

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

- Thanksgiving Pro Tip: Always make sure your food is edible, but don't drive if edibles are part of the food. 🌿🚫 If You Feel Different, You Drive Different.
- You won't be thankful for the consequences of driving high! Plan for a sober ride on Thanksgiving. 🚗📱 If You Feel Different, You Drive Different.
- Smoking turkey? 🍗✅ Smoking something else? 🌿 Don't get behind the wheel! ❌ If You Feel Different, You Drive Different.
- Always consider how your actions will affect the ones you love. Don't drive high on Thanksgiving. 🧑🏻 If You Feel Different, You Drive Different.
- When getting behind the wheel, quality time should be your only high this Thanksgiving. Schedule a sober ride to and from your holiday celebrations. ❤️ If You Feel Different, You Drive Different.
- Leave the leafy greens for your Thanksgiving sides, not for driving high. 🌿 Plan for a sober ride during holiday celebrations. 📱 If You Feel Different, You Drive Different.
- Pass the gravy. 🍷 Pass the pie. 🥧 Pass the keys to a designated driver if you're high. 🗝️ If You Feel Different, You Drive Different.

STEP

1 Download graphics.

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

Alt Text: Imagen de un brindis familiar en Thanksgiving y un mensaje de designar a un conductor sobrio.

Translation: An image of a Thanksgiving toast with family and a message to get a sober ride.



Sizes Available:



Social Posts
1080x1350

Social Stories
1080x1920

Up

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

- ¿Vas a tomar? Planea un viaje sobrio para que no falte nadie en la mesa este Thanksgiving. 🙄 Manejar Entonado es Manejar Borracho.

Translation: Planning to drink? Plan for a sober ride so there's not an empty seat at the dinner table this Thanksgiving. 🙄 Buzzed Driving Is Drunk Driving.

- Demuestra tu gratitud hacia tus seres queridos pensando en ellos cuando tomes decisiones. 🙄 No te pongas al volante si has estado tomando este Thanksgiving. 🚫 Manejar Entonado es Manejar Borracho.

Translation: Show gratitude to the ones you love by making decisions with them in mind. 🙄 Don't get behind the wheel if you've been drinking this Thanksgiving. 🚫 Buzzed Driving Is Drunk Driving.

- Thanksgiving es un momento para crear lindos recuerdos en familia. No lo arruines. Planifica un viaje sobrio de ida y vuelta. ❤️ Manejar Entonado es Manejar Borracho.

Translation: Thanksgiving is a time to create beautiful memories with your family. Don't ruin it. Plan a sober round trip. ❤️ Buzzed Driving Is Drunk Driving.

- Si vas a acompañar la cena de Thanksgiving con alcohol, también elige que te acompañe un conductor sobrio. 🍷🚗 Manejar Entonado es Manejar Borracho.

Translation: If you choose to pair alcohol with your Thanksgiving dinner, also select a sober ride. 🍷🚗 Buzzed Driving Is Drunk Driving.

- Es mejor llegar tarde a la cena que no llegar nunca. Planea con anticipación un viaje sobrio; tus seres queridos te lo agradecerán. 🙏 Manejar Entonado es Manejar Borracho.

Translation: It's better to be late for dinner than to never show up. Plan for a sober ride on Thanksgiving — your loved ones will be thankful that you did. 🙏 Buzzed Driving Is Drunk Driving.

STEP

1 Download graphics.

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

Alt Text: Imagen de un brindis familiar en Thanksgiving y un mensaje de designar a un conductor sobrio.

Translation: An image of a Thanksgiving toast with family and a message to get a sober ride.



Sizes Available:



Social Posts
1080x1350

Social Stories
1080x1920

2025 Thanksgiving Impaired Driving Campaigns:
Thanksgiving & Thanksgiving Eve Social Media Playbook

Up

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.)

- Tristemente cada Thanksgiving se pierden vidas por manejar bajo los efectos del alcohol. 😞 No dejes que una mala decisión te cueste la vida... o la de alguien más. 🚗 Manejar Entonado es Manejar Borracho.
Translation: Sadly, lives are lost every Thanksgiving due to drunk driving. 😞 Don't let a poor decision cost you your life or someone else's. 🚗 Buzzed Driving Is Drunk Driving.
- Pasa el gravy. 🍷 Pasa el pastel. 🥧 Pasa las llaves a un conductor designado si vas a tomar este Thanksgiving. 🗝️ Manejar Entonado es Manejar Borracho.
Translation: Pass the gravy. 🍷 Pass the pie. 🥧 Pass the keys to a designated driver if you're drinking this Thanksgiving. 🗝️ Buzzed Driving Is Drunk Driving.
- Hay muchas recetas deliciosas para disfrutar este Thanksgiving, pero beber y manejar es una receta para el desastre. 🍷🚗❤️ Planea con anticipación un viaje sobrio. Manejar Entonado es Manejar Borracho.
Translation: There are many great recipes to try this Thanksgiving, but drinking and driving is a recipe for disaster. 🍷🚗❤️ Plan ahead for a sober ride. Buzzed Driving Is Drunk Driving.

STEP

1 Download graphics.

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

Alt Text: Imagen de un hoja de marihuana con hojas secas y mensaje de no manejar high porque puede acabar mal.

Translation: An image of a marijuana leaf with dry leaves and a message that driving high can end badly.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

2025 Thanksgiving Impaired Driving Campaigns:
Thanksgiving & Thanksgiving Eve Social Media Playbook

Leaf

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

- Consejo para Thanksgiving: Si lo que comes te hace sentir diferente, ¡no manejes! 🍃🚫 Si te Sientes Diferente, Manejas Diferente.
Translation: Thanksgiving tip: Make sure your food is safe to eat... but if it makes you feel different, don't drive! 🍃🚫 If You Feel Different, You Drive Different.
- Las consecuencias de manejar bajo los efectos del alcohol o de las drogas no son un motivo para dar gracias. Planea un viaje sobrio este Thanksgiving. 🚗📱 Si te Sientes Diferente, Manejas Diferente.
Translation: The consequences of driving under the influence aren't something to be thankful for. Plan a sober ride this Thanksgiving. 🚗📱 If You Feel Different, You Drive Different.
- ¿Pavo ahumado? 🍗 Claro que sí. ¿Estás bajo los efectos de la marihuana? 🍃 Mejor no manejes. ❌ Si te Sientes Diferente, Manejas Diferente.
Translation: Smoked turkey? 🍗 Yes, please. Are you under the influence of marijuana? 🍃 Better not drive. ❌ If You Feel Different, You Drive Different.
- Siempre piensa en cómo tus decisiones afectan a quienes amas. Este Thanksgiving, no manejes high. 🧡 Si te Sientes Diferente, Manejas Diferente.
Translation: Always consider how your actions will affect the ones you love. Don't drive high on Thanksgiving. 🧡 If You Feel Different, You Drive Different.
- Cuando vayas a manejar, que tu único high sea el tiempo de calidad con tus seres queridos. Planea un viaje sobrio para ir y volver de las celebraciones. 🧡 Si te Sientes Diferente, Manejas Diferente.
Translation: When getting behind the wheel, quality time should be your only high this Thanksgiving. Schedule a sober ride to and from your holiday celebrations. 🧡 If You Feel Different, You Drive Different.

STEP

1 Download graphics.

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

Alt Text: Imagen de un hoja de marihuana con hojas secas y mensaje de no manejar high porque puede acabar mal.

Translation: An image of a marijuana leaf with dry leaves and a message that driving high can end badly.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

2025 Thanksgiving Impaired Driving Campaigns:
Thanksgiving & Thanksgiving Eve Social Media Playbook

Leaf

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

- Deja las hojas verdes para los acompañamientos del Thanksgiving, no para manejar bajo sus efectos. 🌿 Planea con anticipación un viaje sobrio durante las celebraciones. 📱 Si te Sientes Diferente, Manejas Diferente.

Translation: Leave the leafy greens for your Thanksgiving sides, not for driving high. 🌿 Plan for a sober ride during holiday celebrations. 📱 If You Feel Different, You Drive Different.

- Pasa el gravy. 🍷 Pasa el pastel. 🗝️ Pasa las llaves a un conductor designado si estás bajo los efectos de la marihuana. 🗝️ Si te Sientes Diferente, Manejas Diferente.

Translation: Pass the gravy. 🍷 Pass the pie. 🗝️ Pass the keys to a designated driver if you're under the influence of marijuana. 🗝️ If You Feel Different, You Drive Different.

Thanksgiving Eve

STEP

1 Download graphics.

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

Alt Text: A wrecked car on the side of the road with ambulance lights glaring and message to drive sober.



Sizes Available:



Social Posts

1080x1350

Social Stories

1080x1920

Cost

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

- Calling a sober ride is as easy as pie. 🥧 Don't get behind the wheel if your Friendsgiving celebration includes alcohol. Buzzed Driving Is Drunk Driving.
 - Getting to your destination safely is always something to be thankful for. Plan ahead for a sober ride home if you're celebrating with loved ones this Thanksgiving Eve. ❤️ Buzzed Driving Is Drunk Driving.
 - If you're planning to have Thanksgiving Eve drinks at your favorite hometown watering hole, don't forget the most important part: scheduling a sober ride home. 🍷 Buzzed Driving Is Drunk Driving.
 - Getting together with friends in your hometown this Thanksgiving Eve? 🍷 Pair your plans with a sober ride home. 🚗 Buzzed Driving Is Drunk Driving.
 - Thanksgiving Eve plans:
 - ♥️ Making new memories
 - 🍷 Having drinks with old friends
 - ✅ Scheduling a safe, sober ride home
- Buzzed Driving Is Drunk Driving.
- Friendsgiving is a time to make memories with your pals — but drinking and driving could turn them sour. 😞 Plan ahead for a sober ride on Thanksgiving Eve. Buzzed Driving Is Drunk Driving.
 - Make the safe choice. ✅ Plan for a sober ride on Thanksgiving Eve so you can make it home to those who matter most. Buzzed Driving Is Drunk Driving.
 - Tomorrow's the big day! Don't let your pregame celebrations interfere with your family festivities. 🍷😞 Plan ahead for a sober ride on Thanksgiving Eve. Buzzed Driving Is Drunk Driving.

NHTSA Contact

If you have questions about the 2025 Thanksgiving Impaired Driving campaigns, please contact Kil-Jae Hong at kil-jae.hong@dot.gov.

