**SOCIAL NORMING Social Media**

**SAMPLE**

**Twitter:**

While enjoying the holiday festivities this Fourth of July, remember: #BuzzedDriving Is Drunk Driving.

In 2015, an average of 1 person was killed in a drunk-driving crash every 51 minutes. #BuzzedDriving

During 4th of July 2015, 146 people died in crashes involving at least 1 driver or motorcycle operator with a BAC of .08 g/dL or higher.

As you prepare to party this #IndependenceDay, plan ahead: Designate a sober driver to help you get home safe.

46% of 18- to 34-year-old drivers killed in vehicle crashes during the 2015 July Fourth period were alcohol-impaired (BAC of .08 or higher).

Driving drunk can kill you or your loved ones. This #IndependenceDay, remember: #BuzzedDriving Is Drunk Driving.

Between July 4, 2011-2015, there were 751 people killed in crashes involving drivers who had BACs of .08 or higher.

Stay safe this #IndependenceDay! If you plan to drink alcohol, make sure you plan a safe ride home! Remember: #BuzzedDriving Is Drunk Driving!

Nighttime driving can be dangerous: During July 4th 2015 period, drunk-driving-related fatalities were three times higher at night.

**Facebook:**

Fourth of July is a time to celebrate our Nation’s birthday alongside our loved ones. As you head out to picnics and parties, remember: *Buzzed Driving Is Drunk Driving*.

In 2015, an average of one person was killed in a drunk-driving crash every 51 minutes. This Fourth of July, do yourself and your friends a favor and plan a responsible ride home.

During the July 4, 2015, holiday period, 146 people were killed in crashes involving at least one driver or motorcycle operator with a BAC of .08 or higher. Even if you’ve had just one drink, remember: *Buzzed Driving Is Drunk Driving.*

Before you head out to that Independence Day party, make sure you already know how you’ll get back home safely. Remember: *Buzzed Driving Is Drunk Driving.*

Fourth of July can be a deadly time on America’s roads. During the July 4, 2015, holiday period, 46% of 18- to 34-year-old drivers killed in vehicle crashes were alcohol-impaired (BAC of .08 or higher).

If you’re heading out to Fourth of July festivities, make sure you plan a safe ride home. Download NHTSA’s SaferRide mobile app available on Google Play for Android devices: (<https://play.google.com/store/apps/details?id=com.nhtsa.SaferRide&hl=en>), and Apple’s ITunes Store for IOS devices: (<https://itunes.apple.com/us/app/saferride/id950774008?mt=8>). SaferRide allows users to call a taxi or a predetermined friend, and identifies the user’s location so he or she can be picked up.

Driving drunk can kill you or your loved ones. This Independence Day, remember: Buzzed Driving Is Drunk Driving.

Between the July 4, 2011-2015 holiday periods, there were 751 people killed in crashes involving drivers who had BACs of .08 or higher. This number is an outrage. Remember: *Buzzed Driving Is Drunk Driving.*

Stay safe this Independence Day! If you plan to drink alcohol, take the time to plan a safe ride home—before you ever go to the party. Even one drink can be one too many.

Nighttime driving can be dangerous, too. During the July 4, 2015, holiday period, drunk-driving-related fatalities were three times higher at night than during the day.

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