

**Halloween Campaign**  **Sample Social Media Posts**

Make sure to personalize your posts using photos, banners, and other material from NHTSA’s [TrafficSafetyMarketing.gov](http://www.trafficsafetymarketing.gov/).

**Facebook**

1. If you drink and drive this Halloween, plan on a zombie costume. Because Buzzed Driving Is Drunk Driving, and drunk driving most often kills the drunk driver.

-------

1. Don’t trick yourself this Halloween. Buzzed Driving is Drunk Driving. The treat is getting home safely from the Halloween party without getting behind the wheel.   
   -------
2. Knock knock.

Who’s there?

Boo.

Boo who?

You’ll be crying ‘boo hoo’ if you drive drunk. Remember: Buzzed Driving Is Drunk Driving.

--------

1. On Halloween night 2013, 40 percent of all motor vehicle deaths involved drunk driving. If you can plan a costume you can plan a sober ride home. Buzzed Driving Is Drunk Driving.

-------

1. In 2013, 29 people died on Halloween night alone due to drunk driving. You can dress up like Jack the Ripper for Halloween but don’t be a real killer. Never drink and drive. Remember: Buzzed Driving Is Drunk Driving.

--------

**Twitter**

1. Halloween party? Check. Costume? Check. Sober ride home? You’d better check. Before the party starts. #BuzzedDriving is #DrunkDriving.
2. Designate a sober driver this #Halloween so you don’t end up in the graveyard with the ghosts and ghouls. #BuzzedDriving is #DrunkDriving
3. A scary #Halloween tale: a total of 119 drunk driving deaths occurred on Halloween night from 2009-2013. #BuzzedDriving is #DrunkDriving
4. Don’t trust your ability to drive after drinking alcohol. #BuzzedDriving is #DrunkDriving
5. Before you even plan your costume, plan your sober ride home from the Halloween party. #BuzzedDriving is #DrunkDriving

11682h-081915-v2