

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

**Twitter**

1. Before you head out with the goblins and ghouls, plan your sober ride home from the #Halloween party. #BuzzedDriving is Drunk Driving.
2. A scary #Halloween tale: a total of 172 drunk-driving fatalities occurred on #Halloween night from 2011-2015. #BuzzedDriving is Drunk Driving.
3. In every state, it’s illegal to drink and drive with a BAC over .08. Stay safe this #Halloween. #BuzzedDriving is Drunk Driving.
4. 21-to-34-year-olds accounted for 64% of drunk-driving-related crashes during #Halloween night in 2015. #BuzzedDriving is Drunk Driving.
5. Let #Halloween night be about making memories, not nightmares. Always drive sober. #BuzzedDriving is Drunk Driving.

**Facebook**

1. Halloween costume? Check. Party plans? Check. Sober driver? You better check. Stay safe this Halloween and remember—Buzzed Driving is Drunk Driving.
2. In 2015, 55 people died on Halloween night as a result of drunk driving. Leave the murders for the spooky Halloween movies: Never drink and drive. Buzzed Driving Is Drunk Driving.
3. Drunk driving is no #Halloween trick. Treat yourself right—find a designated driver to help you get home safe. It’s the law. Buzzed Driving is Drunk Driving.
4. Casper may be a friendly ghost, but he can’t drive you home safely. Designate a sober driver this #Halloween so you don’t end up in the graveyard. Buzzed Driving is Drunk Driving.
5. Hosting a monster bash this #Halloween? Offer plenty of snacks and non-alcoholic beverages for your designated drivers. They’ll thank you! Buzzed Driving is Drunk Driving.

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