Labor Day 2018 Social Media Messaging – Media Partners

**NHTSA Drive Sober or Get Pulled Over Social Media Messages**

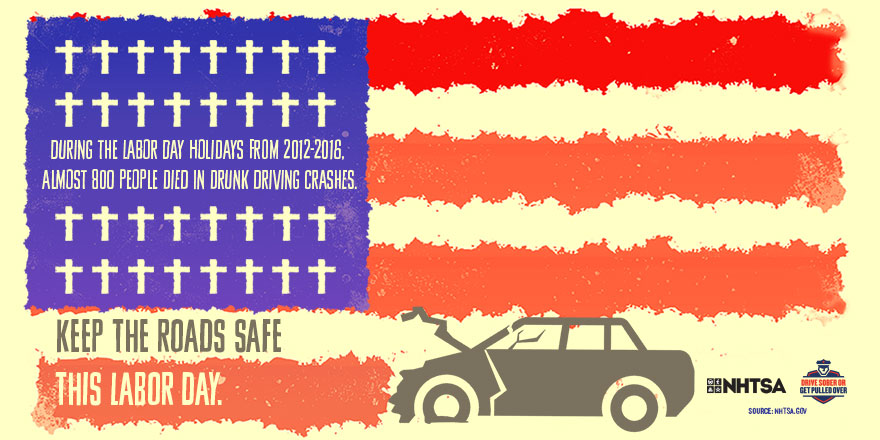
**Download the static infographics from the** [**Drive Sober or Get Pulled Over Traffic Safety Marketing page**](https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/drive-sober-or-get-pulled-over-peak-enforcement-kit/national) **to include in these posts and tweets.**

**Instructions and descriptions are in red and should not be posted.**

# Twitter

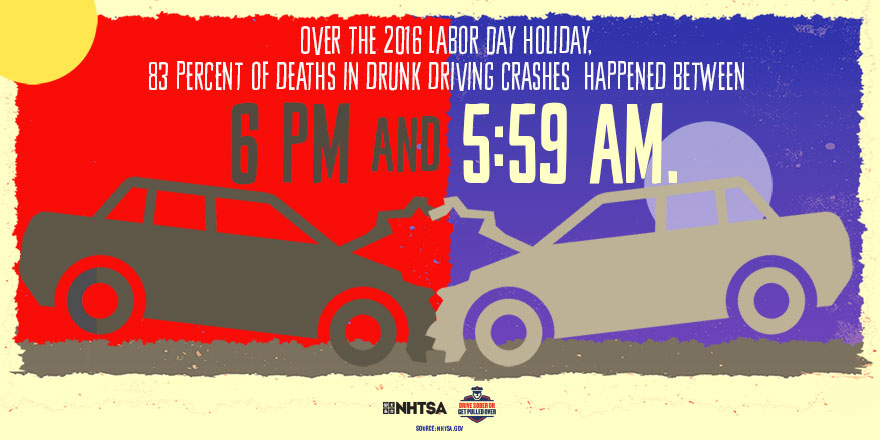
*Infographics*

Keep the roads safe this Labor Day. During the Labor Day Holidays from 2012-2016, almost 800 people died in #drunkdriving crashes. #drivesober <http://ow.ly/y0QY30kebIf> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 1\_880x440\_V1\_STATIC.jpg)



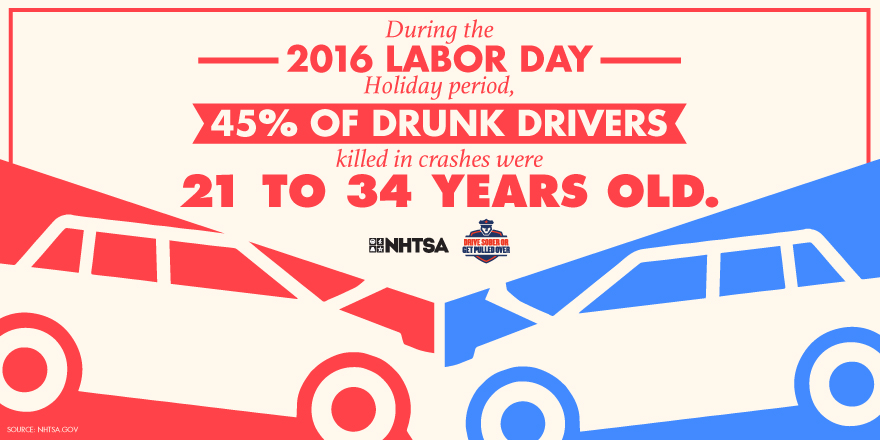
Don’t make the end of summer the end of everything. #Drunkdriving kills. #Drivesober this Labor Day and every day of the year. <http://ow.ly/9aBL30kebKN> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 1\_880x440\_V1\_STATIC.jpg)

Over the 2016 Labor Day holiday, 83% of deaths in #drunkdriving crashes happened between 6 PM and 5:59 AM. #drivesober <http://ow.ly/GdI230kebLY> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 2\_880x440\_V1\_STATIC.jpg)



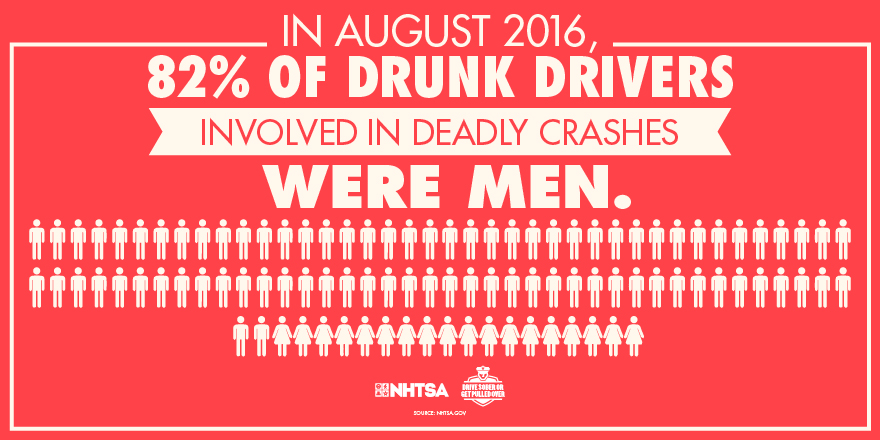
If you’re driving at night this Labor Day, #drivesober so you can live to see the next day. #drunkdriving <http://ow.ly/98AV30kebML> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 2\_880x440\_V1\_STATIC.jpg)

During the 2016 Labor Day Holiday period, 45% of drunk drivers killed in crashes were 21 to 34 years old. #drunkdriving #drivesober <http://ow.ly/g5Wc30kec69> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 4\_880x440\_V2\_STATIC.jpg)



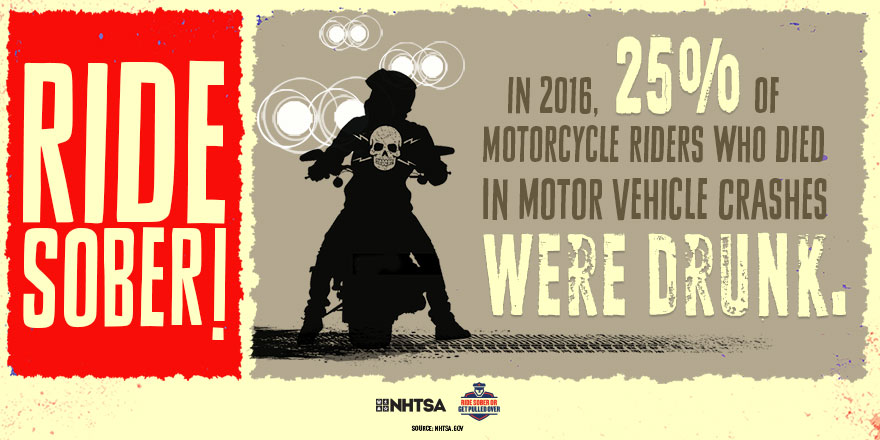
Whether you’re Gen Z or Gen Y, keep your drive sober every time you get behind the wheel. And make sure your friends do, too. #drunkdriving #drivesober <http://ow.ly/fCOo30kec7O> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 4\_880x440\_V2\_STATIC.jpg)

In August 2016, 82% of drunk drivers involved in deadly crashes were men. No one wants to be part of that stat, so #drivesober. #drunkdriving <http://ow.ly/x2xx30kec9d> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 5\_880x440\_V1-01\_STATIC.jpg)



Hey guys, we want you to turn this stat on its head. That means driving sober and getting the guys you know to #drivesober, too. #drunkdriving <http://ow.ly/BMWw30kecaw> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 5\_880x440\_V1-01\_STATIC.jpg)

#RideSober! In 2016, 25% of motorcycle riders who died in motor vehicle crashes were drunk. #drivesober <http://ow.ly/kRzZ30kecby> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 3\_880x440\_V1\_STATIC.jpg)



Keep your ride smooth and safe this Labor Day and every day of the year. #ridesober #drivesober <http://ow.ly/x2xx30kec9d> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 3\_880x440\_V1\_STATIC.jpg)

*No Big Deal*

You know that #drunkdriving is dangerous, and you know the risks. Don’t be the reason someone’s life ends. #DriveSober or Get Pulled Over. #nobigdeal <http://ow.ly/zB8p30kecRg>

Think #drunkdriving is #nobigdeal? You couldn’t be more wrong. #DriveSober or Get Pulled Over <http://ow.ly/QH5Z30kecSm>

This crash scene could be yours. Avoid this fate by driving sober. #DriveSober or Get Pulled Over #drunkdriving #nobigdeal <http://ow.ly/w96G30kecTl>

You were wrong when you said it was #nobigdeal to drink and drive. Always #drivesober. #drunkdriving <http://ow.ly/O1R030kecUK>

Don’t end someone’s life because you decided driving after drinking was “no big deal.” A real consequence of #drunkdriving is killing someone. #drivesober #nobigdeal <http://ow.ly/MkNu30kecVU>

You know the consequences of #drunkdriving. They can happen to anyone, including you. So #drivesober, every day of the year. #nobigdeal <http://ow.ly/gHV330kecX4>

If you think #drunkdriving is #nobigdeal, then your Labor Day could end up like this. #DriveSober or Get Pulled Over <http://ow.ly/AJNF30kecYu>

You knew the consequences of drinking and driving. You were wrong when you thought they didn’t apply to you. #DriveSober #drunkdriving #nobigdeal <http://ow.ly/nsWF30kecZW>

*No Big Deal 360*

See the 360 experience that puts you at the scene of the crash. <http://ow.ly/q11Z30ked1U>

This 360 experience brings a crash scene to life. <http://ow.ly/A8fZ30kedsO>

Ever wondered what a crash scene looks like from a first responder’s view? Get the 360 experience: <http://ow.ly/qcmy30kedu1>

This haunting 360 experience brings to life a horrible crash scene. See it for yourself. <http://ow.ly/lrhH30kedvl>

See the 360 experience that brings to life a crash scene. <http://ow.ly/MfUn30kedwQ>

Immerse yourself in a 360 experience like no other. Step into a crash scene from a first responder’s POV. <http://ow.ly/rih130kedxS>

*Last Call 360*

Experience #LastCall360 and see where the night takes you. <http://ow.ly/oRSc30kedGJ>

Two paths, one night. Which one will you take? See the #LastCall360 experience now. <http://ow.ly/Bo9L30kedHY>

Which path will you take? You get to decide: experience the interactive #LastCall360 now! <http://ow.ly/3jZI30kedJw>

Experience the immersive #LastCall360 for yourself. <http://ow.ly/70sP30kedTv>

*Motorcycle in the Mirror*

You’re not you when you drink. Always #ridesober. <http://ow.ly/gDD230kX2xn>

Park the bike and get a sober ride home when you’ve been drinking. #ridesober <http://ow.ly/5rbm30kX2xA>

Don’t trust yourself when you drink. #Ridesober. <http://ow.ly/LWqd30kX2xL>

*Safer Ride App*

Don’t ruin your Labor Day. Get a sober ride home with @NHTSAgov’s free SaferRide app! #drivesober <http://ow.ly/1ezt30kwg7L>

Have you downloaded @NHTSAgov’s free SaferRide app? They’ll help you find a sober ride home, every time. #drivesober <http://ow.ly/Ubct30kwg8p>

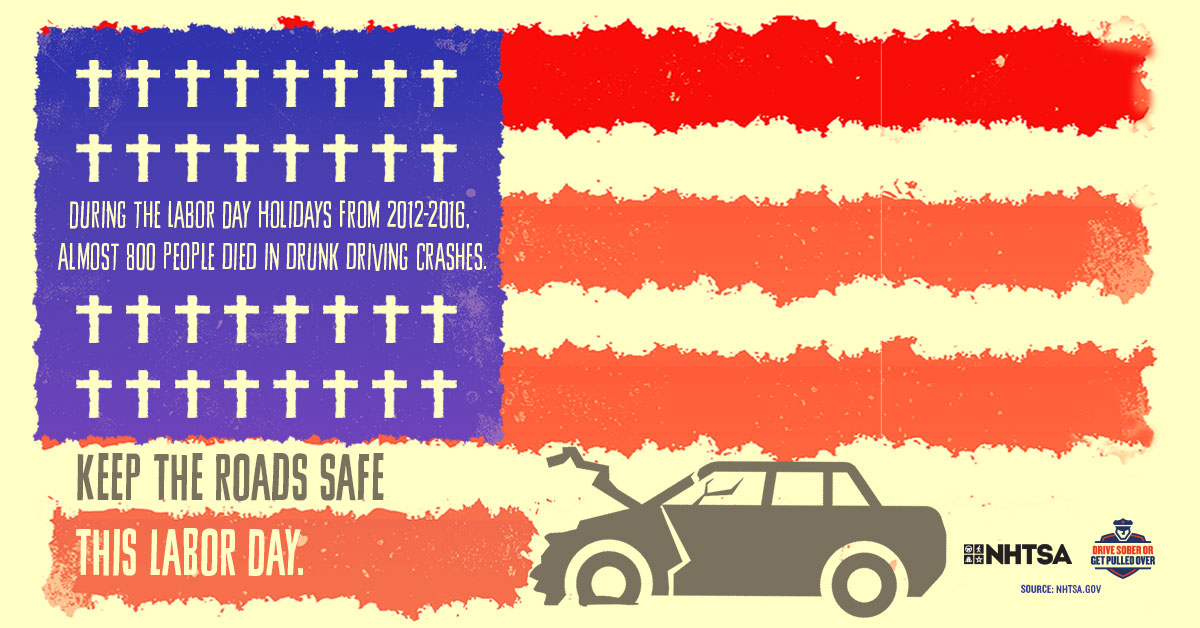
After a night of drinking, live to see the next morning: download @NHTSAgov’s free SaferRide app to find a safe and sober ride home. #drivesober <http://ow.ly/6lRC30kwg8W>

When the Labor Day party’s over, get a safe and sober ride home with @NHTSAgov’s free SaferRide app. #drivesober <http://ow.ly/Xu4f30kwgcI>

# Facebook

*Infographics*

Did you know? During the Labor Day Holidays from 2012-2016, almost 800 people died in drunk driving crashes. Drive Sober or Get Pulled Over. <http://ow.ly/mgQW30kee0Q> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 1\_1200x628\_V1.jpg)



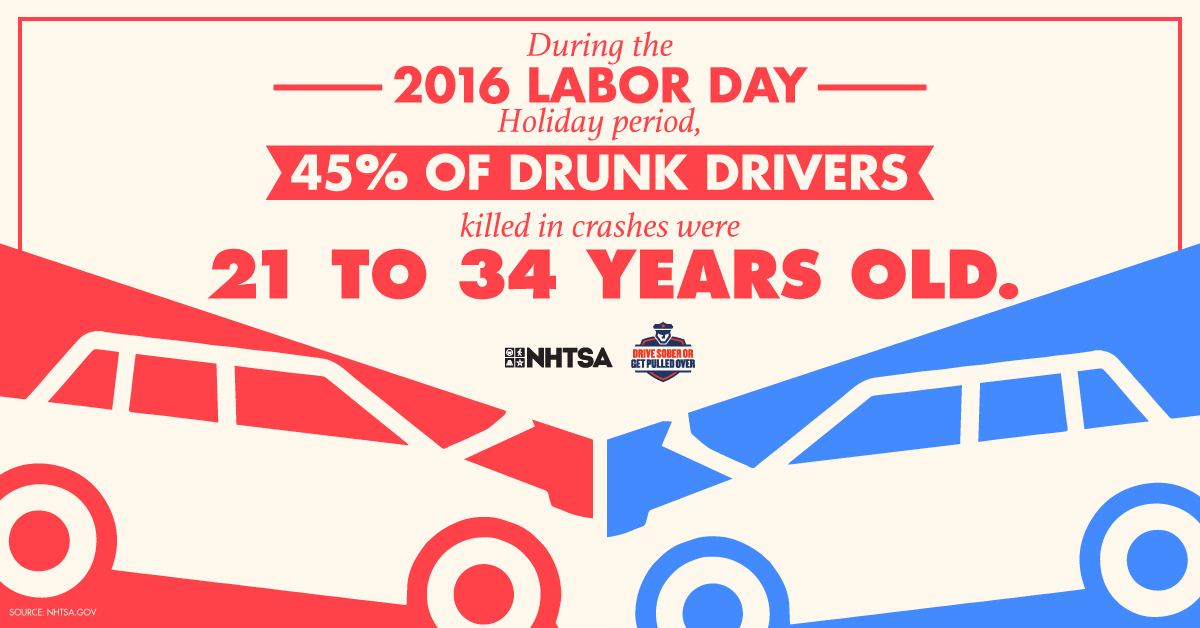
Drunk driving kills, especially over the Labor Day holiday. Drive Sober this Labor Day and every day of the year. <http://ow.ly/W9ic30kee2p> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 1\_1200x628\_V1.jpg)

Let’s keep the night safe for everyone. Over the 2016 Labor Day holiday, 83% of deaths in drunk driving crashes happened between 6 PM and 5:59 AM. <http://ow.ly/UtM530kee3C> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 2\_1200x628\_V1.jpg)



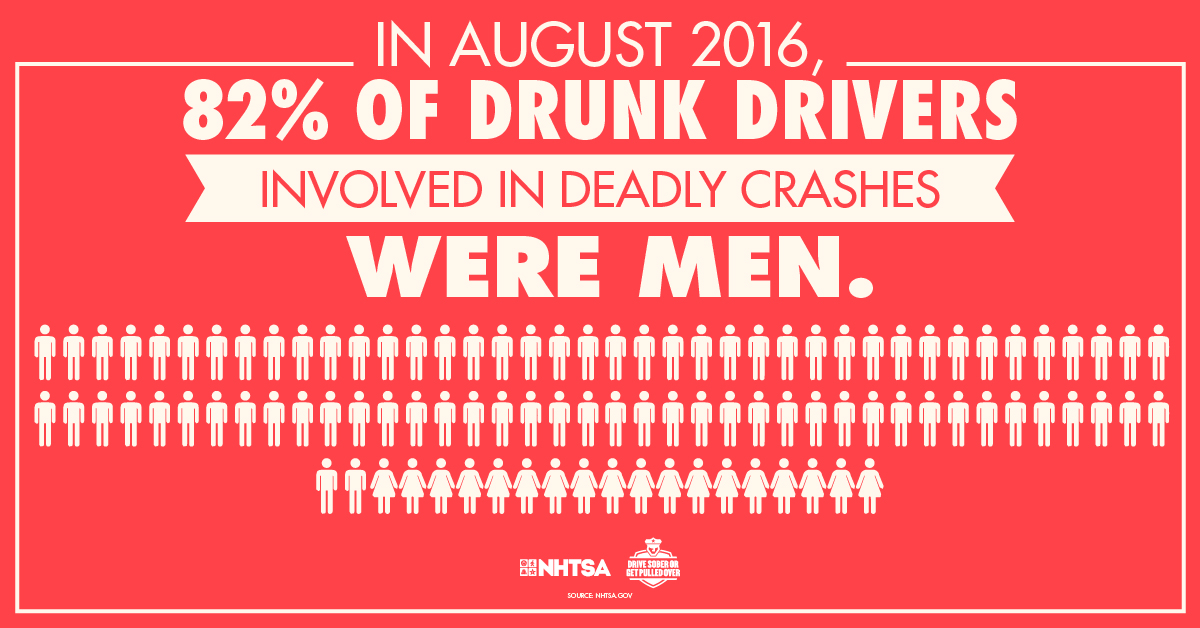
Don’t make this night the last night of your life. Drive Sober every night and day. <http://ow.ly/Zh0S30kee52> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 2\_1200x628\_V1.jpg)

During the 2016 Labor Day Holiday period, 45% of drunk drivers killed in crashes were 21 to 34 years old. Keep the Labor Day holiday safe and sober. <http://ow.ly/hGvR30kee6p> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 4\_1200x628\_V2.jpg)



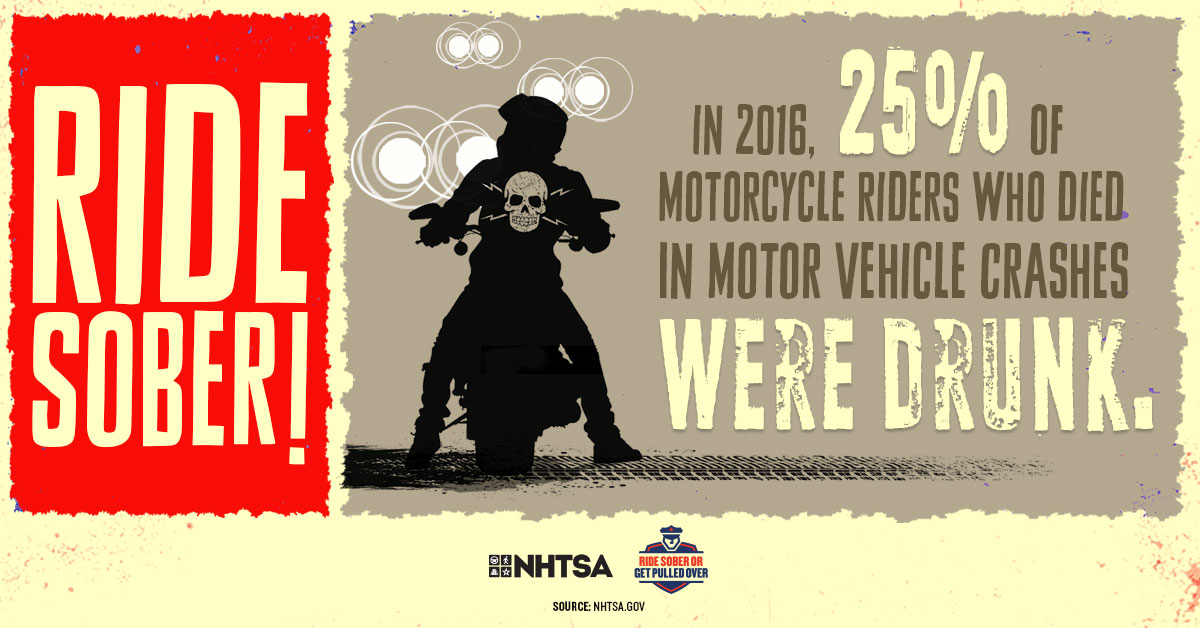
Gen Z or Gen Y… It doesn’t matter what Gen you are. Drunk driving doesn’t look good on anyone. Drive Sober or Get Pulled Over. <http://ow.ly/HMow30kee7E> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 4\_1200x628\_V2.jpg)

In August 2016, 82% of drunk drivers involved in deadly crashes were men. No guy wants to be a part of that stat, so Drive Sober. <http://ow.ly/Xykt30kee8B> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 5\_1200x628\_V1-01.jpg)



Hey guys: it’s not worth your life. Hand the keys to a sober friend so you and everyone else can get home alive. <http://ow.ly/8xpL30keeau> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 5\_1200x628\_V1-01.jpg)

Ride Sober! In 2016, 25% of motorcycle riders who died in motor vehicle crashes were drunk. <http://ow.ly/Lzp630keebU> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 3\_1200x628\_V1.jpg)



Don’t ruin your ride with a drink. Ride sober and keep the roads safe for everyone. <http://ow.ly/31JD30keed2> (Insert NT14-65391 Drive Sober Infographics\_LaborDay 3\_1200x628\_V1.jpg)

*No Big Deal*

You knew the risks. You know that drunk driving is dangerous. Drive Sober every time you’re behind the wheel. <http://ow.ly/AOOJ30keeef>

You know that drunk driving is wrong, and you know it takes lives every day. So why do it? Drive Sober. <http://ow.ly/2nhg30kefhd>

If you say it’s “no big deal” to drive after drinking, then expect your future to look like this. Drive Sober. <http://ow.ly/zbYM30kefiQ>

Don’t be the reason someone doesn’t go home this Labor Day. Drunk driving is a big deal, so Drive Sober. <http://ow.ly/YZXt30kefkl>

You know the consequences of drunk driving. You know it’s a big deal. So make sure you drive sober. <http://ow.ly/owf230keflp>

Don’t say it’s “no big deal” to drive after drinking. It’s just not worth it. Drive Sober. <http://ow.ly/AvT430kefmN>

There are real consequences to drinking and driving, and they include death. Drunk driving is a big deal: Drive Sober. <http://ow.ly/cwN030kefoa>

You knew the consequences of drinking and driving. You were wrong when you thought they didn’t apply to you. Drive Sober. <http://ow.ly/iIYP30kefpd>

Don’t be a part of a crash like this. Drive Sober and you won’t be responsible for taking someone’s life. <http://ow.ly/Eh5M30kefqu>

*No Big Deal 360*

Try the 360 experience that puts you at the scene of a crash. See it here: <http://ow.ly/wl7e30kefrL>

Get immersed in a new 360 experience that brings to life a deadly crash. <http://ow.ly/7hgA30kefv7>

Immerse yourself in the hauntingly real 360 experience that puts you in a deadly crash. <http://ow.ly/FkMM30kefwa>

Ever wondered what a crash looks like for a first responder? See it for yourself in 360. <http://ow.ly/oFMt30kefxC>

Experience a crash from a first responder’s point of view in full 360. <http://ow.ly/HXUw30kefz3>

*Last Call 360*

If you haven’t seen Last Call 360 yet, what are you waiting for? See where the night will take you. <http://ow.ly/u9J930kefHc>

One night, two paths, and it’s all up to you what happens next. Experience Last Call 360 now!

<http://ow.ly/9jOo30kefJc>

See the interactive experience like no other – try Last Call 360 and see where the night takes you. <http://ow.ly/40ke30kefK5>

Have you experienced Last Call 360 yet? <http://ow.ly/u9J930kefHc>

*Motorcycle in the Mirror*

You’re not you when you drink. Park the bike and always ride sober. <http://ow.ly/ejjT30kX2yj>

Park the bike and get a sober ride home – don’t ride and drink. Ride Sober this Labor Day and every day. <http://ow.ly/4l8Z30kX2yC>

Don’t trust yourself when you drink. Ride Sober. <http://ow.ly/2I2o30kX2yQ>

*Safer Ride App*

Don’t ruin your Labor Day or someone else’s. Get a sober ride home with NHTSA’s free SaferRide app! <http://ow.ly/zssw30kwghC>

Have you downloaded NHTSA’s free SaferRide app? You’ll get a sober ride home every time, so download today! <http://ow.ly/uPgs30kwgir>

Don’t ruin your night with drunk driving. Download NHTSA’s free SaferRide app to find a safe and sober ride home. <http://ow.ly/OhCB30kwgki>

When the Labor Day party’s over, get a safe and sober ride home with NHTSA’s free SaferRide app. <http://ow.ly/rb2F30kwgm2>

# Instagram

***(Note: Links cannot be shared in Instagram posts. If utilizing the links provided below, place the link in your bio and direct followers there with “Link in bio/profile” comment.)***

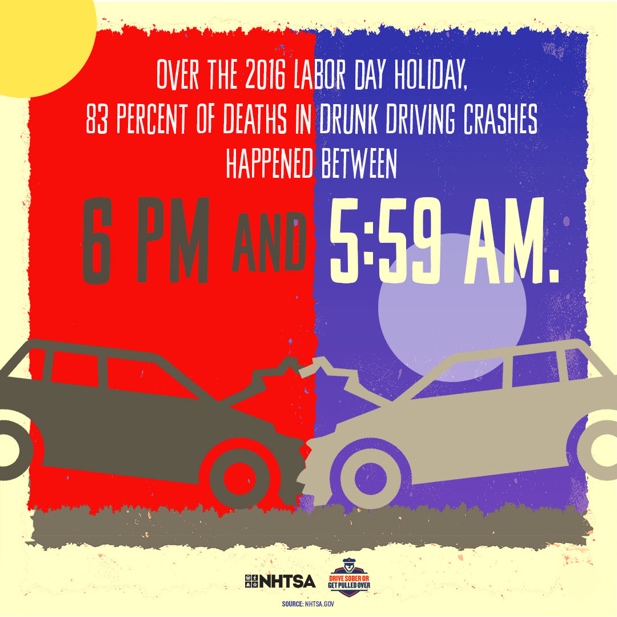
*Infographics*

Use this link:<http://ow.ly/suXT30kefLZ>

Don’t make the end of summer the end of everything. Keep the roads safe this Labor Day. During the Labor Day Holidays from 2012-2016, almost 800 people died in #drunkdriving crashes. #drivesober Insert NT14-65391 Drive Sober Infographics\_LaborDay 1\_1080x1080\_V1.jpg)



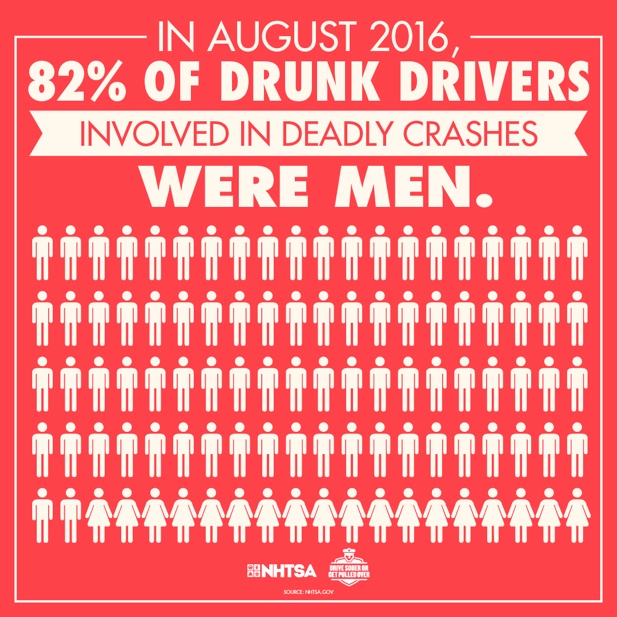
Over the 2016 Labor Day holiday, 83% of deaths in #drunkdriving crashes happened between 6 PM and 5:59 AM. If you’re driving at night this Labor Day, #drivesober so you can live to see the next day. (Insert NT14-65391 Drive Sober Infographics\_LaborDay 2\_1080x1080\_V1.jpg)



Whether you’re Gen Z or Gen Y, keep your drive sober every time you get behind the wheel. During the 2016 Labor Day Holiday period, 45% of drunk drivers killed in crashes were 21 to 34 years old. #drunkdriving #drivesober (Insert NT14-65391 Drive Sober Infographics\_LaborDay 4\_1080x1080\_V2.jpg)



In August 2016, 82% of drunk drivers involved in deadly crashes were men. No one wants to be part of that stat, so #drivesober. #drunkdriving (Insert NT14-65391 Drive Sober Infographics\_LaborDay 5\_1080x1080\_V1-01.jpg)



Ride Sober! In 2016, 25% of motorcycle riders who died in motor vehicle crashes were drunk. #ridesober #drivesober #drunkdriving (Insert NT14-65391 Drive Sober Infographics\_LaborDay 3\_1080x1080\_V1.jpg)



*No Big Deal*

Use this link:<http://ow.ly/OkXX30kefNV>

You knew the risks, but you drove drunk anyway. There are real consequences to driving drunk, and they include death. Don’t take a life this Labor Day: #drivesober. #drunkdriving #designateddriver #nobigdeal

If you think #drunkdriving is “no big deal,” you’re wrong – dead wrong. Choose a sober #designateddriver instead to avoid a crash like this one. #drivesober #nobigdeal

You know that #drunkdriving has deadly consequences, and that it’s a very big deal. So why do it? #DriveSober or Get Pulled Over #designateddriver #nobigdeal

Think drinking and driving is “no big deal?” Think again. #DriveSober or find a sober #designateddriver. #nobigdeal

Don’t be the reason someone doesn’t see tomorrow. Find a sober #designateddriver and keep Labor Day weekend a safe one.

You could end someone’s life. Think about that the next time you tell yourself, “I can drive after drinking, I’m fine. It’s no big deal.” #DriveSober #designateddriver #nobigdeal #drunkdriving

*No Big Deal 360*

Use this link:<http://ow.ly/RQHF30kefPd>

This #360 experience puts you at the scene of a crash like no other. Are you ready?

Get immersed in the #360 experience that puts you in the middle of a crash scene.

See a crash scene from the point of view of a first responder in this immersive #360 experience.

It’s an experience you won’t forget. Experience a crash scene in full #360.

*Last Call 360*

Use this link:<http://ow.ly/L1sR30kefQq>

Try out the #LastCall360 experience and see where the night takes you. How will your night end?

Have you seen the #LastCall360 experience yet? Don’t miss out – which path will you take?

One night, two paths, your choice. It’s all up to you in the interactive #LastCall360 experience.

*Motorcycle in the Mirror*

Use this link: <http://ow.ly/Ss8O30kX2ze>

You’re not you when you drink. Park the bike and always #RideSober.

Park the bike and get a sober ride home – don’t ride and drink. #RideSober this Labor Day and every day.

Don’t trust yourself when you drink. #RideSober

*Safer Ride App*

Use this link:<http://ow.ly/LxCC30kbFsA>

Don’t ruin #LaborDay for you or anyone else. Get a sober ride home with the free #SaferRide app! #drivesober #designateddriver #drunkdriving

When the #LaborDay party’s over, get a safe and sober ride home with the free #SaferRide app. #drivesober #designateddriver #drunkdriving

#Drunkdriving kills, but you can help prevent it. If you’re looking for a safe and sober ride home to keep the roads safe, just use the free #SaferRide app. Download it today! #designateddriver #laborday #drivesober