

Impaired Driving - Drugs Social Media Messaging

Download the static infographics from the [Drug Impaired Driving Traffic Safety Marketing page](#) to include in these posts and tweets.

Red text for instructional purposes only. Do not include in your posts.

Week 1:

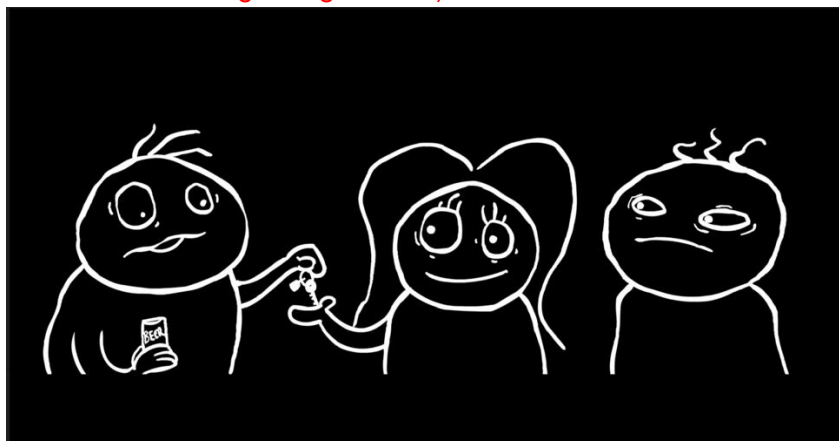
Tuesday, September 4:

FB: A sobering fact. #ImpairedDriving (Insert Marijuana Infographic V1 (car crash) FB_TW)



Wednesday, September 5:

IG: When you drive wasted, that's exactly how you could end up. #ImpairedDriving (Insert Animated short regarding alcohol)

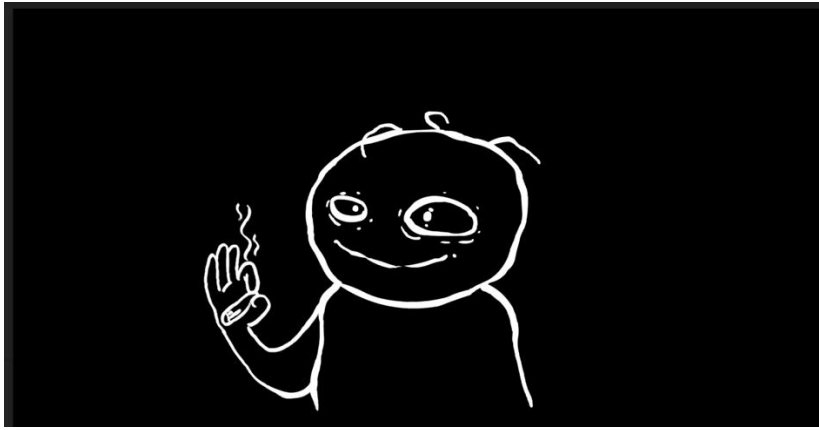


Thursday, September 6:

Video blog on [FB](#) / [TW](#) / [IG](#), to be distributed to partners through [TrafficSafetyMarketing.org](#)

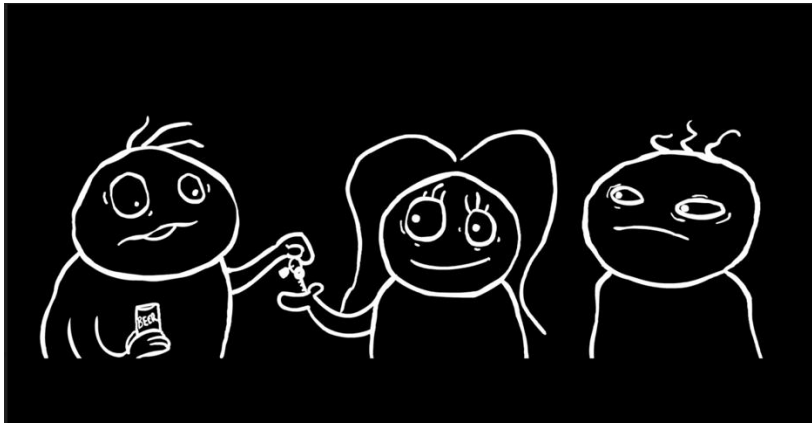
Friday, September 7:

TW: If you feel different, you drive different. #ImpairedDriving. (Insert Animated short regarding marijuana)



Saturday, September 8:

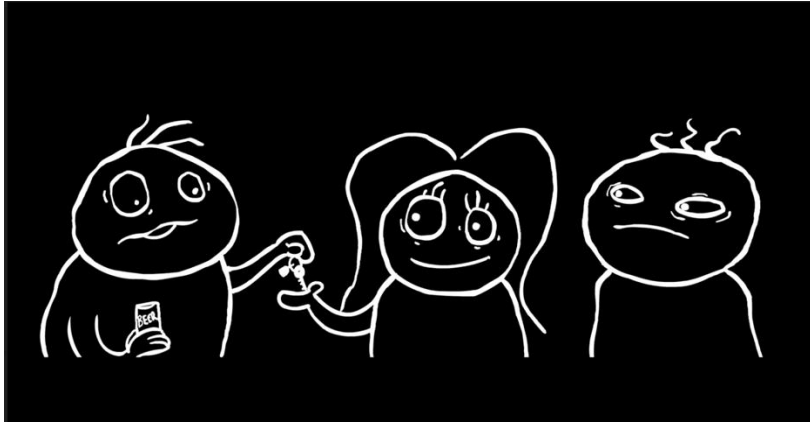
FB: Give up the keys before you give up your life. #ImpairedDriving (Insert Animated short regarding alcohol)



Week 2:

Sunday, September 9:

TW: When you drive wasted, that's exactly how you could end up. #ImpairedDriving (Insert animated short regarding alcohol)



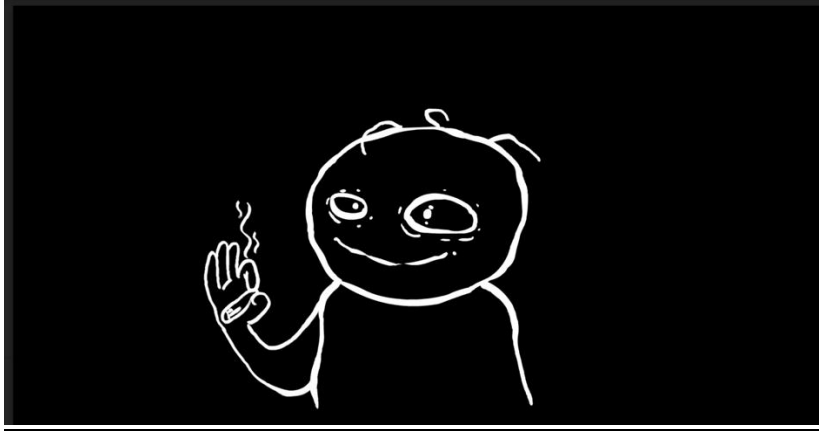
Monday, September 10:

FB: Harmless? Hardly. #ImpairedDriving (Insert Marijuana infographic V2 (joints) FB_TW)



Tuesday, September 11:

IG: It feels good... until you're gone. #ImpairedDriving (Insert Animated short regarding marijuana)



Wednesday, September 12:

IG: If you feel different, you drive different. Watch to see how cops are looking out for #ImpairedDriving. (Insert Cops Know What To Look For Video)

Thursday, September 13:

Back to college messaging GIFs on [FB](#) / [TW](#) / [IG](#), to be distributed to partners through [TrafficSafetyMarketing.org](#)

Friday, September 14:

TW: It feels good... until you're gone. #ImpairedDriving (Insert Animated short regarding marijuana)



Saturday, September 15:

FB: Whether you're drunk or stoned, you're not fooling anyone on the road. This is what the cops are watching out for to identify #ImpairedDriving. [\(Insert Cops Know What To Look For Video\)](#)

Week 3:

Sunday, September 16:

TW: This isn't the kind of hit you wanted. #ImpairedDriving [\(Insert marijuana infographic v1 \(car crash\) FB_TW\)](#)



Monday, September 17:

FB: Driving high is driving stupid. #ImpairedDriving [\(Insert Animated short regarding marijuana\)](#)



Tuesday, September 18:

TW: You're not just paranoid. Everyone knows you're high. And here's how they can tell. #ImpairedDriving [\(Insert Cops Know What To Look For Video\)](#)

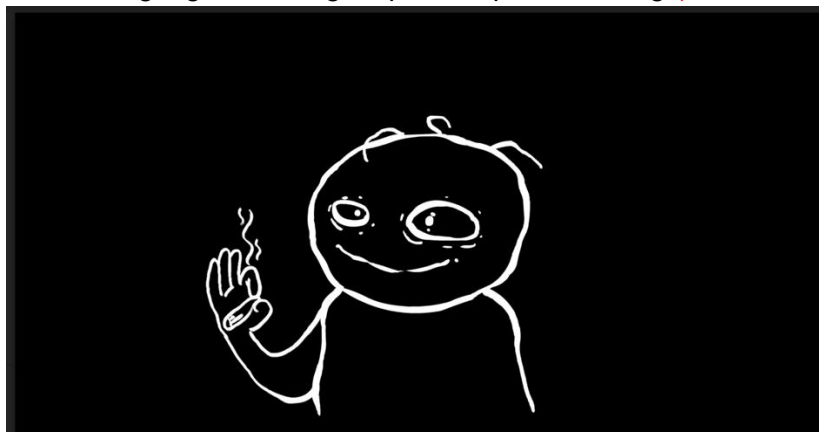
Wednesday, September 19:

IG: Here's a hard pill to swallow. #ImpairedDriving (Insert Marijuana Infographic V1 (car crash) IG)



Thursday, September 20:

FB: Driving high is driving stupid. #ImpairedDriving (Insert Animated short regarding marijuana)



and

TW: It feels good... until you're gone. #ImpairedDriving (Insert Animated short regarding marijuana)

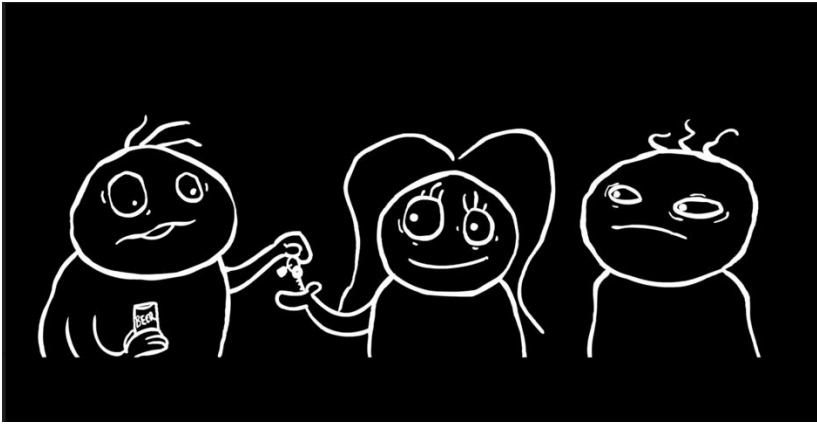


Friday, September 21:

IG: If you feel different, you drive different. Watch to see how cops are looking out for #ImpairedDriving. (Insert Cops Know What To Look For Video)

Saturday, September 22:

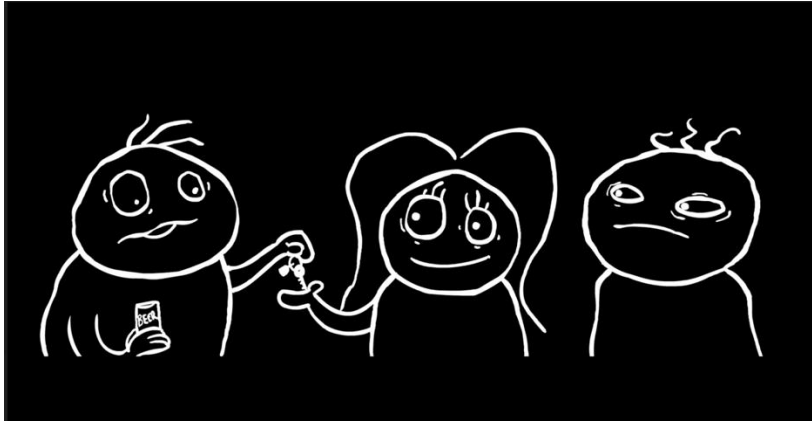
FB: Give up the keys before you give up your life. #ImpairedDriving (Insert Animated short regarding alcohol)



Week 4:

Sunday, September 23:

TW: When you drive wasted, that's exactly how you could end up. #ImpairedDriving (Insert animated short regarding alcohol)



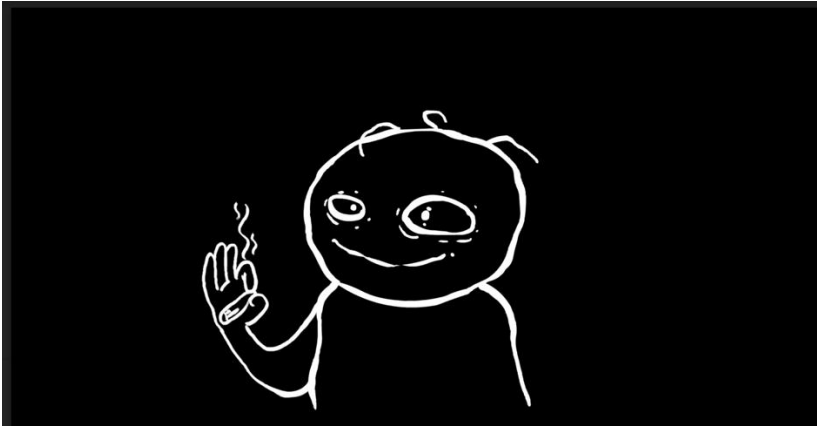
Monday, September 24:

IG: Don't get smoked. #ImpairedDriving (Insert Marijuana infographics v2 (joints) IG)



Tuesday, September 25:

FB: Driving high is driving stupid. #ImpairedDriving (Insert Animated short regarding marijuana)



Wednesday, September 26:

IG: If you feel different, you drive different. #ImpairedDriving (Insert Animated short regarding marijuana)



Thursday, September 27:

What's your Drug-Impaired Driving IQ? and Take the Drug-Impaired Driving Pledge available for partners' branding on **FB / TW / IG**, to be distributed to partners through TrafficSafetyMarketing.org

Friday, September 28:

TW: You're not just paranoid. Everyone knows you're high. And here's how they can tell. #ImpairedDriving (Insert Cops Know What To Look For Video)

Saturday, September 29:

TW: This isn't the kind of hit you wanted. #ImpairedDriving (Insert Marijuana Infographic v1 (car crash) FB_TW)



and

FB: Harmless? Hardly. #ImpairedDriving (Insert Marijuana infographic V2 (joints) FB_TW)

