



# 2019 LABOR DAY IMPAIRED DRIVING **SOCIAL MEDIA PLAYBOOK**

# How to Use This Playbook

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This document is a social media playbook for the 2019 Labor Day holiday period. It includes Labor Day specific content and assets, along with instructions, for easy posting. The content in this playbook is designed to integrate seamlessly into your current social media strategy. Your communication efforts ahead of and during this holiday period may help save lives.

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# Campaign Overview

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## Campaign Summary

Impaired driving is one of the most significant dangers on our roadways. Every day, almost 30 people in the U.S. die in drunk-driving crashes – that’s one person every 48 minutes in 2017. Although drunk-driving related deaths have fallen by a third over the last three decades, they still claim over 10,000 lives per year.

With marijuana and other impairing substances such as prescription, over-the-counter and illicit drugs becoming more and more prevalent amongst drivers in this country, impairment is one of the most significant safety challenges to overcome on our roadways.

Although impaired driving is dangerous and prevalent year-round, the Labor Day holiday period (6 pm September 1st – 5:59 am September 5th) is particularly deadly. During the Labor Day holiday period, drunk driving related deaths are approximately three times more likely to occur than other times on the road. This playbook is designed to give you the tools to launch your campaign. Your efforts may help save lives.

## Objectives

- ▶ Increase awareness of this dangerous time period by generating earned media coverage and social chatter
- ▶ Decrease impaired driving fatalities on America’s roadways during the Labor Day holiday period
- ▶ Change behaviors and attitudes towards impaired driving

## Labor Day Posting Strategy

The Labor Day enforcement period is August 16 to September 2, with paid advertising running from August 14 to September 2. **It is encouraged to post throughout the period, but especially leading up to Labor Day weekend itself.**

Posting on the Wednesday, Thursday and Friday leading up to Labor Day weekend will help the message reach drivers and riders before they hit the roads to celebrate Labor Day. Weekend morning posts are also helpful to reach drivers and riders before they head out for the day.

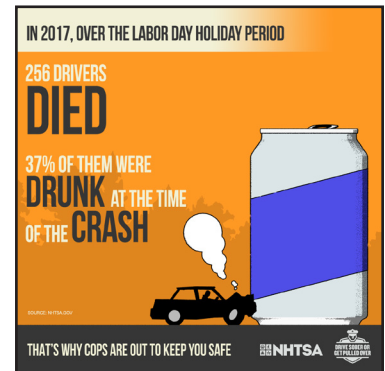
# Social Media Content

This section contains shareable social media content for use during the Labor Day Holiday period. Provided on pages 7-20 are downloadable graphics with accompanying suggested posts that you can use on your own social channels.

Below are two sample social media posts, one for Facebook, using a rectangular graphic and one for Instagram, using a square-shaped graphic.



 Facebook/Twitter



 Instagram

## Content Organization

The social media content is organized into three sections, according to campaign. Both English and Spanish versions are provided.

### English

- ▶ Drive Sober or Get Pulled Over (vehicle) [p. 7]
- ▶ Ride Sober or Get Pulled Over (motorcycle) [p. 11]
- ▶ Drive High Get a DUI (drug-impaired driving) [p. 12]

### Spanish

- ▶ Drive Sober or Get Pulled Over (vehicle) [p. 14]
- ▶ Ride Sober or Get Pulled Over (motorcycle) [p. 18]
- ▶ Drive High Get a DUI (drug-impaired driving) [p.19]

## Post Examples

Below are examples of how posts should look when published.

### Facebook



1 Downloaded graphic from [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).

2 Suggested copy from this playbook.

### Instagram



1 Downloaded graphic from [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).

2 Suggested copy from this playbook.

## Wine Bottle

### STEP

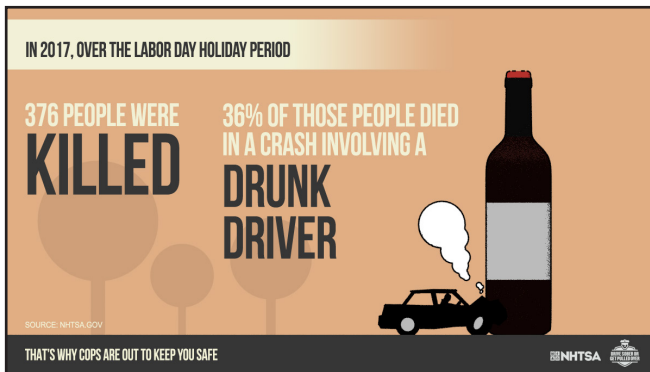
Download graphics.

Download the "Wine Bottle" graphic below at [trafficsafetymarketing.gov](http://trafficsafetymarketing.gov)

### STEP

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.



  Facebook/Twitter



 Instagram

- This #LaborDay, if you've put down some drinks, put down your keys. Be smart. #DriveSober or Get Pulled Over.
- Don't wreck your #LaborDay by becoming another statistic. Be smart. #DriveSober or Get Pulled Over.
- On average, a DUI can set you back \$10,000 in attorney's fees, fines, court costs, lost time at work, higher insurance rates, car towing and repairs, and more. It can also cost you your life. #DriveSober or Get Pulled Over this #LaborDay.
- #LaborDay is the beginning of Autumn. Don't Fall into bad habits this holiday or ever. #DriverSober or Get Pulled Over.
- #LaborDay is a busy travel period. Busy becomes risky if you drive under the influence. Don't make the roads more dangerous this holiday or ever. #DriveSober or Get Pulled Over.
- This #LaborDay weekend make sure your trip is to the beach - not to the emergency room or police station. #DriveSober or Get Pulled Over.

### Beer Can

#### STEP

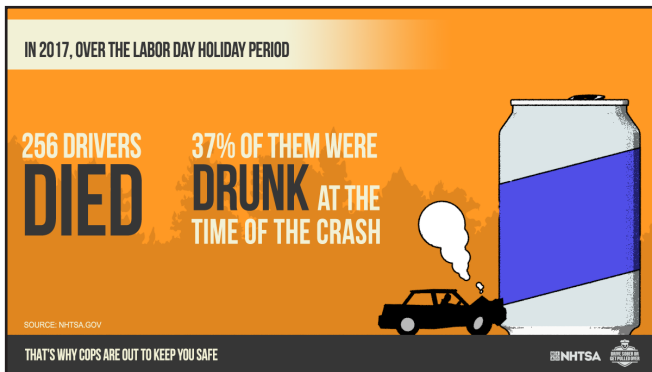
*Download graphics.*

Download the "Beer Can" graphic below at [trafficsafetymarketing.gov](http://trafficsafetymarketing.gov)

#### STEP

*Combine with suggested copy below or feel free to draft your own.*

*Copy/paste one of the suggested posts below.*



Facebook/Twitter



Instagram

- If you crack open a cold one with friends this #LaborDay, make sure someone is a #DesignatedDriver. #DriveSober or Get Pulled Over.
- Don't wreck your #LaborDay by becoming another statistic. Be smart. #DriveSober or Get Pulled Over.
- On average, a DUI can set you back \$10,000 in attorney's fees, fines, court costs, lost time at work, higher insurance rates, car towing and repairs, and more. It can also cost you your life. #DriveSober or Get Pulled Over this #LaborDay.
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- This #LaborDay weekend make sure your trip is to the beach - not to the emergency room or police station. #DriveSober or Get Pulled Over.



## Margarita Glass

### STEP

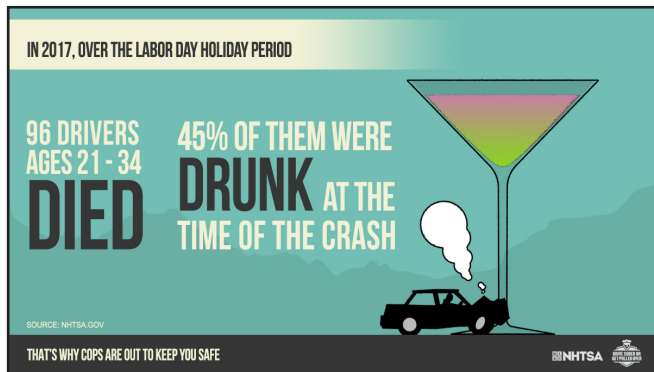
Download graphics.

Download the "Margarita Glass" graphic below at [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov)

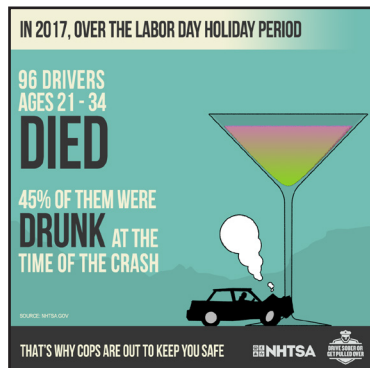
### STEP

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.



Facebook/Twitter



Instagram

- Margaritas are a good time until they land you in a crash. Be smart this #LaborDay. #DriveSober or Get Pulled Over.
- Don't wreck your #LaborDay by becoming another statistic. Be smart. #DriveSober or Get Pulled Over.
- On average, a DUI can set you back \$10,000 in attorney's fees, fines, court costs, lost time at work, higher insurance rates, car towing and repairs, and more. It can also cost you your life. #DriveSober or Get Pulled Over this #LaborDay.
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- This #LaborDay weekend make sure your trip is to the beach - not to the emergency room or police station. #DriveSober or Get Pulled Over.

## Beer Mug

### STEP

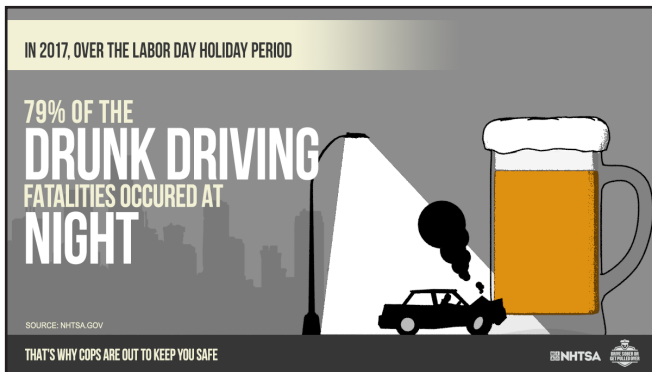
Download graphics.

Download the "Beer Mug" graphic below at [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov)

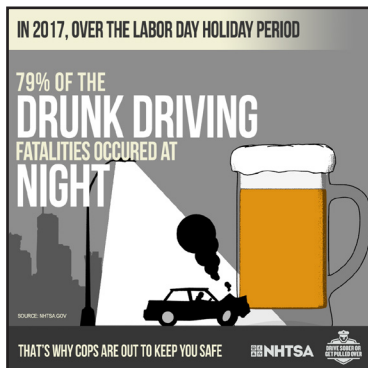
### STEP

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.



  Facebook/Twitter



 Instagram

- Night driving becomes deadly driving if you're under the influence. Don't make the roads more dangerous. #DriveSober or Get Pulled Over.
- Don't wreck your #LaborDay by becoming another statistic. Be smart. #DriveSober or Get Pulled Over.
- On average, a DUI can set you back \$10,000 in attorney's fees, fines, court costs, lost time at work, higher insurance rates, car towing and repairs, and more. It can also cost you your life. #DriveSober or Get Pulled Over this #LaborDay.
- #LaborDay is the beginning of Autumn. Don't Fall into bad habits this holiday or ever. #DriverSober or Get Pulled Over.
- #LaborDay is a busy travel period. Busy becomes risky if you drive under the influence. Don't make the roads more dangerous this holiday or ever. #DriveSober or Get Pulled Over.
- This #LaborDay weekend make sure your trip is to the beach - not to the emergency room or police station. #DriveSober or Get Pulled Over.

### Pilsner

#### STEP

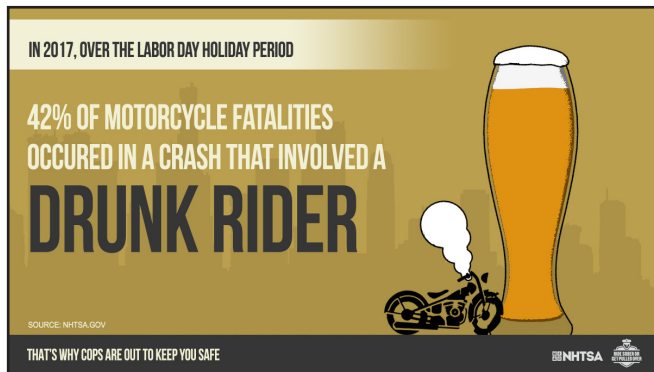
**Download graphics.**

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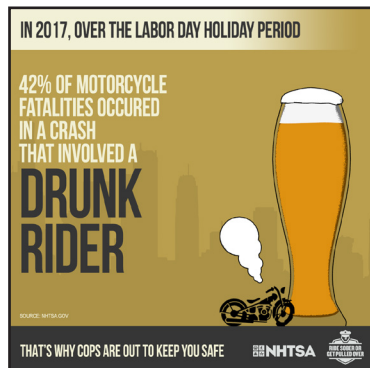
#### STEP

**Combine with suggested copy below or feel free to draft your own.**

Copy/paste one of the suggested posts below.



Facebook/Twitter



Instagram

- If you crack open a cold one with friends this #LaborDay, make sure someone is a #DesignatedDriver. #RideSober or Get Pulled Over.
- Don't wreck your #LaborDay by becoming another statistic. Be smart. #RideSober or Get Pulled Over.
- On average, a DUI can set you back \$10,000 in attorney's fees, fines, court costs, lost time at work, higher insurance rates, car towing and repairs, and more. It can also cost you your life. #RideSober or Get Pulled Over this #LaborDay.
- #LaborDay is the beginning of Autumn. Don't Fall into bad habits this holiday or ever. #RideSober or Get Pulled Over.
- #LaborDay is a busy travel period. Busy becomes risky if you drive under the influence. Don't make the roads more dangerous this holiday or ever. #RideSober or Get Pulled Over.
- This #LaborDay weekend make sure your trip is to the beach - not to the emergency room or police station. #RideSober or Get Pulled Over.

## Joint

### STEP

Download graphics.

Download the "Joint" graphic below at [trafficsafetymarketing.gov](http://trafficsafetymarketing.gov)

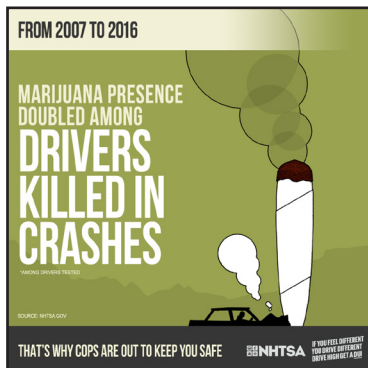
### STEP

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.



Facebook/Twitter



Instagram

- Don't let your #LaborDay go up in smoke. If You Feel Different, You Drive Different. #DriveHigh, Get a #DUI.
- Your #LaborDay will get negative if you test positive. If You Feel Different, You Drive Different. #DriveHigh, Get a #DUI.
- Don't wreck your #LaborDay by becoming another statistic. Be smart. If You Feel Different, You Drive Different. #DriveHigh, Get a #DUI.
- #LaborDay is the beginning of Autumn. Don't Fall into bad habits this holiday or ever. If You Feel Different, You Drive Different. #DriveHigh, Get a #DUI.

## Bong

### STEP

Download graphics.

Download the "Bong" graphic below at [trafficsafetymarketing.gov](http://trafficsafetymarketing.gov)

### STEP

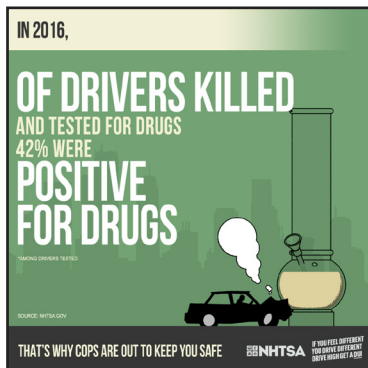
Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.



Facebook/Twitter

- Your #LaborDay will get negative if you test positive. If You Feel Different, You Drive Different. #DriveHigh, Get a #DUI.
- Don't wreck your #LaborDay by becoming another statistic. Be smart. If You Feel Different, You Drive Different. #DriveHigh, Get a #DUI.
- #LaborDay is the beginning of Autumn. Don't Fall into bad habits this holiday or ever. If You Feel Different, You Drive Different. #DriveHigh, Get a #DUI.



Instagram

## Wine Bottle

### STEP

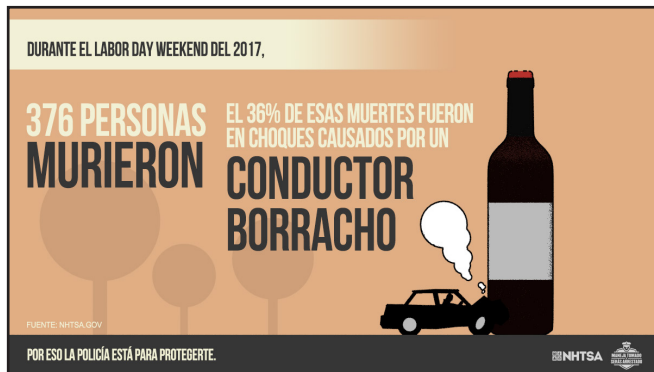
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### STEP

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below. Do **not** copy **red** text.



Facebook/Twitter



Instagram

- No arruines tu fin de semana de **#LaborDay**. Es un fin de semana para disfrutar, no para perder la vida. **#ManejaTomadoYSerásArrestado**.

*(English Translation) Don't ruin your #LaborDay weekend. It's a weekend to enjoy, not to lose your life.*

- Si tomas alcohol durante el **#LaborDayWeekend**, no tomes el volante para manejar. Disfruta el fin de semana y no destruyas tu vida. **#ManejaTomadoYSerásArrestado**

*(English Translation) If you drink alcohol during #LaborDayWeekend, don't take the steering wheel (play on words in Spanish). Don't ruin your life.*

- Un DUI te puede costar en promedio \$10,000 en gastos de abogado, multas, costos de la corte, pérdida de trabajo, aumento en el seguro de auto, la grúa, reparaciones al auto y mucho más **#ManejaTomadoYSerásArrestado #LaborDay**

*(English Translation) On average, a DUI can set you back \$10,000 in attorney's fees, fines, court costs, lost time at work, higher insurance rates, car towing and repairs, and more.*

- Este fin de semana de **#LaborDay**, asegúrate de que tu viaje sea de placer, no a la sala de emergencia o a la estación de policía por manejar borracho. **#ManejaTomadoYSerásArrestado**

*(English Translation) This #LaborDay weekend make sure your trip is pleasurable - not to the emergency room or police station.*

## Beer Can

### STEP

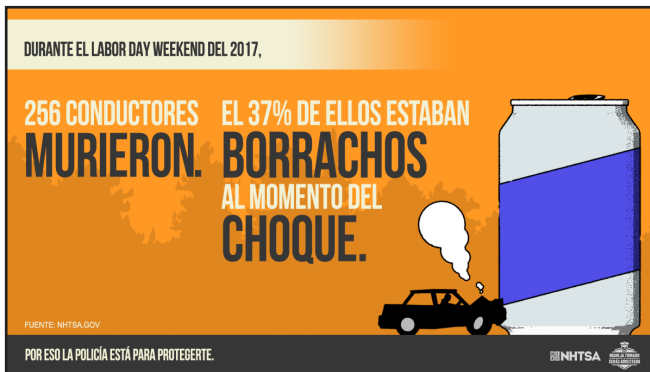
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### STEP

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below. Do **not** copy **red** text.



  Facebook/Twitter



 Instagram

- Si destapas una fría durante el feriado de #LaborDay, asegúrate que haya un #conductordesignado. O pídele a alguien que pase por ti. #ManejaTomadoYSerasArrestado

*(English Translation) If you crack open a cold one during #LaborDay, make sure there is a #DesignatedDriver. Or ask someone to pick you up.*

- No te conviertas en una estadística más este fin de semana de #LaborDay. No manejes tomado. #ManejaTomadoYSerasArrestado

*(English Translation) Don't become a statistic this #LaborDay weekend. Don't drive drunk.*

- #LaborDay es el principio de otoño. No lo conviertas en el principio de luto para tu familia. #ManejaTomadoYSerasArrestado

*(English Translation) #LaborDay is the beginning of Autumn. Don't make it a time of mourning for your family.*

- Durante #LaborDay se llenan de tráfico las carreteras. No las hagas más peligrosas por manejar tomado. #ManejaTomadoYSerasArrestado

*(English Translation) During #LaborDay the roads are full of traffic. Don't make them more dangerous by driving drunk.*



## Margarita Glass

### STEP

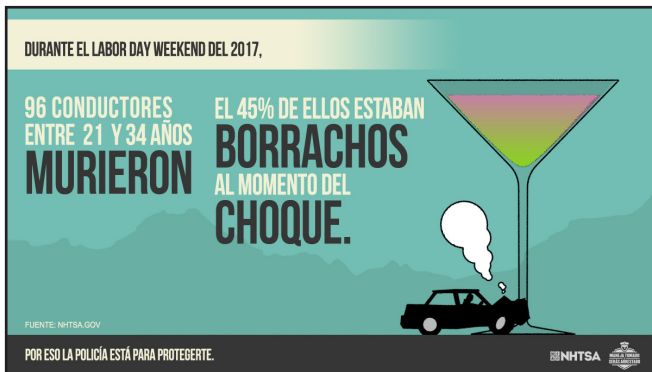
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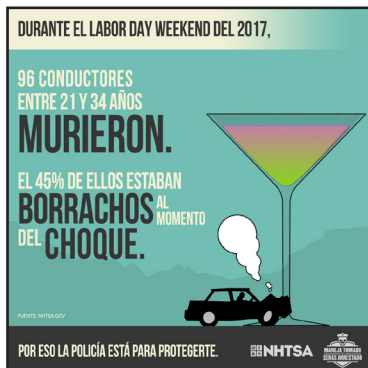
### STEP

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below. Do **not** copy **red** text.



Facebook/Twitter



Instagram

- Las margaritas son buenas, pero se convierten en malas cuando chocas por haber manejado después de tomarlas. #ManejaTomadoYSerasArrestado

*(English Translation) Margaritas are good, but they become bad when you drive after drinking them and crash.*

- No te conviertas en una estadística más este fin de semana de #LaborDay. No manejes tomado. #ManejaTomadoYSerasArrestado

*(English Translation) Don't become a statistic this #LaborDay weekend. Don't drive drunk.*

- El #LaborDay es para descansar y disfrutar con la familia, no para ir a la cárcel o morir. #ManejaTomadoYSerasArrestado

*(English Translation) #LaborDay is to rest and enjoy with the family, not to go to jail or die.*

- Si ya sabes que puedes ir a la cárcel o morir, ¿por qué lo haces? No manejes tomado este #LaborDay ni nunca.

*(English Translation) If you already know you can go to jail or die, why do you do it? Don't drive drunk this #LaborDay nor ever.*



## Beer Mug

### STEP

Download graphics.

Download the "Beer Mug" graphic below at [trafficsafetymarketing.gov](http://trafficsafetymarketing.gov)

### STEP

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below. Do **not** copy **red** text.



Facebook/Twitter



Instagram

- Manejar de noche se convierte mortal si estás bajo la influencia del alcohol o cualquier droga. No conviertas las carreteras en un mayor peligro este #LaborDay. #ManejaTomadoYSerasArrestado

*(English Translation) Night driving becomes deadly if you're under the influence of alcohol or any drug. Don't make the roads more dangerous this #LaborDay.*

- Si ya sabes que puedes ir a la cárcel o morir, ¿por qué lo haces? No manejes tomado este #LaborDay ni nunca.

*(English Translation) If you already know you can go to jail or die, why do you do it? Don't drive drunk this #LaborDay nor ever.*

- Si tomas alcohol durante el #LaborDayWeekend, no tomes el volante para manejar. Disfruta el fin de semana y no destruyas tu vida. #ManejaTomadoYSerasArrestado

*(English Translation) If you drink alcohol during #LaborDayWeekend, don't take the steering wheel (play on words in Spanish). Don't ruin your life.*

## Pilsner

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### STEP

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  Facebook/Twitter



 Instagram

- No te conviertas en una estadística más este fin de semana de #LaborDay. No manejes tomado. #ManejaTomadoYSerasArrestado

*(English Translation) Don't become a statistic this #LaborDay weekend.*

- Si piensas tomar el feriado de #LaborDay, no manejes tu motocicleta. Pide en la app un auto que te lleve seguro a casa. #ManejaTomadoYSerasArrestado

*(English Translation) If you plan on drinking during #LaborDay, don't ride your bike. Use your app to ask for a car that can take you safely home.*

- Este fin de semana de #LaborDay, asegúrate de que tu viaje en motocicleta sea de placer, no a la sala de emergencia o a la estación de policía por manejar borracho. #ManejaTomadoYSerasArrestado

*(English Translation) This #LaborDay weekend make sure your trip on your bike is pleasurable - not to the emergency room or police station for driving drunk.*

- #LaborDay es el principio de otoño. No lo conviertas en el principio de luto para tu familia. #ManejaTomadoYSerasArrestado

*(English Translation) #LaborDay is the beginning of Autumn. Don't make it a time of mourning for your family.*

## Joint

### STEP

Download graphics.

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### STEP

Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below. Do **not** copy **red** text.



Facebook/Twitter



Instagram

- No te conviertas en una estadística más este fin de semana de #LaborDay. Si te sientes diferente, manejas diferente. #DriveHigh Get a #DUI.

*(English Translation) Don't become another statistic this #LaborDay weekend. If you feel different you drive different.*

- Tu fin de semana de #LaborDay será negativo si resultas positivo en cualquier tipo de droga. Si te sientes diferente, manejas diferente. #DriveHigh Get a #DUI.

*(English Translation) Your #LaborDay will be negative if you test positive for any type of drug. If You Feel Different, You Drive Different.*

- #LaborDay es el principio de otoño. No lo conviertas en el principio de una agonía para tu familia. Si te sientes diferente, manejas diferente. #DriveHigh Get a #DUI.

*(English Translation) #LaborDay is the beginning of Autumn. Don't make it the beginning of agony for your family. If You Feel Different, You Drive Different.*

## Bong

### STEP

Download graphics.

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### STEP

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Facebook/Twitter



Instagram

- No te conviertas en una estadística más este fin de semana de #LaborDay. Si te sientes diferente, manejas diferente. #DriveHigh Get a #DUI.

*(English Translation) Don't become another statistic this #LaborDay weekend. If you feel different, you drive different.*

- Tu fin de semana de #LaborDay será negativo si resultas positivo en cualquier tipo de droga. Si te sientes diferente, manejas diferente. #DriveHigh Get a #DUI.

*(English Translation) Your #LaborDay will be negative if you test positive for any type of drug. If You Feel Different, You Drive Different.*

- No permitas que tu #LaborDay se convierta en caos. Si te sientes diferente, manejas diferente. #DriveHigh Get a #DUI.

*(English Translation) Don't let your #LaborDay become a chaos. If You Feel Different, You Drive Different.*

# NHTSA Contact

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If you have questions about the Labor Day campaign, please contact **Glaceria Mason** at [Glaceria.Mason@dot.gov](mailto:Glaceria.Mason@dot.gov).