**St. Patrick’s Day 2017 Social Media Messaging**

**NHTSA *Buzzed Driving Is Drunk Driving* Social Media Messages**

**Download the static infographics from the** [**St. Patrick’s Day Traffic Safety Marketing page**](https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/saint-patricks-day) **to include in these posts and tweets.**

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

***Twitter***

From 2011-2015, 252 people died in drunk driving crashes over the St. Patrick’s Day holiday. #BuzzedDriving (insert 252 people infographic choice)

Example:



Don’t count on luck to get you safely home. Find a sober #designateddriver this St. Patrick’s Day. #BuzzedDriving

You’d be surprised how many people lose their lives to drunk drivers on St. Patrick’s Day. #BuzzedDriving

It’s not worth your life or the lives of others: find a sober #designateddriver this St. Patrick’s Day. #BuzzedDriving

Luck may be a lady…or a sober #designateddriver. Don’t drink and drive. #BuzzedDriving is #DrunkDriving

Don’t rely on a four-leaf clover to keep you safe this St. Patrick’s Day. #BuzzedDriving is #DrunkDriving

Be a friend’s lucky charm this St. Patrick’s Day and get them a sober ride home. #BuzzedDriving

You know what’s better than being a leprechaun this St. Patrick’s Day? Being a sober #designateddriver. #BuzzedDriving

Find a safe, sober ride home this St. Patrick’s Day. #BuzzedDriving is #DrunkDriving

In 2015, 31% of people who died in drunk driving crashes over St. Patrick’s Day were 21-34 years old. #BuzzedDriving

See how far your luck takes you – play @NHTSAgov’s “Last Call 360” experience. #BuzzedDriving <https://www.nhtsa.gov/lastcall/>

No four-leaf clover? Use @NHTSAgov’s free SaferRide app to get a sober ride home. #BuzzedDriving <https://www.nhtsa.gov/drivesober/index.html>

Try @NHTSAgov’s free SaferRide app to find a safe ride home this St. Patrick’s Day. #BuzzedDriving <https://www.nhtsa.gov/drivesober/index.html>

***Facebook***

In 2015, 31% of people who died in drunk driving crashes over St. Patrick’s Day were 21-34 years old, which was the highest percentage for any age group. #BuzzedDriving is #DrunkDriving

Over a five-year period, 53% of drivers involved in fatal crashes between midnight and 5:59 a.m. after St. Patrick’s Day were drunk. #BuzzedDriving

Be a good luck charm for friends this St. Patrick’s Day: be a sober #designateddriver and get yourself and friends home safely. #BuzzedDriving

It’s not worth your life. Make certain you drive sober this St. Patrick’s Day and every day of the year. #BuzzedDriving

Between 2011 and 2015, 252 people died in drunk driving crashes over the St. Patrick’s Day holiday. #BuzzedDriving is #DrunkDriving (insert 252 people infographic choice)

Example: 

You’d be surprised how many people lose their lives to drunk drivers over the St. Patrick’s Day holiday. Don’t cost someone their life – drive sober. #BuzzedDriving is #DrunkDriving

Don’t count on a lucky charm to get you home safely this St. Patrick’s Day. Find a sober #designateddriver instead. #BuzzedDriving is #DrunkDriving

Need a bit of luck to get home safely? Try NHTSA’s free SaferRide app to find a sober ride home. #BuzzedDriving <https://www.nhtsa.gov/drivesober/index.html>

Get home safely this St. Patrick’s Day by using NHTSA’s free SaferRide app, designed to find you a sober ride home. #BuzzedDriving <https://www.nhtsa.gov/drivesober/index.html>

Try your luck in NHTSA’s “Last Call 360” experience. Where will the night take you? #BuzzedDriving [www.nhtsa.gov/lastcall/](http://www.nhtsa.gov/lastcall/)

***Instagram***

Don’t be unlucky this St. Patrick’s Day. Ride with a sober #designateddriver. #BuzzedDriving is #DrunkDriving

You’d be surprised how many people are killed by drunk drivers on St. Patrick’s Day. Don’t be a statistic—ride with a sober #designateddriver. #BuzzedDriving is #DrunkDriving

Between 2011 and 2015, 252 people died in drunk driving crashes over the St. Patrick’s Day holiday. #BuzzedDriving is #DrunkDriving (insert 252 people infographic choice)

Example: 

Find a sober #designateddriver this St. Patrick’s Day and every day of the year. #BuzzedDriving is #DrunkDriving

DYK? From 2011-2015, during the hours of midnight to 5:59 a.m. after St. Patrick’s Day, 53% of all drivers involved in fatal crashes were drunk. #BuzzedDriving is #DrunkDriving

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