



SOCIAL MEDIA PLAYBOOK

THANKSGIVING IMPAIRED DRIVING CAMPAIGN

2023

November 22–26, 2023



How to Use This Playbook

This document is a social media playbook for the 2023 Thanksgiving Impaired Driving campaign. It includes specific content and assets, along with instructions, to address drivers and encourage them to not drive impaired. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts during this time of the year may help save lives.

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Campaign Overview

Thanksgiving Impaired Driving Campaign Summary

Every Thanksgiving, Americans hit the road to gather with friends and family and celebrate what they are thankful for. In addition to the core Thanksgiving dinner, alcohol and, increasingly, marijuana have become mainstays in celebrating this holiday. The Thanksgiving Impaired Driving campaign seeks to educate drivers about the dangers of alcohol- and drug-impaired driving. The target audience is males ages 21 to 34 years old for alcohol-impaired driving and males ages 18 to 34 years old for drug-impaired driving.

Objectives

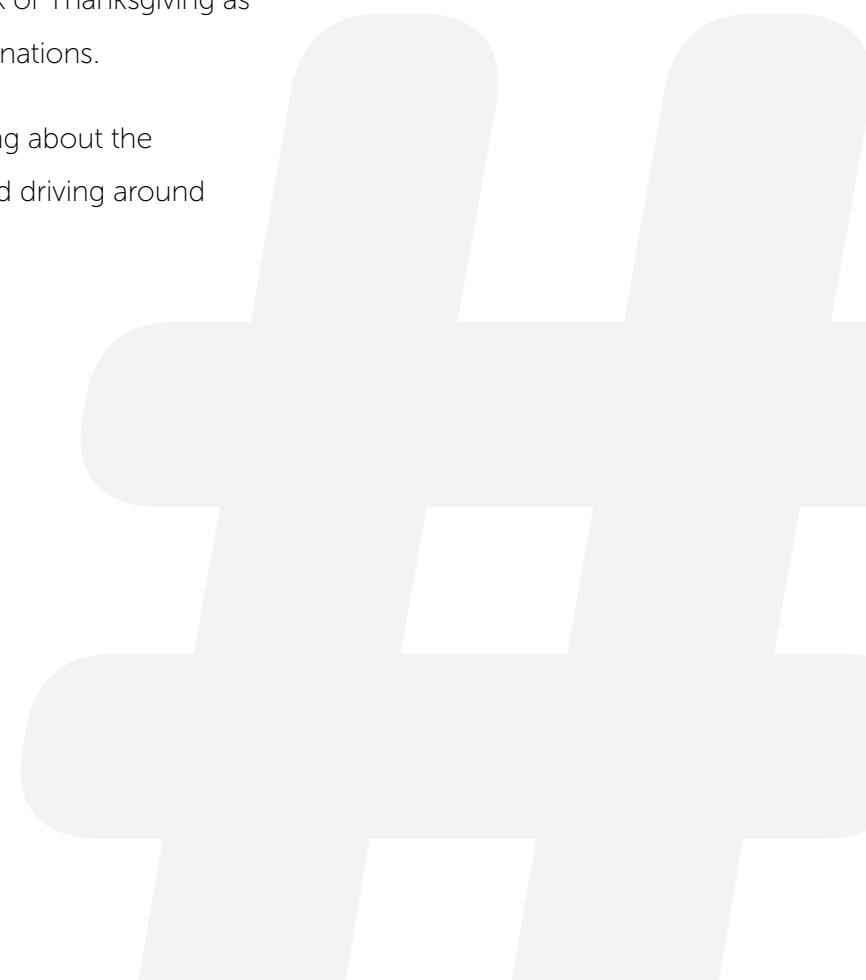
- Increase public awareness of the dangers of impaired driving
- Reinforce positive actions of not driving impaired
- Remind the public of alternatives to impaired driving and the importance of planning ahead and designating a sober driver or taking a taxi or rideshare home

Thanksgiving Impaired Driving Posting Strategy

The 2023 Thanksgiving Impaired Driving campaign will take place throughout November with an emphasis on the week leading up to Thanksgiving and the days following (Wednesday, November 22–Sunday, November 26). We encourage you to post throughout the month as people may gather for early Thanksgiving festivities, but especially during the week of Thanksgiving as many gather for the holiday and travel to various destinations.

Below are some relevant hashtags to use when posting about the campaign to tap into conversations regarding impaired driving around the Thanksgiving holiday.

- **#Thanksgiving**
- **#HappyThanksgiving**
- **#TurkeyDay**
- **#GivingThanks**
- **#BuzzedDriving**
- **#FeelDifferentDriveDifferent**
- **#ImpairedDriving**



Creating Your Own Content

While standard social messages are offered within this playbook, we encourage you to create your own messages to accompany the graphics provided. Over the course of several campaigns, we've seen that messages that localize the campaign and speak to each organization's audience receive significantly more engagements.

There are countless ways to create your own messages or tailor our pre-written messages to your audience, but here are some suggestions to get you started:

- Include the state or city name within the message
- Utilize local crash or traffic stop data
- Mention local celebrations happening for the holiday

Here are some examples of a "create your own" style message:

- Joshua Tree, don't let a Thanksgiving party squash your holiday meal. From 2017-2021, 832 people died in alcohol-impaired driving crashes during the entire Thanksgiving holiday period. If you've been drinking, call a sober friend 🚗, taxi 🚕 or rideshare 🚘 to get you home safely. **#BuzzedDriving** is drunk driving.
- Add a designated driver to your Thanksgiving menu, Huntersville. It's not an indulgence — it's a necessity. **#BuzzedDriving** is drunk driving.

Facebook/Instagram



Social Media Content

This section contains shareable social media content for the 2023 Thanksgiving Impaired Driving campaign. Provided on pages (13-22) are downloadable graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.

Twitter



On the left are two sample social media posts: one for Instagram and Facebook using a square-shaped graphic and one for Twitter using a rectangular graphic.

Content Organization—Social Norming

The social media content is organized into sections based on creative concept and social platform. Both English and Spanish versions are provided for this campaign.

English

- Gravy—Alcohol (Facebook)—p. [13](#)
- Gravy—Alcohol (Twitter)—p. [14](#)
- Wreck—Drug (Facebook)—p. [15](#)
- Wreck—Drug (Twitter)—p. [16](#)

Spanish

- Alive—Alcohol (Facebook)—p. [17](#)
- Alive—Alcohol (Twitter)—p. [19](#)
- Wreck—Drug (Facebook)—p. [21](#)
- Wreck—Drug (Twitter)—p. [22](#)

On the following pages, you will see additional graphics and post examples in a variety of sizes for the campaign. Be sure to consider which social media platform your target audience typically uses when you choose the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.

Facebook Post Example

Here is an example of how a Facebook post should look when published.



1

Suggested copy from this playbook.

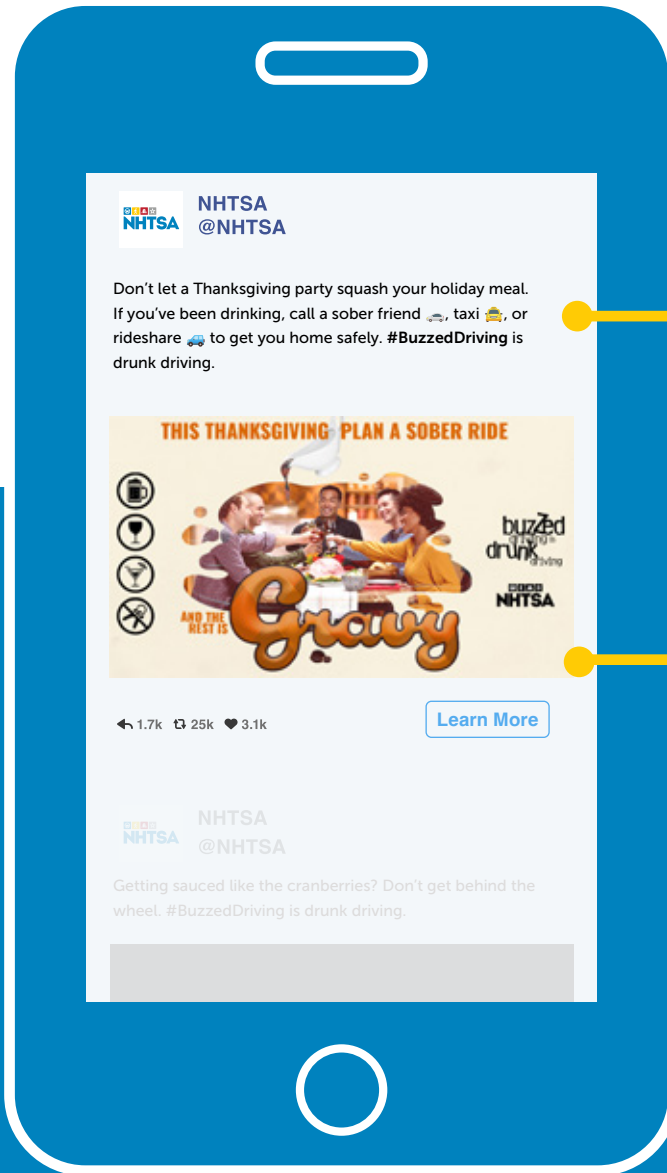
2

Downloaded graphic from trafficsafetymarketing.gov.



Twitter Post Example

Here is an example of how a Twitter post should look when published.



1 Suggested copy from this playbook.

2 Downloaded graphic from trafficsafetymarketing.gov.



Sizes Available

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook, we included different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the trafficsafetymarketing.gov website.



Facebook/Instagram Posts
1200x1200 (square)



Facebook/Instagram Stories
1080x1920 (vertical)



Facebook/Instagram Posts
1000x1200 (vertical)



Twitter Posts
1200x675

Animation vs. Static

Alongside the static graphics you see in this playbook, NHTSA also offers animated versions of most campaigns in the same sizes. According to social media experts, posts with an animated graphic will see 55% more engagement than those without and often generate 1,200% more shares than text and static images combined.

(Source: [Social Media Today](#))



Animated graphics are uploaded to social platforms in the same way as static versions. Follow the step-by-step instructions provided by the platform during the upload process to easily incorporate animated graphics into your content after downloading them from the trafficsafetymarketing.gov website.

Gravy—Alcohol—English

STEP

1 Download graphics.

Download the “Gravy” graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:

- Facebook/Instagram Posts
1000x1200
1200x1200
- Facebook/Instagram Stories
1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- Don't let a Thanksgiving party squash your holiday meal. From 2017-2021, 832 people died in alcohol-impaired driving crashes during the entire Thanksgiving holiday period. If you've been drinking, call a sober friend 🚗, taxi 🚕 or rideshare 🚘 to get you home safely. **#BuzzedDriving** is drunk driving.
- Add a designated driver to your Thanksgiving menu. It's not an indulgence — it's a necessity. **#BuzzedDriving** is drunk driving.
- Getting sauced like the cranberries? 🍷 Don't get behind the wheel. In 2021, 13,384 people died in alcohol-impaired driving traffic deaths — a 14% increase from 2020 📊. **#BuzzedDriving** is drunk driving.
- You're only a turkey 🦃 if you don't drive sober. If you've been drinking, call a sober friend 🚗, rideshare 🚘 or taxi 🚕 to get you home safely. **#BuzzedDriving** is drunk driving.
- 'Tis the season to be thankful! And we're thankful for YOUR safe driving choices. Stay safe on the roads today and every day! **#BuzzedDriving** is drunk driving.

Gravy—Alcohol—English

STEP

1 Download graphics.

Download the “Gravy” graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:

Twitter Posts
1200x675

STEP

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

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- Don't let a Thanksgiving party squash your holiday meal. If you've been drinking, call a sober friend 🚗, taxi 🚕 or rideshare 🚗 to get you home safely. **#BuzzedDriving** is drunk driving.
- Drinking 🍷 and driving 🚗 should never ❌ be on the menu. Call a sober friend 🚗, taxi 🚕 or rideshare 🚗 to get you home safely. **#BuzzedDriving** is drunk driving.
- Getting sauced like the cranberries? 🍷 Don't get behind the wheel. **#BuzzedDriving** is drunk driving.
- We're thankful for YOUR safe driving choices. Drive safely this Thanksgiving holiday, and every day. **#BuzzedDriving** is drunk driving.
- You're only a turkey 🦃 if you don't drive sober. **#BuzzedDriving** is drunk driving.

Wreck—Drug—English

STEP

1 Download graphics.

Download the “Wreck” graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:

- Facebook/Instagram Posts
1000x1200
1200x1200
- Facebook/Instagram Stories
1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- Driving this Thanksgiving? Leave the baking to the turkey. 🦃 In 2019, 49% of drivers who were killed in crashes and were tested for drugs, tested positive. If you feel different, you drive different. **#ImpairedDriving**
- If extra ingredients are finding a way into your Turkey Day brownies 🍪 or pumpkin pie 🥧, make sure you’ve got a designated driver ready to get you home safely. If you feel different, you drive different. **#ImpairedDriving**
- We’re sure the turkey would agree...Being baked is bad when you’re behind the wheel. If you feel different, you drive different. **#ImpairedDriving**
- You’re already planning for the mashed potatoes 🥔, stuffing 🦃 and pumpkin pie 🥧 ... Plan for a designated driver, too! And if you’ve been consuming drugs, call a sober friend, taxi or rideshare to get you home safely. If you feel different, you drive different. **#ImpairedDriving**
- It doesn’t matter which term you use – high, stoned or baked. Drugs impair your ability to drive safely. If you’ve been consuming drugs or alcohol, call a sober friend, rideshare or taxi to get you home safely. If you feel different, you drive different. **#ImpairedDriving**

Wreck—Drug—English

STEP

1 Download graphics.

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Sizes Available:

Twitter Posts
1200x675

STEP

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

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- Driving this Thanksgiving? Leave the baking to the turkey. 🦃 If you feel different, you drive different. **#ImpairedDriving**
- We’re sure the turkey would agree...Being baked is bad when you’re behind the wheel. If you feel different, you drive different. **#ImpairedDriving**
- If extra ingredients are finding a way into your Turkey Day brownies 🍪 or pumpkin pie 🥧, make sure you’ve got a sober designated driver ready to get you home safely. If you feel different, you drive different. **#ImpairedDriving**
- Plan ahead for your **#Thanksgiving** dinner. If you’re planning on consuming drugs, don’t plan on driving. If you feel different, you drive different. **#ImpairedDriving**
- It doesn’t matter what term you use – stoned, high or baked – drugs impair your ability to drive safely. If you feel different, you drive different. Call a sober friend, rideshare or taxi to get you home safely. **#ImpairedDriving**

Alive—Alcohol—Spanish

STEP

1 Download graphics.

Download the "Alive" graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts
 1000x1200
 1200x1200

Facebook/Instagram Stories
 1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- No permitas que una fiesta del Día de Acción de Gracias arruine la festividad. Entre 2017 y 2021, 832 personas murieron en choques causados por conductores borrachos durante el periodo de las fiestas del Día de Acción de Gracias. Si has estado bebiendo alcohol, llama a un amigo sobrio 🚗, taxi 🚕 o servicio de viaje compartido 🚙 para que te lleve a casa de forma segura. **#ManejarEntonado** es manejar borracho.

*Translation: Don't let a Thanksgiving party squash your holiday meal. From 2017-2021, 832 people died in alcohol-impaired driving crashes during the entire Thanksgiving holiday period. If you've been drinking, call a sober friend 🚗, taxi 🚕 or rideshare 🚙 to get you home safely. **#BuzzedDriving** is drunk driving.*

- Añade a tu menú del Día de Acción de Gracias un conductor designado sobrio. No es un lujo; es una necesidad. **#ManejarEntonado** es manejar borracho.

*Translation: Add a designated driver to your Thanksgiving menu. It's not an indulgence — it's a necessity. **#BuzzedDriving** is drunk driving.*

- ¿Vas a estar con tragos encima? No te pongas detrás del volante. En 2021 13,384 personas murieron en choques de tráfico causados por conductores borrachos; un aumento del 14% comparado con 2020 📊. **#ManejarEntonado** es manejar borracho.

*Translation: Getting sauced like the cranberries? 🍷 Don't get behind the wheel. In 2021, 13,384 people died in alcohol-impaired driving traffic deaths — a 14% increase from 2020 📊. **#BuzzedDriving** is drunk driving.*

Alive—Alcohol—Spanish

STEP

1 Download graphics.

Download the "Alive" graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200
 1200x1200

Facebook/Instagram Stories

1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- Eres un pavo 🦃 si no manejas sobrio. Si has estado bebiendo alcohol, llama a un amigo sobrio 🚗, taxi 🚕 o servicio de viaje compartido 🚙 para que te lleve a casa de forma segura. **#ManejarEntonado** es manejar borracho

*Translation: You're only a turkey 🦃 if you don't drive sober. If you've been drinking, call a sober friend 🚗, rideshare 🚙 or taxi 🚕 to get you home safely. **#BuzzedDriving** is drunk driving.*

- ¡Es la temporada para estar agradecido! Y nos sentimos agradecidos por TU elección de manejar seguro. ¡Mantente seguro en las carreteras hoy y todos los días!

*Translation: 'Tis the season to be thankful! And we're thankful for YOUR safe driving choices. Stay safe on the roads today and every day! **#BuzzedDriving** is drunk driving.*

Alive—Alcohol—Spanish

STEP

1 Download graphics.

Download the "Alive" graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:

Twitter Posts
1200x675

STEP

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

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- No permitas que una fiesta del Día de Acción de Gracias arruine la festividad. Si has estado bebiendo alcohol, llama a un amigo sobrio 🚗, taxi 🚕 o servicio de viaje compartido 🚗 para que te lleve a casa de forma segura. **#ManejarEntonado** es manejar borracho.

*Translation: Don't let a Thanksgiving party squash your holiday meal. If you've been drinking, call a sober friend 🚗, taxi 🚕 or rideshare 🚗 to get you home safely. **#BuzzedDriving** is drunk driving.*
- Beber alcohol 🍷 y manejar 🚗 nunca debería ✗ estar en el menú. Llama a un amigo sobrio 🚗, taxi 🚕 o servicio de viaje compartido 🚗 para que te lleve a casa de forma segura. **#ManejarEntonado** es manejar borracho.

*Translation: Drinking 🍷 and driving 🚗 should never ✗ be on the menu. Call a sober friend 🚗, taxi 🚕 or rideshare 🚗 to get you home safely. **#BuzzedDriving** is drunk driving.*
- ¿Vas a estar con tragos encima? 🍷 No te pongas detrás del volante. **#ManejarEntonado** es manejar borracho.

*Translation: Getting sauced like the cranberries? 🍷 Don't get behind the wheel. **#BuzzedDriving** is drunk driving.*
- Estamos agradecidos por TU elección de manejar seguro. Conduce de forma segura este Día de Acción de Gracias y todos los demás días. **#ManejarEntonado** es manejar borracho.

*Translation: We're thankful for YOUR safe driving choices. Drive safely this Thanksgiving holiday, and every day. **#BuzzedDriving** is drunk driving.*
- Eres un pavo 🦃 si no manejas sobrio. **#ManejarEntonado** es manejar borracho.

*Translation: You're only a turkey 🦃 if you don't drive sober. **#BuzzedDriving** is drunk driving.*

Wreck—Drug—Spanish

STEP

1 Download graphics.

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[Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200
 1200x1200

Facebook/Instagram Stories

1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- ¿Planeas conducir este Día de Acción de Gracias? No manejes bajo la influencia. 🇲🇽 En 2019, el 49% de los conductores que murieron en choques, y que fueron sometidos a pruebas de drogas, resultaron positivos. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**

*Translation: Driving this Thanksgiving? Leave the baking to the turkey. 🇲🇽 In 2019, 49% of drivers who were killed in crashes and were tested for drugs, tested positive. If you feel different, you drive different. **#ImpairedDriving***

- Si va a haber ingredientes adicionales en tus brownies 🍪 o pastel de calabaza 🍠 del Día del Pavo, asegúrate de tener un conductor designado sobrio listo para llevarte a casa de forma segura. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**

*Translation: If extra ingredients are finding a way into your Turkey Day brownies 🍪 or pumpkin pie 🍠, make sure you've got a designated driver ready to get you home safely. If you feel different, you drive different. **#ImpairedDriving***

- Estamos seguros de que el pavo estaría de acuerdo... estar drogado es malo cuando estás detrás del volante. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**

*Translation: We're sure the turkey would agree...Being baked is bad when you're behind the wheel. If you feel different, you drive different. **#ImpairedDriving***

Wreck—Drug—Spanish

STEP

1 Download graphics.

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[Traffic Safety Marketing](#)



Sizes Available:

- Facebook/Instagram Posts
1000x1200
1200x1200
- Facebook/Instagram Stories
1080x1920

STEP

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

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- Ya estás pensando en el puré de papas 🥔, el relleno 🍗 y el pastel de calabaza 🎃 ... ¡Piensa también en un conductor designado! Y si has estado usando drogas, llama a un amigo sobrio, taxi o servicio de viaje compartido para llegar a casa de forma segura. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**

*Translation: You're already planning for the mashed potatoes 🥔, stuffing 🍗 and pumpkin pie 🎃 ... Plan for a designated driver, too! And if you've been consuming drugs, call a sober friend, taxi or rideshare to get you home safely. If you feel different, you drive different. **#ImpairedDriving***
- No importa qué termino uses:ajumado, high o drogado, las drogas afectan tu capacidad de manejar de forma segura. Si has estado consumiendo drogas o alcohol, llama a un amigo sobrio, taxi o servicio de viaje compartido para llegar a casa de forma segura. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**

*Translation: It doesn't matter which term you use – high, stoned or baked. Drugs impair your ability to drive safely. If you've been consuming drugs or alcohol, call a sober friend, rideshare or taxi to get you home safely. If you feel different, you drive different. **#ImpairedDriving***

Wreck—Drug—Spanish

STEP

1 Download graphics.

Download the “Wreck” graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:

Twitter Posts
1200x675

STEP

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

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- ¿Planeas manejar este Día de Acción de Gracias? 🦃 No manejes bajo la influencia de drogas. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**
*Translation Driving this Thanksgiving? Leave the baking to the turkey. 🦃 If you feel different, you drive different. **#ImpairedDriving***
- Estamos seguros de que el pavo estaría de acuerdo... estar drogado es malo cuando estás detrás del volante. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**
*Translation: We're sure the turkey would agree... Being baked is bad when you're behind the wheel. If you feel different, you drive different. **#ImpairedDriving***
- Si va a haber ingredientes adicionales en tus brownies 🍪 o pastel de calabaza 🎃 del Día del Pavo, asegúrate de tener un conductor sobrio listo para llevarte a casa de forma segura. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**
*Translation: If extra ingredients are finding a way into your Turkey Day brownies 🍪 or pumpkin pie 🎃, make sure you've got a sober designated driver ready to get you home safely. If you feel different, you drive different. **#ImpairedDriving***
- Planea de antemano tu cena del #DíaDeAcciónDeGracias. Si planeas cusar drogas, no planees manejar. Si Te Sientes Diferente, Manejas Diferente. **#ManejoBajoLaInfluencia**
*Translation: Plan ahead for your **#Thanksgiving** dinner. If you're planning on consuming drugs, don't plan on driving. If you feel different, you drive different. **#ImpairedDriving***
- No importa qué termino uses: ajumado, high o drogado, las drogas afectan tu capacidad para manejar de forma segura. Si Te Sientes Diferente, Manejas Diferente. Llama a un amigo sobrio, servicio de viaje compartido o taxi para llevarte a casa de forma segura. **#ManejoBajoLaInfluencia**
*Translation: It doesn't matter what term you use – stoned, high or baked – drugs impair your ability to drive safely. If you feel different, you drive different. Call a sober friend, rideshare or taxi to get you home safely. **#ImpairedDriving***

NHTSA Contact

If you have questions about the 2023 Thanksgiving Impaired Driving campaign, please contact [Kil-Jae Hong at Kil-jae.hong@dot.gov](mailto:Kil-jae.hong@dot.gov).

