



North Dakota Department of Transportation
June 2023 Organic Social Media Post Plan - Facebook, Instagram and Twitter
June 1, 2023

Once approved, the following draft posts will be used to populate the Vision Zero ND Facebook page, Instagram account and Twitter account (with character limit adjustments) for the month of June 2023. Additional posts may be recommended throughout the month based on newsworthy stories or unique opportunities that present themselves after this plan is approved. Those additional posts will be presented to NDDOT for approval before posting.

June 1: June is #NationalSafetyMonth. North Dakota's primary seat belt law to save lives goes into effect August 1, 2023. Learn more on our website. #NDSavesLives #PBLNorthDakota #VisionZeroND #NDDOT <https://visionzero.nd.gov/strategies/OccupantProtection/law>

June 2: VZ Coordinator Post

June 3: VZ Coordinator Post

June 4: VZ Coordinator Post

June 5: Want to help us promote traffic safety? Join the Vision Zero Partner Network! #VisionZeroND <https://visionzero.nd.gov/partner-safety-network/JointhePartnerNetwork/>

June 6: Have you or your employer signed up yet? Take the Buckle Up Phone Down challenge! #NDBUPD #VisionZeroND #BuckleUp #PhoneDown <https://visionzero.nd.gov/partners/BUPE/>

June 7: VZ Coordinator Post

June 8: More people die in motor vehicle crashes in North Dakota from being unbelted than other common contributing crash factors such as drunk driving, distracted driving, or speeding. #PBLND #BuckleUp #EveryoneBuckled #SeatbeltsSaveLives #VisionZeroND
<https://visionzero.nd.gov/strategies/OccupantProtection/law>



June 9: Last month we held the annual Vision Zero Partner Conference and had the highest attendance to date. A big thank you to all our sponsors for helping make this event a success!

- Hess
- AAA - The Auto Club Group
- Bolton and Menk
- Puklich
- Ulteig
- Houston Engineering
- Bartlett & West
- Conoco Philips

<https://visionzero.nd.gov/partners/sponsors/>

June 10: VZ Coordinator Post

June 11: Summer months mean warmer weather but that also means dangerous temperatures. In just 10 minutes the temps inside a car can rise by 20°. So, on a 90° day, temperatures inside a car can reach over 110°, which can be deadly for child. Never leave your child alone in a vehicle. #HeatstrokeKills
<https://www.trafficsafetymarketing.gov/get-materials/toolkits/heatstroke-prevention/heatstroke-prevention-toolkit>



June 12: Preliminary data for 2022 shows that 69% of crash fatalities were unbelted where seat belts were present in the vehicle. Our goal is to get to zero. The change to primary enforcement of seat belts is about saving lives by making the current law more effective. #PBLND #BuckleUp #EveryoneBuckled #SeatbeltsSaveLives #VisionZeroND
<https://visionzero.nd.gov/strategies/OccupantProtection/law>

June 13: Laurie was a fun-loving aunt who is deeply missed by her family and friends. Wear All The Gear, All The Time - it can save your life. #NDCrashMemorialWall #VisionZeroND #NDDOT
[https://visionzero.nd.gov/memorial/Laurie-Jean-Schaefer-\(Gjerdahl\)/](https://visionzero.nd.gov/memorial/Laurie-Jean-Schaefer-(Gjerdahl))

June 14: VZ Coordinator Post

June 15: VZ Coordinator Post

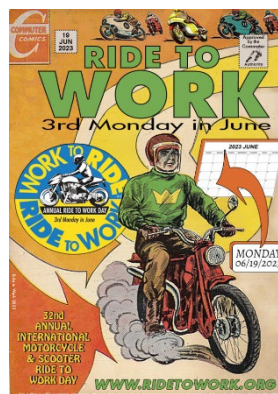
June 16: "The doctors can do amazing things putting you back together, but you have to survive that crash. And I'm sure I wouldn't have without a helmet." - John Boury #WearAllTheGear #AllTheTime #MotorcycleSafety
<https://visionzero.nd.gov/strategies/Motorcycle/johnbourystory/>

June 17: VZ Coordinator Post

June 18: Happy Father's Day to all dads today! #BuckleUp #SeatBeltsSaveLives #VisionZeroND



June 19: It's National Motorcycle Ride to Work Day! 🏍️ Remember: Wear All The Gear, All The Time. #RidetoWorkDay #MotorcycleSafety



June 20: Have you heard about the Primary Belt Law going into effect this August? A primary seat belt law has a greater effect on reducing deaths and serious injuries than a secondary law. Buckle up and help save lives. #PBLND #BuckleUp #EveryoneBuckled #SeatbeltsSaveLives #VisionZeroND



VISION ZERO

June 21: What can you do to #StayInYourLane?

- Avoid distractions by putting away your cell phone and other electronic gadgets.
- Stay awake; if you are sleepy, pull over and rest.
- Stay focused; do not space out or daydream while driving.
- Pay attention to the road and your driving rather than what's going on inside your vehicle.
- Drive sober

<https://visionzero.nd.gov/strategies/LaneDeparture/>

June 22: VZ Coordinator Post

June 23: It's @McQuadesSoftball weekend in Bismarck! 🏆 If you're taking part in the tournament action, make sure you plan for a sober ride home! #DriveSober #McQuades2023 #VisionZeroND

<https://www.mcquades.com/softball>

June 24: Seat belts save lives. That's the reason North Dakota's law is changing from secondary enforcement to primary enforcement on August 1. Learn more about the change to this law on our site. #PBLND #BuckleUp #EveryoneBuckled #SeatbeltsSaveLives #VisionZeroND

<https://visionzero.nd.gov/strategies/OccupantProtection/law>

June 25: Pass safely or not at all. Semi-trucks and other large vehicles need twice the time and space to stop as smaller passenger vehicles.


<https://youtu.be/gVLekM9Ei7I>

June 26: VZ Coordinator Post

June 27: Bicyclists are most often killed by drivers who strike them with the front of their vehicle at high speeds.

Avoid tragedy:

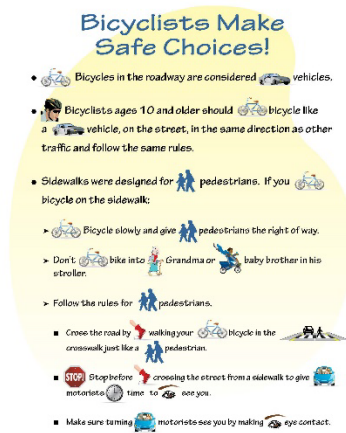
 Slow down.

 Buckle up.

 Drive sober.

 Don't drive distracted.

<https://www.trafficsafetymarketing.gov/get-materials/bicycle-safety/bicycle-safety-month>



June 28: VZ Coordinator Post

June 29: VZ Coordinator Post

June 30: The goal of zero fatalities on North Dakota roads is not only attainable, but also vital. When it comes to your life, or the lives of your family and friends, is any other number acceptable?

A primary seat belt law gets us closer to our goal. #PBLND #BuckleUp #EveryoneBuckled #SeatbeltsSaveLives #VisionZeroND

