



North Dakota Department of Transportation
July 2020 Organic Social Media Post Plan - Facebook and Twitter
July 1, 2020

Once approved, the following draft posts will be used to populate the Vision Zero ND Facebook page and Twitter account (with character limit adjustments) for the month of July 2020. 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.

July 1: Law enforcement across the state are turning up the summer H.E.A.T. 🔥 with extra patrols enforcing seat belt laws for the Click It Or Ticket campaign through August 13. #VisionZeroND #NDDOT (Do It For Love video)

July 2: Celebrate #IndependenceDay the safe way – with a sober ride home. If you feel different, you drive different. #drugsimpairdriving #SummerHEAT
<https://www.trafficsafetymarketing.gov/get-materials/drug-impaired-driving/if-you-feel-different-you-drive-different-4th-july/4th-july-if>



July 3: Going to the Killdeer or Mandan rodeos? Enjoy the fun and remember to call for a sober ride if you drink alcohol. #DriveSober
(insert Geofilter)

July 4: us Happy Independence Day! us If you drink - don't drive. #DriveSober #NDDOT #IndependenceDay
<https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/drive-sober-or-get-pulled-over-4th-july/4th-july-drive-sober>



July 5: The Vision Zero Partner Showcase highlights North Dakota traffic safety efforts that members of the Vision Zero Partner Network have done to educate schools, employees or the public. If you are a Vision Zero Partner Network member and want to submit a traffic safety event, contact us.
<https://visionzero.nd.gov/partners/showcase/>

July 6: In 2019, there were 52 child heatstroke fatalities in vehicles nationally. Even when it's not sunny, look before you lock. #LookBeforeYouLock #WheresBaby

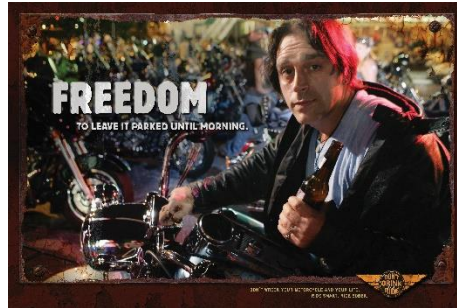


July 7: When driving near or around a semi-truck 🚛 or other large vehicles, be sure to follow these tips. #TipTuesday #ShareTheRoad
<https://visionzero.nd.gov/strategies/CommercialMotorVehicles/>

July 8: Join the Vision Zero Partner Network! Marketing and educational materials are free, and all contributions are voluntary - join today to help promote traffic safety! #VisionZeroND
<https://visionzero.nd.gov/partner-safety-network/JointhePartnerNetwork/>

July 9: If you're drinking, don't ride. 🚫 Leave it parked until the morning and call for a sober ride home. #RideSober

<https://www.trafficsafetymarketing.gov/get-materials/motorcycle-safety/4th-july/ride-sober-or-get-pulled-over>



July 10: 🚧 Slow down through construction and maintenance zones. 🚧 #WorkZoneAwareness #NDDOT

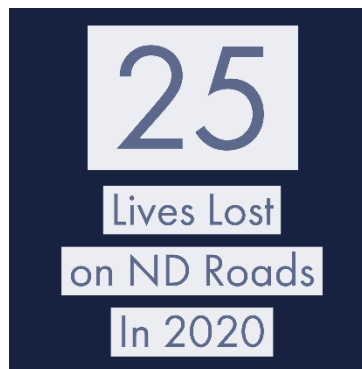
<https://visionzero.nd.gov/strategies/workzones/>

July 11: Wearing all the gear all the time saved Rob Keller's life. Watch his story. #ShareTheRoad #ATGATT

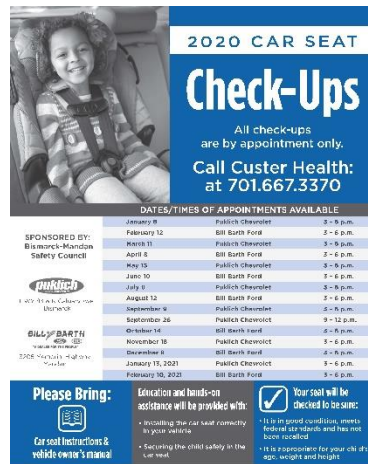
<https://visionzero.nd.gov/strategies/Motorcycle/RobKellersStory/>

(Include Rob Keller video)

July 12: The goal of zero fatalities is not only attainable, but also vital. #VisionZeroND #ZeroFatalities #ZeroExcuses #NDDOT #SummerHEAT (NDDOT Status Board as 5/29/2020)



July 13: Need your car seat checked? Attend one of the car seat check-up events sponsored by @BismarckMandanSafetyCouncil @Puklich @BillBarthFord @NDDOH



2020 CAR SEAT Check-Ups
All check-ups are by appointment only.
Call Custer Health: at 701.667.3370

SPONSORED BY:
Bismarck-Mandan Safety Council
Custer Health
Bill Barth Ford
Tara Mandan

DATE/TIME OF APPOINTMENTS AVAILABLE

Date	Location	Time
January 8	Public Chevrolet	3 - 6 p.m.
February 12	Bill Barth Ford	2 - 6 p.m.
March 11	Public Chevrolet	3 - 6 p.m.
April 8	Bill Barth Ford	2 - 6 p.m.
May 19	Public Chevrolet	3 - 6 p.m.
June 10	Bill Barth Ford	2 - 6 p.m.
July 9	Public Chevrolet	3 - 6 p.m.
August 12	Bill Barth Ford	2 - 6 p.m.
September 8	Public Chevrolet	2 - 6 p.m.
September 24	Public Chevrolet	9 - 12 p.m.
October 14	Bill Barth Ford	2 - 6 p.m.
November 18	Public Chevrolet	3 - 6 p.m.
December 8	Bill Barth Ford	2 - 6 p.m.
January 19, 2021	Public Chevrolet	3 - 6 p.m.
February 10, 2021	Bill Barth Ford	2 - 6 p.m.

Please Bring:
Car seat instructions & vehicle owner's manual

Education and hands-on assistance will be provided with:
 • Installing the car seat correctly in your vehicle
 • Securing the child safely in the car seat

Your seat will be checked to be sure:
 • It is in good condition, meets federal standards and has not been recalled
 • It is appropriate for your child's age, weight and height

July 14: July is National Vehicle Theft Prevention Month. Protect your vehicle from theft today and every day! #VehicleTheft

<https://www.trafficsafetymarketing.gov/get-materials/vehicle-safety/vehicle-theft-prevention>



Prevent vehicle theft:

- LOCK** cars and windows, 
- PARK** in well-lit areas,
- STOW** away valuables, 
- DO NOT** leave keys in car,

and **NEVER** leave your vehicle while it's running. 

Sources: NHTSA and FBI

NHTSA [NHTSA.gov/theft](https://www.nhtsa.gov/theft)

July 15: This week is Operation Safe Driver Week - focusing on Speeding. As the number of vehicles on roadways decreased in March and April this year, average speeds in May increased significantly once traffic increased. Stop Speeding Before It Stops You. #ArriveAlive #SlowDown #OperationSafeDriverWeek

<https://www.cvsa.org/news-entry/2020-osd-week/>

July 16: Because it's the law. 🚧 #MoveOverND



STATE LAW MOVE OVER
for ALL Emergency Vehicles with FLASHING LIGHTS

July 17: Laurie was a fun-loving sister, Godmother and aunt. She was on a Harley-Davidson that crashed and was not wearing a helmet. Remember to wear all the gear, all the time. #NDCrashMemorialWall
[https://visionzero.nd.gov/memorial/Laurie-Jean-Schaefer-\(Gjerdahl\)/](https://visionzero.nd.gov/memorial/Laurie-Jean-Schaefer-(Gjerdahl)/)

July 18: Be mindful when pulling in and out of driveways. 🚶 Pedestrians can quickly move into your path. #PedestrianSafety #VisionZeroND #NDDOT
<https://visionzero.nd.gov/strategies/VulnerableUsers/Pedestrians/>

July 19: Many lives would be saved in North Dakota each year if every driver consistently makes the choice to always drive sober or to designate a sober driver. #DriveSober #DriveSoberND
<https://visionzero.nd.gov/strategies/ImpairedDriving/>



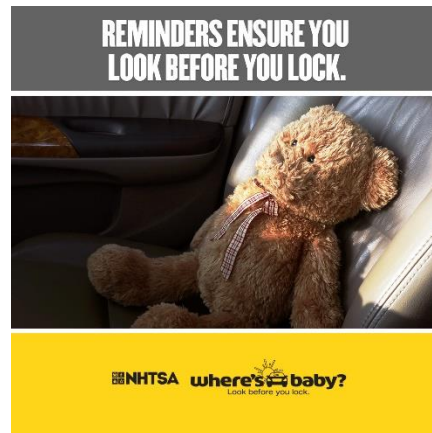
July 20: You've seen the reminders - there's no excuse. Seat belts save lives. #BuckleUp #CIOT
<https://www.youtube.com/watch?v=ulOrJ2fx2vw>

July 21: One vehicle is stolen every 42.2 seconds in the U.S. Play it safe – keep your doors locked when you're away from your vehicle. #VehicleTheft #TipTuesday
<https://www.trafficsafetymarketing.gov/get-materials/vehicle-safety/vehicle-theft-prevention>



July 22: When the swipes start to add up, you may be too buzzed to drive home. Know your warning signs and call for a sober ride. #DriveSober #BuzzedDriving is #DrunkDriving
<https://www.youtube.com/watch?v=W0rGFecQg10>

July 23: Leaving a child alone in a vehicle can lead to tragedy. Reminders ensure you look before you lock. #WheresBaby #LookBeforeYouLock
<https://www.trafficsafetymarketing.gov/get-materials/child-safety/heatstroke-prevention>



July 24: The Safety Corridor locations are selected based on highways with a higher number of vehicle crashes. #VisionZeroND #NDDOT #SummerHEAT
<https://visionzero.nd.gov/strategies/Infrastructure/SafetyCorridors/>

July 25: Texting while driving is a behavior so dangerous that drivers are 23X more at risk of a crash or near-crash event. #DriveDistractionFree #ParkThePhone
<https://visionzero.nd.gov/strategies/DistractedDriving/>

July 26: Heads come in all shapes and sizes. Choose the right helmet that fits correctly. #ATGATT
<https://www.trafficsafetymarketing.gov/get-materials/motorcycle-safety/rider-safety>



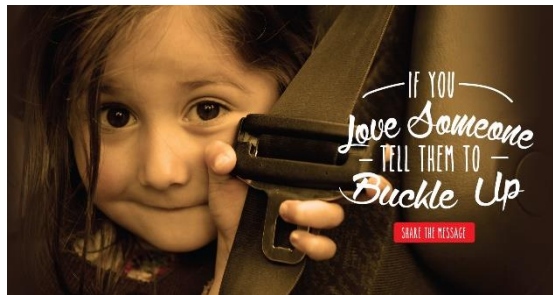
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July 27: Kyle's dream of taking over the family farm never happened. #BuckleUp #CIOT #DoltForLove
<https://visionzero.nd.gov/strategies/OccupantProtection/NelsonStory/>

July 28: Pass on the Pass. If you can't see the driver's face in their side-view mirror, they can't see you. #TipTuesday #ShareTheRoad
(CMV video)

July 29: Be a good example. An aggressive driver is not a safe driver. An impatient driver is not a safe driver. #StopSpeeding #BeforeItStopsYou #ArriveAlive
<https://visionzero.nd.gov/strategies/SpeedAggressiveDriving/>

July 30: Some people may think zero is an impossible goal, but when it comes to your life, or the lives of your friends and family, what other number would be acceptable? #VisionZeroND #NDDOT
<https://zerofatalities.com/>



July 31: On average in 2018, a motorcycle crash occurred every 1.7 days in North Dakota. Look twice for motorcycles. #ShareTheRoad
<https://visionzero.nd.gov/strategies/Motorcycle/Motorists/>