



North Dakota Department of Transportation  
May 2019 Organic Social Media Post Plan - Facebook and Twitter  
May 1, 2019

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 May 2019. 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.

**May 1:** Not only is using alcohol illegal for those under 21; it can have life altering consequences. Be above the influence. #DSOGPO  
<https://visionzero.nd.gov/strategies/ImpairedDriving/UnderageDrinking/>

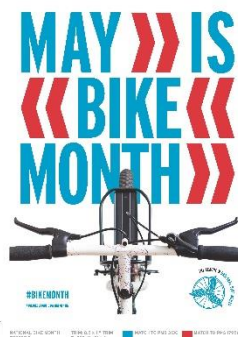
**May 2:** May is Motorcycle Safety Awareness Month! 🏍️ Make sure motorcycles are seen and not hurt. #ATGATT  
<https://www.trafficsafetymarketing.gov/get-materials/motorcycle-safety/motorist-awareness-motorcycles>



Know Your Blind  
Spots\_103.mp4

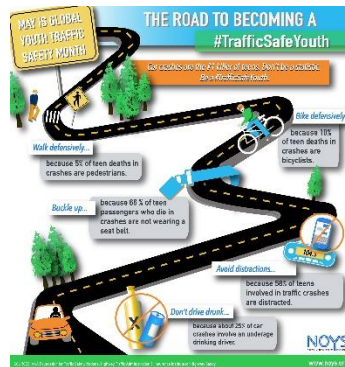
**May 3:** The registration deadline is coming up! Get your teen registered for the FREE @FordDrivingSkillsforLife course in Fargo in June. (insert URL)

**May 4:** Whether you're riding to work or the grocery store, National Bike Month is a reminder to celebrate the unique power of the bicycle. 🚲 Learn more at [bikeleague.org/bikemonth](http://bikeleague.org/bikemonth) #BikeMonth  
<https://bikeleague.org/content/promotional-materials-0>



**May 5:** It's as easy as stopping your vehicle at the crossroads. Make sure you stop: trains can't. #StopforTrains <http://ow.ly/uN8K30hVT7N>

**May 6:** From never driving under the influence to buckling up every time you are in the vehicle and remembering to walk and bike defensively, we can all be champions of traffic safety as a driver, passenger and pedestrian. #VisionZeroND #TrafficSafeYouth @NationalOrganizationforYouthSafety [http://noys.org/wp-content/uploads/2015/05/GYTSM\\_Infographic\\_2015.jpg](http://noys.org/wp-content/uploads/2015/05/GYTSM_Infographic_2015.jpg)



**May 7:** If you must drive in foggy conditions, keep the following safety tips in mind. #TipTuesday <https://www.weather.gov/safety/fog-driving>

**May 8:** Join thousands of schools nationwide in celebrating the joy of biking to school during National Bike to School Day today! #BiketoSchoolDay <http://www.walkbiketoschool.org/plan/downloadable-materials/graphics-and-logos/>



**May 9:** It only takes one shot. Make the right choice and remember buzzed driving is drunk driving. #DriveSober <https://www.youtube.com/watch?v=Dcsqrt2TFYI>



**May 10:** Do you know about the Vision Zero Partner Network? Join today! 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/>

**May 11:** See vehicles with flashing lights? Slow down and #MoveOver <https://www.candgnews.com/news/michigans-move-over-law-now-in-effect--112179>



**May 12:** Share a reminder this Mother's Day and save a loved one. Tell your loved ones to buckle up. #BuckleUp #MothersDay #VisionZeroND  
<http://zerofatalitiesut.com/influencer/>



**May 13:** This week is National Police Week. Tens of thousands of law enforcement officers from around the world participate in a number of planned events which honor those that have paid the ultimate sacrifice. #NationalPoliceWeek  
<http://www.policeweek.org/>

**May 14:** Have you registered for @FordDrivingSkillsforLife? The deadline to enter is June (insert date). #VisionZeroND (insert URL)



**May 15:** Make it a habit! Check your VIN today. @NHTSA's database is constantly being updated with new vehicle recalls. #SafeCarsSaveLives  
<https://www.nhtsa.gov/recalls>  
<https://www.trafficsafetymarketing.gov/get-materials/vehicle-safety/recalls-safety-campaign>

**May 16:** No parent should ever have to bury their child. A vehicle crash affects you and your loved ones forever. Always buckle up. Click here to view the Nelson's story:  
<https://visionzero.nd.gov/strategies/OccupantProtection/NelsonStory/> #VisionZeroND



YVONNE 2 - AFFECTED US FOREVER 1\_1.mp4

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**May 17:** Happy Bike to Work Day! Enjoy the ride and obey all traffic laws. #BTWD2019  
<http://www.biketoworkmetrodc.org/employer-resources/promote-bike-to-work-day>



**May 18:** Register NOW for the @FordDrivingSkillsforLife event in Fargo on Saturday, June (insert final date). Deadline to enter is June (insert date). #VisionZeroND (insert URL)

**May 19:** National EMS Week is the perfect time to honor your local EMS professionals and promote awareness of their everyday services to the public. #BeyondtheCall #EMSWeek2019



**May 20:** There's no good excuse for not wearing your seat belt. Always #buckleup. #ClickItOrTicket #NoGoodExcuse  
<https://www.youtube.com/watch?v=stzrWDJ66MQ>



**May 21:** Being late is horrible - never arriving is worse. Make sure you always stop for the train. #TipTuesday  
<https://www.fra.dot.gov/Page/P0843>

AS A MOTORIST	AS A PEDESTRIAN	AT A PASSIVE CROSSING (without active warning devices)
Be prepared to stop at the crossing. Slow down, look both ways, and listen. Understand the signs and warning devices. Check that you have enough room on the other side of the tracks for your vehicle to cross safely. Never race a train. Never stop on tracks. As a Motorist	Stop first—it is easy to get distracted, especially by phones, music, and conversation. Stop, look both ways, and listen. Follow all signs and instructions. Cross tracks only at designated pedestrian or roadway crossings. Cross quickly; never stop on the tracks. Cross at a 90° angle if crossing with a bike, stroller, or wheelchair; as your wheels can become stuck. As a Pedestrian	Be extra cautious as passive crossings do not have flashing lights and gates. Be prepared to stop at the crossing. Slow down, look both ways, and listen. Understand the signs. Never race a train. Never stop on tracks. At a Passive Crossing

**May 22:** Do you have a traffic safety message you'd like to see on the digital signs along the interstate? We want to hear from you!  
<https://visionzero.nd.gov/get-involved/dms-message>



**May 23:** The annual Four Bears Powwow starts today in New Town. As you travel for the celebrations, remember to save a life and buckle up. #CIOT #BuckleUp  
<https://www.crazycrow.com/site/event/four-bears-pow-wow/>

**May 24:** Going to the North Dakota High School State Track Meet this weekend at the MDU Resources Community Bowl? Take a few seconds to buckle up on your drive and send us a Snap while you're there! #VisionZeroND



**May 25:** Kyle Nelson's dream of taking over the family farm never happened. To this day, Kyle's family struggles with understanding why he didn't buckle up. Seat belts save lives; buckle up. #CIOT #VisionZeroND  
<https://visionzero.nd.gov/memorial/Kyle-I.-Nelson/>

**May 26:** Help us promote traffic safety and reach our goal of Vision Zero! Send us a message to use our hologram board - it's free!  
<https://www.youtube.com/watch?v=QYqjsH7cgGY&t=107s>



**May 27:** Have a Safe and Happy Memorial Day! #DriveSober #MemorialDay



**May 28:** Looking for bike safety & commute tips? @Bikeleague has got you covered!  
bikeleague.org/ridesmart #BikeMonth #TipTuesday  
<https://bikeleague.org/ridesmart>

**May 29:** Have you ever installed a car seat? Did you know 4 out of 5 are used incorrectly? Check with your local hospital to see if they offer Baby's First Ride, a car seat training class for expectant parents, or attend a car seat checkup near you to make sure your kids are riding in the right seat for their age, height and weight. <https://visionzero.nd.gov/strategies/OccupantProtection/ChildPassengerSafety/>

**May 30:** The four biggest words you'll want to avoid? "I didn't see him." #ATGATT #SharetheRoad



Adjust Your Mirrors Properly\_105.mp4

**May 31:** Why do you love riding in your community? #BikeMonth  
<https://bikeleague.org/content/promotional-materials-0>

