



**North Dakota Department of Transportation
May 2025 Organic Social Media Post Plan – Facebook**

Once approved, the following draft posts will be used to populate the Vision Zero ND Facebook page for the month of May 2025. 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: Click-It for Coffee! ☕ Wear your seat belt and visit a drive-thru of one of these coffee shops on the date specified below to participate! <https://visionzero.nd.gov/events/>

- May 1 (7 am – 4 pm): Broadway Bean and Bagel in Minot
- May 5 (9am – 11am): Magic Bean Brewing Company in Velva
- May 12 (6am – 6pm): Balancing Goad in Mandan
- May 12 (10am – 2pm): Door 204 in Watford City
- May 13 (6:30am – 2pm): Plantation Coffee Bar in Jamestown
- May 16 (8am – 6pm): Heroes Rise Coffee in Fargo
- May 17 (9am – 1pm): Serendipity Coffee Drive-thru in Dickinson
- May 22 (6am – 10am): Sandy's Donuts in West Fargo
- May 23 (6am – 6pm): Crossroads in Devils Lake

May 2: VZ Coordinator Post

May 3: Join us in promoting safe teen driving this Global Youth Traffic Safety Month! Remember: put the phone down, buckle up, and always drive distraction-free.



May 4: VZ Coordinator Post

May 5: VZ Coordinator Post

May 6: Failing to wear a seat belt results in more motor vehicle deaths in North Dakota than most other factors. Buckle up. It could save your life! 🚗 #EveryoneBuckled #VisionZeroND

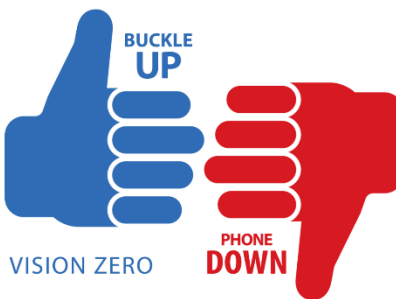
North Dakota's Vision Zero initiative is supported by sponsors, like @Chord Energy.

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

May 7: VZ Coordinator Post

May 8: Buckle Up, Phone Down! 📱 Join the challenge and let's make a change. Sign up today!

#NDBUPD 🙌👉 <https://visionzero.nd.gov/partners/BUPD/>



May 9: VZ Coordinator Post

May 10: In 2023, 47% of traffic deaths in North Dakota were not wearing seat belts. Buckle up. Every seat. Every trip. Every time. It could save your life. 🚗 #BuckleUp #VisionZeroND

[seat-belt-social-norming-buckle-up-glass-project-graphic-animated-1200x675-en-p2023.mp4](#)

May 11: Give your mom the gift of your safety this Mother's Day. Wear your seat belt every time you get into a vehicle. #MothersDaySafety #VisionZeroND



May 12: VZ Coordinator Post

May 13: Honoring our law enforcement this National Police Week. Thank you for all you do to help us reach the Vision Zero goal!

<https://nleomf.org/memorial/programs/national-police-week-2025/>



May 14: VZ Coordinator Post

May 15: In 2022, Charles Bekkerus, a beloved son, father, brother, and grandfather, was taken from his family when his Can-Am Spyder left the roadway and crashed. Let's honor his memory by remembering to wear all the gear, all the time.

<https://visionzero.nd.gov/memorial/Charles-Bekkerus/>

May 16: Happy Bike to Work Day! Heading to the office on two wheels? Don't forget your helmet!



May 17: VZ Coordinator Post

May 18: Celebrating 51 years of National EMS Week and their theme: 'We Care. For Everyone!' Thank you to North Dakota's EMS heroes for their unwavering dedication and compassionate care.

<https://emsweek.org/>

May 19: In 2023, one motorcyclist was involved in a crash every 2 days. As a motorist, follow these tips to safely share the road with motorcyclists.

1. Look twice for motorcycles.
2. Stay back.
3. Actively watch for motorcycles that may be hidden.
4. Do not try to share the lane.

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

May 20: VZ Coordinator Post

May 21: Alcohol-related crashes are 100% preventable. Be the change! Protect your future by choosing not to drink alcohol if you're underage.

North Dakota's Vision Zero initiative is supported by sponsors, like @AAA The Auto Club Group.

<https://visionzero.nd.gov/strategies/ImpairedDriving/UnderageDrinking/>

May 22: 🚓 If you see flashing lights on the side of the road, move over! The Move Over Law protects law enforcement, first responders, and the public so we can all make it home safe. 🚓 #MoveOverLaw #VisionZeroND

North Dakota's Vision Zero initiative is supported by sponsors, like @Puklich.



May 23: VZ Coordinator Post

May 24: 88% of motorcycle fatalities in North Dakota in 2023 involved riders without helmets. Protect yourself by wearing All The Gear, All The Time.

North Dakota's Vision Zero initiative is supported by sponsors, like @OneOK.

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

May 25: Tomorrow, take a moment to remember and honor those who gave their lives in service to our country. #MemorialDay2025

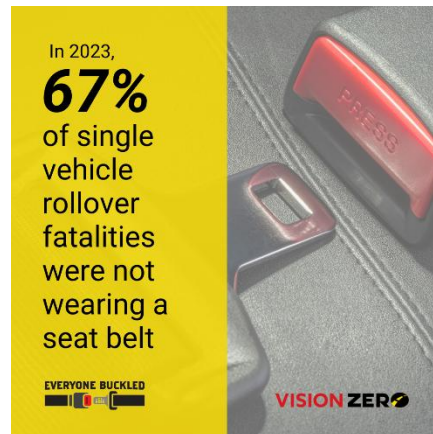


May 26: Heading to the Four Bears Powwow? Make sure everyone in your vehicle buckles up!

<https://www.facebook.com/p/Four-Bears-Pow-Wow-Committee-100083190495672/>

May 27: VZ Coordinator Post

May 28: North Dakota, let's make every trip a safe one. Buckle up! #EveryoneBuckled #VisionZeroND



May 29: North Dakota's Primary Belt Law states that:

- All front seat and back seat occupants must be buckled up regardless of age.
- Children younger than 8 years of age are required to ride in a child restraint (car seat or booster seat).

The primary seat belt law helps us reach our goal of zero motor vehicle fatalities and serious injuries on North Dakota roadways.

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

May 30: As of today, _____ lives have been tragically lost on North Dakota roads in 2025. This represents _____ families experiencing unimaginable grief. We must do better. Join us in our Vision Zero mission to eliminate traffic fatalities. Buckle up, drive responsibly, and never drive under the influence. #EveryoneBuckled #DistractedDriving #VisionZeroND



May 31: For seven years, Vision Zero has been committed to creating safer North Dakota roads. Join us in our mission to eliminate fatalities and serious injuries on our roadways. Learn how you can help us achieve this important goal: <https://visionzero.nd.gov/>