

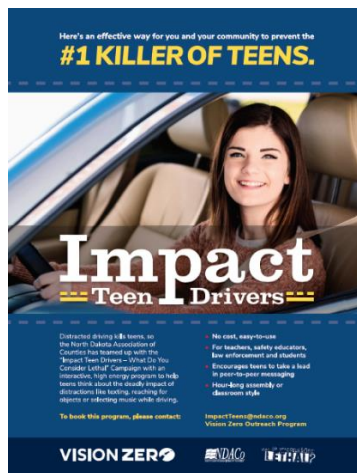


**North Dakota Department of Transportation  
November 2021 Organic Social Media Post Plan - Facebook, Instagram and Twitter  
November 1, 2021**

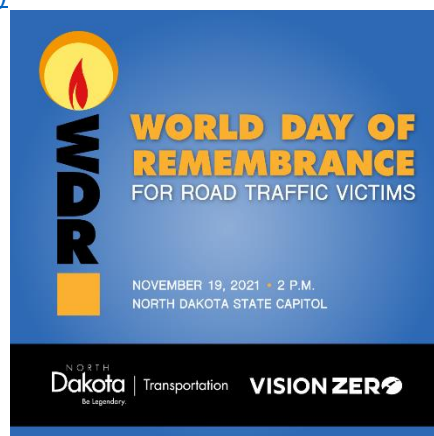
Once approved, the following draft posts will be used to populate the Vision Zero ND Facebook page, Instagram account and Twitter account (with character limit adjustments) for the month of November 2021. Additional posts may be recommended throughout the month based on newsworthy stories or unique opportunities that present themselves after this plan is approved. Those additional posts will be presented to NDDOT for approval before posting.

**November 1:** @ImpactTeenDrivers is offering a free, interactive program to prevent the #1 killer of teens - motor vehicle crashes. Sign your teens up to bring this lifesaving message to ND's youth! Visit the Impact Teen Drivers website for more information.

[https://www.impactteendrivers.org/NorthDakota?fbclid=IwAR0UBWA5DTkfb3MGNHRVnhXiOZYsjwAOBGPi\\_uFNcMI-GgPKWyNImqVAMM0](https://www.impactteendrivers.org/NorthDakota?fbclid=IwAR0UBWA5DTkfb3MGNHRVnhXiOZYsjwAOBGPi_uFNcMI-GgPKWyNImqVAMM0)



**November 1:** Help us support families and friends of those who lost their life in a motor vehicle crash at North Dakota's first World Day of Remembrance for Road Traffic Victims event. It will be held on Friday, November 19<sup>th</sup> at 2:00pm at the Capitol Mall. #WorldDayOfRemembrance #VisionZeroND #NDDOT [Vision Zero North Dakota \(nd.gov\)](http://VisionZeroNorthDakota.nd.gov)



**November 2:** Buckle up. It's a good idea 📌 #BuckleUp #ClickItOrTicket #VisionZeroND #NDDOT  
<https://visionzero.nd.gov/strategies/OccupantProtection/>



GoodIdea\_15-1\_1x1\_E  
nforcement.mp4

**November 3:** You're not always going to get it all right. Just make sure you nail the big stuff! Like making sure your children are in the right seat for their age and size. 👍 #TheRightSeat #NDDOH #VisionZeroND #NDDOT  
[https://youtu.be/7\\_5oupPtRfl](https://youtu.be/7_5oupPtRfl)

**November 4:** A Vision Zero School believes the only acceptable number of fatalities and serious injuries on North Dakota roads is zero. Does your school want to make a huge difference in the community?

Become a Vision Zero School by contacting the Safety Public Information Program Manager at lbjork@nd.gov. Visit our website for more information!  
[https://visionzero.nd.gov/partners/visionzeroschools/?fbclid=IwAR3eq4alwjiJENMfCwMMWsZfpejhUwbKb5GYnn-p2TbVmXkfkL19zdz\\_Kgtk](https://visionzero.nd.gov/partners/visionzeroschools/?fbclid=IwAR3eq4alwjiJENMfCwMMWsZfpejhUwbKb5GYnn-p2TbVmXkfkL19zdz_Kgtk)

**November 5:** Your loved ones want you home for the holidays. @MADD asks you to remind others to always designate a sober driver! Learn more about their annual Tie One On For Safety campaign by visiting their website. #TieOneOnForSafety #MADD #VisionZeroND #NDDOT  
<https://www.madd.org/the-solution/drunk-driving/tie-one-on-for-safety>

**November 6:** Daylight Savings means an extra hour of sleep! It's also a great time to check for vehicle recalls. 🚗

- ✓ Visit [NHTSA.gov/Recalls](https://www.nhtsa.gov/Recalls) and enter your 17-digit VIN number
  - ✓ If your vehicle has a recall, contact your dealer to schedule a repair
  - ✓ Every recall fix is FREE
- #SafetySaturday #CheckForRecalls #VisionZeroND  
<https://www.nhtsa.gov/recalls>



**November 7:** Prepare to “Fall” back today for Daylight Savings! 🕒 Today is a great time to check for vehicle recalls! All you have to do is enter your 17-digit VIN number. #DaylightSavings #VisionZeroND #NDDOT

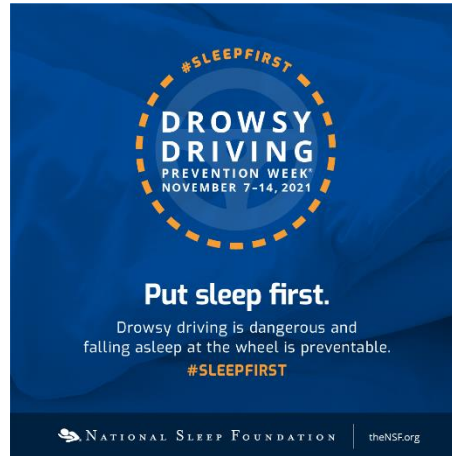
<https://www.nhtsa.gov/recalls>



nhtsa\_batch2\_turn\_yo  
ur\_clocks\_back\_small.r

**November 8:** This week is Drowsy Driving Prevention Week 🧘 Always make sure you’re well rested before hitting the road! #DrowsyDrivingPreventionWeek #VisionZeroND #NDDOT

<https://drowsydriving.org/>



**November 9:** Have you ever asked yourself if it’s safe to drive after taking a medication? Some prescription and even over-the-counter medication can have side effects that make it unsafe to drive! Learn more before making the decision to get behind the wheel. #DrowsyDrivingPreventionWeek #VisionZeroND #NDDOT

<https://www.fda.gov/consumers/consumer-updates/some-medicines-and-driving-dont-mix>

**November 10:** Sleepiness can result in crashes at any time, but drowsy-driving crashes most often:

- ☒ Occur between midnight and 6am or in the late afternoon
- ☒ Involve a single driver with no passengers
- ☒ Occur on rural roads and highways

#DrowsyDrivingPreventionWeek #VisionZeroND #NDDOT

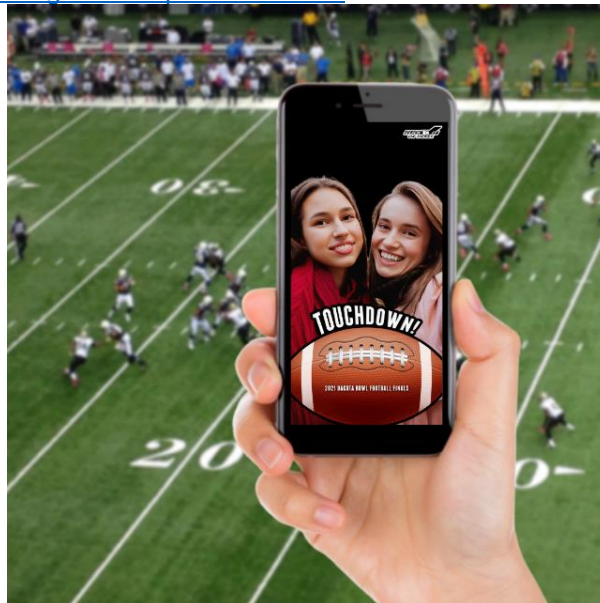
<https://www.nhtsa.gov/risky-driving/drowsy-driving>



**November 11:** Today we honor all who have served. Thank you, Veterans! 🇺🇸

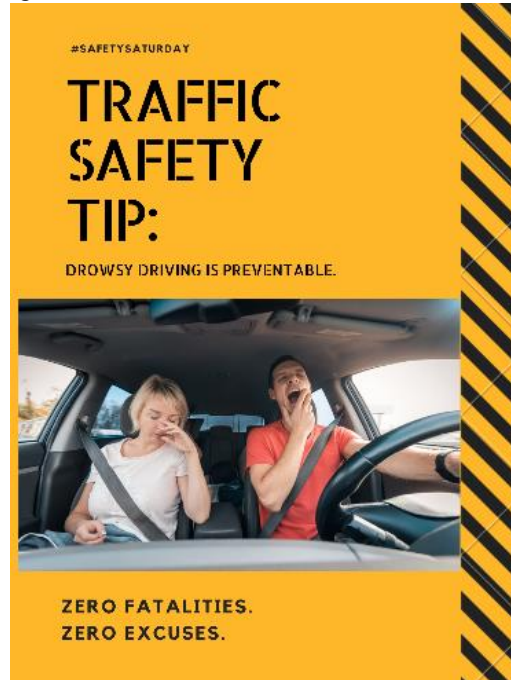


**November 12:** The ND High School State Football game is tonight! Remember to #BuckleUp and look for our Snapchat filter while you cheer on your team! #ClickItOrTicket #VisionZeroND #NDDOT <https://visionzero.nd.gov/strategies/OccupantProtection/>



**November 13:** Drowsy driving kills, but it is preventable. Follow these tips to stay 🧠 at the wheel!

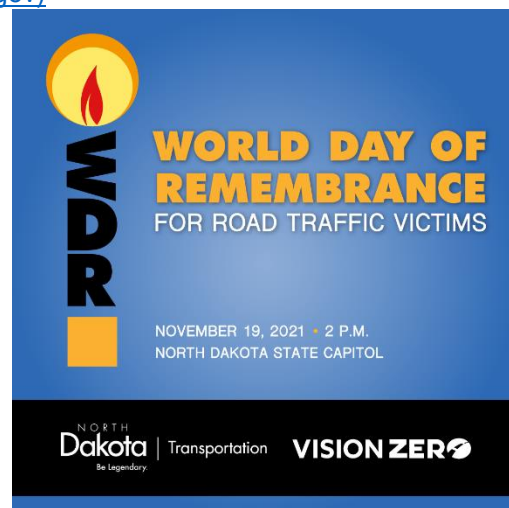
- 🧠 Before a long trip, get plenty of sleep the night before
  - 🧠 If you drive, avoid peak sleepiness periods (midnight - 6am)
  - 🧠 Always check prescription and over-the-counter labels to see if drowsiness is a side effect
- #SafetySaturday #DrowsyDrivingPreventionWeek #VisionZeroND #NDDOT



**November 14:** Kyle's passion in life was farming and making others laugh. There wasn't a person he couldn't carry a conversation with and he was always there when a friend needed a helping hand. Read Kyle's story by visiting the Crash Memorial Wall. #CrashMemorial #VisionZeroND #NDDOT  
<https://visionzero.nd.gov/memorial/Kyle-I.-Nelson/>

**November 14:** World Day of Remembrance for Road Traffic Victims is coming up. Vision Zero invites you to the North Dakota Capitol Mall on Friday, November 19<sup>th</sup> at 2:00pm to honor the lives lost every year in traffic crashes. Please RSVP by clicking the link below. #WorldDayOfRemembrance #VisionZeroND #NDDOT

[Vision Zero North Dakota \(nd.gov\)](https://visionzero.nd.gov)



**November 15:** Want to help us get to zero fatalities and serious injuries on North Dakota roads? Join the Vision Zero Partner Network! Get free marketing and educational materials and learn how you can help! Join today and help promote traffic safety! #VisionZeroND #NDDOT  
<https://visionzero.nd.gov/partner-safety-network/JointhePartnerNetwork/>

**November 16:** When the chilly temperatures of winter set in, will your vehicle be ready for the cold? ❄️ Check out @NHTSA's Winter Driving Tips to make sure you're prepared! #WinterDriving #VisionZeroND #NDDOT  
[https://www.nhtsa.gov/sites/nhtsa.gov/files/documents/14970-winter\\_driving\\_tips\\_2020-2021\\_111202\\_v2\\_tag.pdf](https://www.nhtsa.gov/sites/nhtsa.gov/files/documents/14970-winter_driving_tips_2020-2021_111202_v2_tag.pdf)

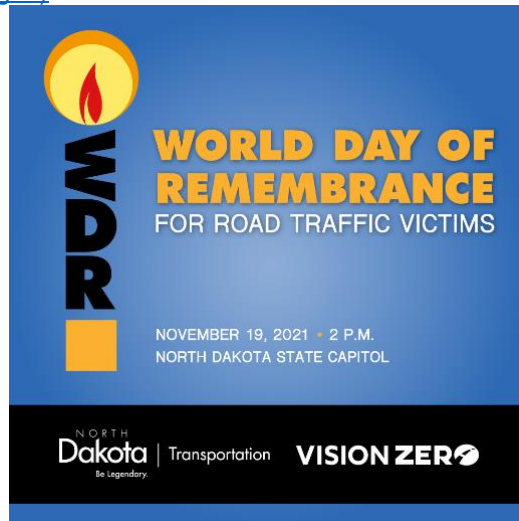
**November 17:** In 2021, there have been 1,689 DUI arrests in North Dakota. No one wants to pay that price. Remember, always drive sober. #VisionZeroND #NDDOT  
<https://visionzero.nd.gov/strategies/ImpairedDriving/>



**November 18:** Good luck to everyone participating in the North Dakota State Volleyball Tournament this weekend! If you're traveling to cheer on your team, remember to buckle up, every trip, every time! #ClickItOrTicket #VisionZeroND #NDDOT  
<https://visionzero.nd.gov/strategies/OccupantProtection/>



**November 19:** Vision Zero invites you to the first World Day of Remembrance for Road Traffic Victims event at 2:00pm today at the North Dakota Capitol Mall. Help us provide a meaningful remembrance to honor loved ones who lost their lives in North Dakota traffic crashes. #WorldDayOfRemembrance #VisionZeroND #NDDOT  
[Vision Zero North Dakota \(nd.gov\)](http://VisionZeroNorthDakota.nd.gov)



**November 20:** Happy Game Day, Bison fans! Are you participating in the tailgating festivities? 🍺🍷 We have a tip for you! In the Lyft app, you can “set a reminder” and Lyft will send you a notification when you should request a ride. Or you can schedule ahead! #SafetySaturday #VisionZeroND #NDDOT



**November 21:** Today is World Day of Remembrance for Road Traffic Victims. On Friday we honored the lives lost on North Dakota roads. Thank you to all who came to support the family and friends of North Dakota traffic victims. #WorldDayOfRemembrance #VisionZeroND #NDDOT

**November 22:** Many are about to hit the road eager to spend Thanksgiving with their loved ones. Not wearing a seat belt results in more motor vehicle fatalities in North Dakota than any other factor. Remember to always #BuckleUp, every trip, every time. #VisionZeroND #NDDOT



**November 23:** 8 out of 10 North Dakotans understand the importance of wearing a seat belt. It is those who do not wear seat belts who are much more likely to lose their life in a crash. Buckle up not only for yourself, but also for your loved ones. #VisionZeroND #NDDOT  
<https://visionzero.nd.gov/strategies/OccupantProtection/>

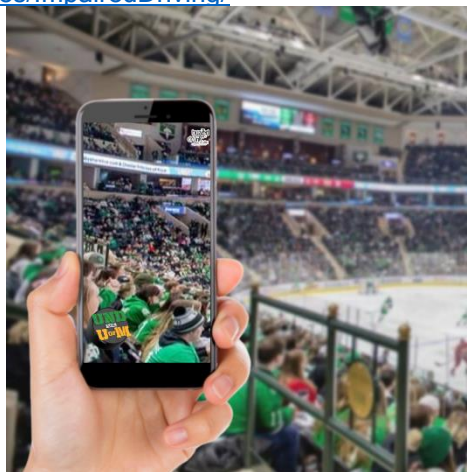
**November 24:** Get to Turkey Day in one piece! If you plan on drinking alcohol tonight, don't plan on driving. Call a rideshare or a sober friend! #BuzzedDriving is Drunk Driving. #BlackoutWednesday #DitchDanksgiving #VisionZeroND #NDDOT  
<https://www.nhtsa.gov/campaign/ditch-danksgiving>

**November 25:** Happy Thanksgiving! 🦃 Drinking and driving should never be on the menu. Plan ahead and add a designated driver to your Turkey Day plans! Buzzed Driving is Drunk Driving. #DriveSober #VisionZeroND #NDDOT



2021\_Thanksgiving\_Gluttony\_Buzzed\_ENG\_1.

**November 26:** Are you watching the big rivalry hockey game between UND and U of M tonight? If you're there, use our Snapchat filter! And always remember to drive sober or find a sober ride. #VisionZeroND #NDDOT  
<https://visionzero.nd.gov/strategies/ImpairedDriving/>





**November 27:** It's always better to be safe than sorry during North Dakota winters! Before traveling, always check the weather and road conditions before you take off. #SafetySaturday #VisionZeroND #NDDOT  
<https://travel.dot.nd.gov/>

**November 28:** A seat belt kept Katie Fitzsimmons in a bubble as her vehicle flipped from hitting a patch of ice. Always wear your seat belt - It saved Katie's life and it could save yours too. #BuckleUp #VisionZeroND #NDDOT  
<https://visionzero.nd.gov/strategies/OccupantProtection/Fitzsimmons/>



Katie  
Fitzsimmons2.mp4

**November 29:** The Vision Zero Coordinators serve as points of contact for community leaders and the public! If you have any questions about Vision Zero, reach out to the coordinator in your region! #VisionZeroND #NDDOT  
<https://visionzero.nd.gov/partners/regionalcoordinators/>

**November 30:** It's snowmobile season! ❄️ ND Parks and Recreation offers in-person and online classes! Visit <https://www.parkrec.nd.gov/business/recreation-programs/snowmobile> for more information and to register. #VisionZeroND #NDDOT #NDParksandRec #SnowmobileSafety