



**North Dakota Department of Transportation**  
**April 2024 Organic Social Media Post Plan – Facebook and Twitter**  
April 1, 2024

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 April 2024. 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.

**April 1:** It's April Fool's Day but driving distracted is no joke. April is National Distracted Driving Awareness Month. If you're in the driver's seat, it's the only thing you should be doing. No distractions. #VisionZeroND  
<https://www.nhtsa.gov/april-distracted-driving-awareness-month>

**April 2:** Did you know the average DUI costs \$10,000 between:

- Attorney's fees
- Fines
- Court costs
- Lost time at work
- Higher insurance rates

Always #DriveSober or Get Pulled Over.

**April 3:** VZ Coordinator Post

**April 4:** VZ Coordinator Post

**April 5:** You check your tire pressure. You check your engine oil. But have you checked your kids' car seats? Don't wait for a crash to find out if they're installed correctly. Visit [www.nhtsa.gov/TheRightSeat](http://www.nhtsa.gov/TheRightSeat). #TheRightSeat

[Right Seat Chart Animated](#)

**April 6:** Prom season is quickly approaching! Your date is counting on you to be there for the last dance. Put your phone down, keep your eyes on the road and never drive distracted. #VisionZeroND



**April 7:** Michael Chad Fenner was struck by a vehicle and passed away within seconds when he was struck by a vehicle while walking home with a friend. He was only 36 hours from graduating from high school. He was an artist, soccer player and an incredible brother. Let Michael serve as your reminder to keep your eyes on the road and your hands on the wheel. #DistractedDrivingAwareness  
<https://visionzero.nd.gov/memorial/Michael-Chad-Fenner/>

**April 8:** April is Alcohol Awareness Month. This month, remember to:  
Always drive sober and alert.

- Reminder your family and friends to never drive impaired.
- Never ride with a driver who has been drinking alcohol.
- Before drinking alcohol, choose a non-drinking friend as a designated driver.
- Call a family member, friend, cab or ride service for a sober ride home if you have been drinking alcohol.

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

**April 9:** Did you know that texting and driving on North Dakota roads carries a \$100 fine? Put the phone down and keep your eyes on the road. #DistractedDriving

[NHTSA Distraction 2023 Looking Down ENG 1200x1200.mp4](#)

**April 10:** Spring sports are in full swing, and your team needs you. Remember to buckle up! Every seat, every trip, every time. #VisionZeroND



**April 11:** VZ Coordinator Post

**April 12:** Join the Vision Zero Partner Network and our mission of achieving zero motor vehicle fatalities and serious injuries on North Dakota roads. #VisionZeroND <https://visionzero.nd.gov/partner-safety-network/>



**April 13:** Those that are texting while driving are six times more likely to crash than a drunk driver. Take a moment during National Distracted Driving Awareness Month to remind your loved ones to always drive distraction-free. <https://visionzero.nd.gov/strategies/DistractedDriving/>

[NHTSA Distraction 2023 Dance ENG 1200x1200.mp4](#)

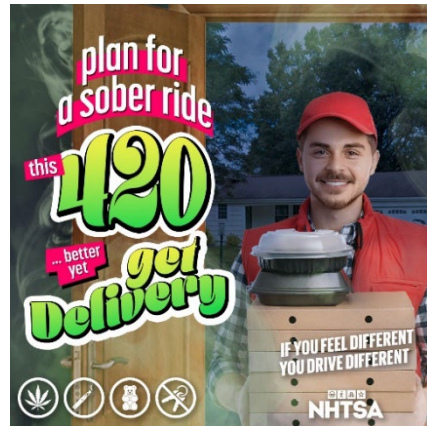
**April 14:** \_\_\_\_\_ too many. We all need to take personal responsibility for our own safety and the safety of our occupants to reach our goal of zero fatalities and serious injuries on North Dakota roads. <https://visionzero.nd.gov/>

**April 15:** It's National Work Zone Awareness Week! Remember to follow the 3 'S' checks to ensure you arrive at your destination safely:

1. Speed Check
  - a. Slow down when you approach a work zone and follow posted speed limits.
2. Space Check
  - a. Leave at least 2 seconds between you and the car in front of you.
3. Stress Check
  - a. Expect delays and plan your route ([Travel Information Map](#)) so you know where construction is occurring.

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

**April 16:** If you think getting high makes you a better driver, you're wrong – dead wrong. 🦴 If You Feel Different, You Drive Different. #ImpairedDriving



**April 17:** 4-20 ID Non-Enforcement News Release

**April 18:** VZ Coordinator Post

**April 19:** It's the last day of National Work Zone Awareness Week. Next time you drive by a construction work zone, remember the crew members are someone's parent, grandparent, sibling or friend. Use caution and slow down!



**April 20:** 4/20 sees a high rate of marijuana use. We're going to be blunt – stay off the roads if you are impaired. 🤪🚗 = 🚫🚗 If You Feel Different, You Drive Different. #ImpairedDriving

This Vision Zero ND social media post is sponsored by @AAA The Auto Club Group.



**April 21:** VZ Coordinator Post

**April 22:** PRD Move Over Law 04/22

**April 23:** VZ Coordinator Post

**April 24:** We wanted to take a moment to recognize and thank Gene LaDoucer, Director of Public Affairs at AAA – The Auto Club Group, as he approaches his retirement on April 30. Gene has been a steadfast supporter of Vision Zero since its inception in 2018 and has always been committed to making our roads safer. Thank you, Gene, for your tireless efforts that have saved lives!

**April 25:** The consequences of distracted driving can't be reversed. Buckle up. Phone down. #DistractedDriving

This Vision Zero ND social media post is sponsored by @Hess.

<https://www.youtube.com/watch?v=8-kLpMxyL4U>

**April 26:** VZ Coordinator Post

**April 27:** VZ Coordinator Post

**April 28:** As Alcohol Awareness Month comes to an end, always remember that alcohol-related crashes are 100% preventable. Always drive sober or find a sober ride.

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

**April 29:** MS Flight #1

**April 30:** Speeding and/or aggressive driving was a factor in 31% of fatal crashes in North Dakota in 2022. Stop speeding before it stops you! <https://visionzero.nd.gov/strategies/SpeedAggressiveDriving/>

This Vision Zero ND social media post is sponsored by @Chord Energy.

