



North Dakota Department of Transportation
August 2022 Organic Social Media Post Plan - Facebook, Instagram and Twitter
August 1, 2022

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 August 2022. 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.

August 1: 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/>

August 2: Pedestrians and drivers share responsibility. Every 4.5 days one pedestrian was involved in a crash on ND roads. #BeAlert #PedestrianSafety
https://www.youtube.com/watch?v=91b0JoDT_b8&t=6s

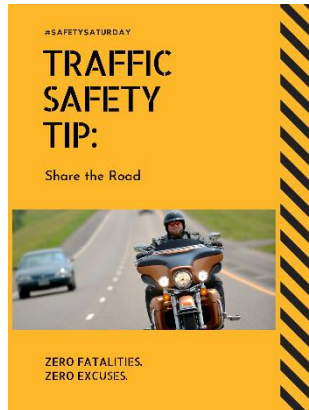
August 3: Today is the 2022 Driving Skills for Success event! This program helps teens learn the skills they need to take personal responsibility to make the right choices every time they get behind the wheel. #DrivingSkillsforSuccess #VisionZeroND #NDDOT
<https://visionzero.nd.gov/events/DSFS/>

August 4: Even if you're running late, speed limits apply to you, too. Maintain a safe speed and keep yourself safe. #SpeedingCatchesYou



August 5: Want to help us promote traffic safety? Join the Vision Zero Partner Network! #VisionZeroND
<https://visionzero.nd.gov/partner-safety-network/JointhePartnerNetwork/>

August 6: Those driving lanes are smaller than they seem. Share the road, but never the lane.
#MotorcycleSafety #SafetySaturday #VisionZeroND #NDDOT #Safe2Sturgis



August 7: It's time to ensure safe mobility for all people. 🛑 National Stop on Red Week kicks off today and runs through August 13. Together, we can help make our streets safer because zero begins with you #StopOnRed2022

<https://ncsrsafety.org/stop-on-red-week-2022/>

August 8: It's august which means #BackToSchool month. Back to school means #SharingTheRoad. 🚗

<https://www.nsc.org/home-safety/seasonal-safety/back-to-school/drivers>

August 9: Thanks to @AAANorthDakota for sponsoring ND Sober Ride for events and holidays throughout the state! 🙌 Due to their support, we have helped __ receive sober rides. #NDSoberRide #AAANorthDakota

August 10: If you see a child alone in a vehicle, take action to get the child out! Many states have Good Samaritan laws that will protect you.

📞 Call 911.

👤 Get the child out of the car.

💧 Spray them with cool water (not an ice bath).

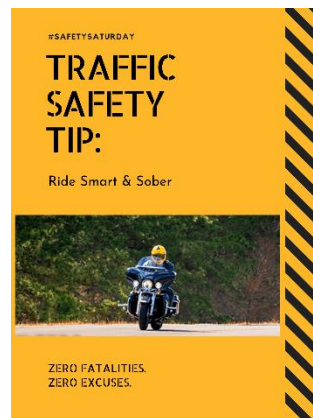
#HeatstrokeKills



August 11: 🚦🚗👉👉 More than 2.8 Million drivers ran red lights in 2020. #StopOnRed2022
#ZeroBeginsWithYou
<https://ncsrsafety.org/stop-on-red-week-2021/>

August 12: Safety Corridors are a Vision Zero solution in which Engineering, Enforcement, Emergency Response and Education work together to help reach Vision Zero's goal. #SafetyCorridors #NDDOT #VisionZero
<https://visionzero.nd.gov/strategies/Infrastructure/SafetyCorridors/>

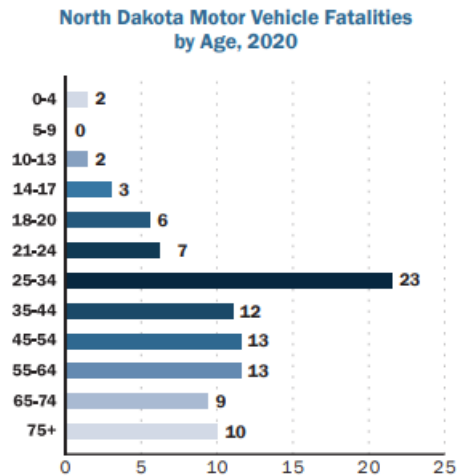
August 13: Respect your ride. 🏍️ If you've been drinking alcohol, call a sober friend, rideshare or taxi to get you home safely. #SafetySaturday #VisionZeroND #NDDOT #Safe2Sturgis #RideSober



August 14: ___ too many. Every driver in North Dakota can help meet the Vision Zero goal by taking personal responsibility when driving. Buckle up, drive distraction-free, drive sober and follow all posted speed limits. #VisionZeroND #NDDOT
<https://visionzero.nd.gov/strategies/>
(Update creative on August 10)

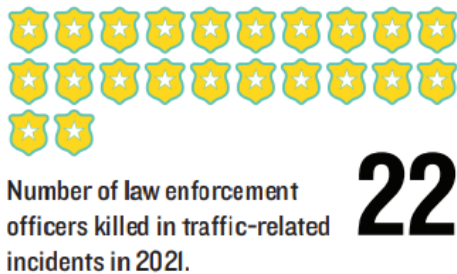
August 15: The Vision Zero Coordinators serve as points of contact for community leaders and the public! If you have any questions about Vision Zero, reach out to the coordinator in your region! #VisionZeroND #NDDOT
https://visionzero.nd.gov/partners/regionalcoordinators/?fbclid=IwAR29tzkbU1_cZpCSuaEDQX48P1wqHCYob8V43LdDclFzqWPJHIZ2xTkhI6k

August 16: Nearly 63% of ND vehicle fatalities in the past five years were between the ages of 25-64. Always buckle up. #NDCrashStats #VisionZeroND
<https://visionzero.nd.gov/uploads/24/NDDOT2020CrashSummaryNobleedsinglepages1.pdf>



August 17: Impact Teen Drivers 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!
https://www.impactteendrivers.org/NorthDakota?fbclid=IwAR0UBWA5DTkfb3MGNHRVnhXiOZYSjwAOBGPi_ufNcMI-GgPKWyNImqVAMM0

August 18: Traffic-related incidents are a leading cause of death for law enforcement officers nationally. Take a simple step toward safety - Slow down and Move Over when you see flashing lights on the roadside. #MoveOverND
<https://www.trafficsafetymarketing.gov/get-materials/first-responder-safety/move-over>



August 19: Monte loved music, snowboarding and football and his missed by all who loved him. An impaired driver took his life crossing the center line and hitting the vehicle Monte was in head on. Always drive sober. Alcohol-related crashes and fatalities are 100% preventable. #NDCrashMemorialWall #VisionZeroND
<https://visionzero.nd.gov/memorial/Monte-Zak/>

August 20: Did you know school buses are the most regulated vehicles on the road? Teach your children to play it SAFE:

- 🚌 Stay five steps away from the curb.
 - 🚌 Always wait until the bus comes to a complete stop and the bus driver signals for you to board.
 - 🚌 Face forward after finding a seat on the bus.
 - 🚌 Exit the bus after it stops and look left-right-left for cars before crossing a street.
- #SafetySaturday #VisionZeroND #NDDOT

August 21: Drive defensively. Keep a safe distance. Avoid blind spots. Pass safely, or not at all. 🚗
#ShareTheRoad #VisionZeroND
<https://www.youtube.com/watch?v=gVLekM9Ei7I>

August 22: The #DriveSober or Get Pulled Over 🚓 enforcement period runs through 9/5, covering the end of #Summertime and the busy #LaborDay weekend. Commit to #SoberDriving each and every day!
<https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/drive-sober-or-get-pulled-over/national-mobilization>



August 23: It's been ___ days since a fatality on North Dakota roads. Keep buckling up, driving sober and distraction-free to help us reach our goal of zero fatalities on our roadways! #VisionZeroND #NDDOT #SummerHEAT

August 24: Does your school want to make a difference? Become a Vision Zero School by contacting the Safety Public Information Program Manager at lbjork@nd.gov. #VisionZeroSchools #VisionZeroND #NDDOT
<https://visionzero.nd.gov/partners/visionzeroschools/>



NDDOT - Flasher
County - Vision Zero_!

August 25: Keep your fellow riders safe by always riding sober. 🏍️ #RideSober or Get Pulled Over. 🚗
<https://www.trafficsafetymarketing.gov/get-materials/motorcycle-safety/national-mobilization/ride-sober-or-get-pulled-over-motorcyclists>



Rider_Video_1200x1200_ENG.mp4

August 26: A Vision Zero Community believes the only acceptable number of fatalities and serious injuries on ND roads is ZERO. If your community is interested in becoming a Vision Zero Community, contact us at 701-328-2658.

<https://visionzero.nd.gov/partners/VisionZeroCommunities/>

August 27: Cruisin' the open road is a Labor Day tradition for many bikers. 🏍️ However, riding after drinking could cost you your life. #RideSober or Get Pulled Over. 🚗 #SafetySaturday #VisionZeroND #NDDOT



August 28: Walk with your young kids to the bus stop and wait with them until it arrives. #SchoolBusSafety #BackToSchool

https://www.safekids.org/safetytips/field_risks/school-bus-safety

August 29: Center and edge rumbles have been proven to save lives. When you hear the rumble, you may have just heard someone's life being saved! #RoadSafety #VisionZeroND #NDDOT

<https://www.youtube.com/watch?v=2V5-M4-O70E&t=3s>

August 30: Obey the signs in construction work zones so everyone makes it home safely.

#WorkZoneSafety #NDDOT @NDDOT

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

August 31: It only takes one drink to affect your ability to ride safely. If you plan on drinking, plan ahead to get a sober ride. #RideSober #DriveSober
<https://www.youtube.com/watch?v=u-WrN05lg48>