



North Dakota Department of Transportation
January 2023 Organic Social Media Post Plan - Facebook, Instagram and Twitter
January 1, 2023

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 January 2023. 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.

January 1: Happy New Year! 🎆 If you're celebrating today, use Lyft code VZWINTER22 for a sober ride. #NDSoberRide #HappyNewYear



January 2: IDRS Results Press Release

January 3: Drug-impaired driving can have devastating consequences. No one wants a DUI or jail time on their record. If you feel different, you drive different. Drive high, get a DUI.

https://www.trafficsafetymarketing.gov/sites/tsm.gov/files/2022-11/2022_ImpairedDriving_HolidaySeason_Playbook20221025-tag.pdf



January 4: VZ Schools Coordinator Post

January 5: Share post about Minot slam dunk event

January 6: Want to help us get to zero fatalities and serious injuries on ND 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/>

January 7: Minot Slam Dunk Event VZ Coordinator Post

January 8: 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/>

January 9: Kassie had a big smile along with a huge heart and her family misses her daily. Lane departure is preventable. Remind your loved ones to stay in their lane. #NDCrashMemorialWall
<https://visionzero.nd.gov/memorial/Kassandra-Cote/>

January 10: Killdeer VZ Schools Coordinator Post

January 11: ___ 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 #SafetySaturday
<https://visionzero.nd.gov/strategies/>
(Update creative on January 9)

January 12: Roadway safety is the responsibility of all drivers, but you can take certain steps to ensure you're doing your part. When driving near or around a semi-truck or other large vehicles, be sure to follow these tips. #CommercialMotorVehicle #SharetheRoad
<https://visionzero.nd.gov/strategies/CommercialMotorVehicles/>

January 13: 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!
#TeenDriverSafety
https://www.impactteendrivers.org/NorthDakota?fbclid=IwAR0UBWA5DTkfb3MGNHRVnhXiOZYSjwAOBGPi_ufNcMI-GgPKWyNImqVAMM0

January 14: Shayna is a testament of strength and survival. But what happened to Shayna and her passengers can be avoided if everyone consistently makes the right choice. That's why Shayna's message to others is simple: "Always drive sober or please find a sober ride." #DriveSober #VisionZeroND

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

January 15: VZ Coordinator Post

January 16: 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/>

January 17: To be blunt: If you're high, just don't drive. #IfYouFeelDifferent #YouDriveDifferent #DriveSober

<https://www.trafficsafetymarketing.gov/get-materials/drug-impaired-driving/if-you-feel-different-you-drive-different/ad-council-psa>



2022_Im in an
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January 18: Remember: Move over for stopped emergency and service vehicles. #MoveOverND (include Deputy Earl Move Over video once approved)

January 19: Remaining alert for all road users and focusing on the road, sidewalk, crosswalk, or however you may be traveling helps everyone get to their destination safely. 🚶

<https://visionzero.nd.gov/strategies/VulnerableUsers/Pedestrians/>

January 20: Traveling to the State Dance Competition in Grand Forks this weekend? 🧑🏻 Buckle up behind the wheel so you can be there for them. #VisionZeroND #BuckleUp #NDStateDance (include filter)

January 21: Make winter homecomings happy. ✨ Buckle up behind the wheel, so you can be there for them. #BuckleUp #ZeroFatalities #ZeroExcuses

<https://www.youtube.com/watch?v=yPO4ivEyNpU&t=7s>

January 22: Shoutout to AAA - The Auto Club Group in North Dakota for helping us save lives on North Dakota roads with sober rides! In the last @Lyft effort in December and January, they helped ____ receive sober rides. 🍌 #NDSoberRide #AAANorthDakota

January 23: Want to help us promote traffic safety? Join the Vision Zero Partner Network! #VisionZeroND
<https://visionzero.nd.gov/partner-safety-network/JointhePartnerNetwork/>

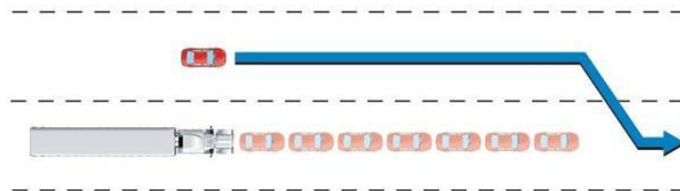
January 24: A new year means new goals and ambitions! Make buckling up in your vehicle every single time one of your goals this year. #BuckleUp #VisionZeroND #NDDOT



Black and White
Buckle Up Seatbelt Nc

January 25: Have you read the stories on North Dakota's Crash Memorial Wall? Each memorial is built on the hope of preventing another fatality on our roadways. If you have a story to share, we're here to help you write it. #NDCrashMemorialWall
<https://visionzero.nd.gov/memorial/>

January 26: Pass safely, or not at all. Semi-trucks and other large vehicles need twice the time and space to stop as smaller passenger vehicles. When changing lanes in front of large vehicles, allow one vehicle length for every 10 mph you are traveling (70 mph = 7 car lengths).
<https://visionzero.nd.gov/strategies/CommercialMotorVehicles/>



January 27: In 2022, unbelted vehicle fatalities in North Dakota were the highest since (year). Let's change that statistic and save lives on our roadways. Remind your loved ones to always buckle up. #VisionZeroND

January 28: VZ Coordinator Post

January 29: Know what to do if your vehicle skids. * #WinterDrivingSafety #NDDOT #VisionZeroND
<https://visionzero.nd.gov/strategies/winterdriving/correctingskid/>

January 30: Check your vehicle or car seat for recalls at least twice a year and sign up to receive alerts about new recalls.
<https://www.nhtsa.gov/recalls>

January 31: The goal of zero fatalities is not only attainable, but also vital. When it comes to your life, or the lives of your family and friends, is any other number acceptable? We're aiming for zero fatalities because every life matters. #VisionZeroND
<https://visionzero.nd.gov/>