

Odney

North Dakota Department of Transportation December 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 December 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.

December 1: Older Driver Safety Awareness Week is here!

In the past 5 years, 98 North Dakotans aged 65 and older lost their lives in motor vehicle crashes. Let's help keep our older loved ones safe by starting conversations and knowing when it's time to make changes behind the wheel. 

Learn more: nhtsa.gov/older-drivers/keeping-our-older-drivers-safe

December 2: Buckle up, North Dakota!

Did you know our Primary Seat Belt Law requires:

- Everyone in the front and back seat to buckle up, no matter their age.
- Children under 8 to ride in a car seat or booster seat.

Seat belts save lives and help us move toward our goal of zero motor vehicle fatalities on North Dakota roads.

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

December 3: VZ Coordinator Post

December 4: Older Driver Awareness News Release

December 5: IDRS Flight #2 Results

December 6: Older Driver Safety Awareness Week is a great time to remind older drivers of the importance of safe driving. Encourage them to take an online driving course from @AARP.  #ODSAW

<https://www.aarp.org/auto/driver-safety/older-drivers-fewer-accidents/>

December 7: As we wrap up Older Driver Safety Awareness Week, plan for the road ahead.  Talk to your older loved ones about adjusting their driving habits to continue driving safely. Learn more:

<https://www.nhtsa.gov/road-safety/older-drivers>

December 8: Honor your loved one and help us prevent future tragedies. Submit a memorial to the North Dakota Crash Memorial Wall to share the story and memory of a loved one who passed away in a motor vehicle crash. #NDCrashMemorialWall

<https://visionzero.nd.gov/memorial/create-memorial/>



December 9: A simple click can save a life. With @NHTSA's seat belt reminder rule and North Dakota's Primary Belt Law, safety is everyone's responsibility — front seat, back seat, every age. Let's protect what matters most and keep working toward zero fatalities on our roads.

<https://www.nhtsa.gov/campaign/click-it-or-ticket>

December 10: ID Flight #2 News Release

December 11: IDRS Flight #3 News Release

December 12: 646 lives were lost in tire-related crashes in 2023.

Be TireWise: Check your tread, pressure, and tire age.

A quick check can prevent a crash.

#VisionZeroND #TireSafety

<https://www.nhtsa.gov/vehicle-safety/tires>

December 13: We want your help promoting traffic safety. Join the Vision Zero Partner Network today!

<https://visionzero.nd.gov/partner-safety-network/>

December 14: Flashing lights ahead? Move over or slow down.

Give law enforcement, emergency responders, and roadside workers the space they need to stay safe.

#MoveOverLaw #VisionZeroND

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



December 15: Make sure you and your vehicle are prepared to drive in hazardous winter conditions!

Preparation is key to keeping yourself and your occupants safe. #WinterDriving #VisionZeroND

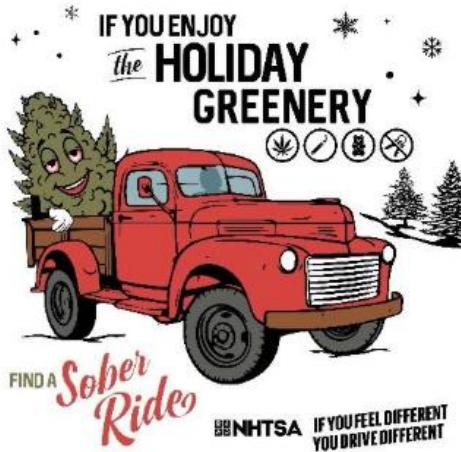


<https://visionzero.nd.gov/strategies/winterdriving/>

December 16: Holiday travel means full hearts and full cars. Buckleup, take your time, stay alert, and be ready for winter roads.



December 17: No matter what term you use: stoned, high, or baked — drugs impair your ability to drive safely. Call a sober friend, rideshare, or use public transportation to get home safely. If You Feel Different, You Drive Different.



December 18: Snow is here, North Dakota! ❄️ Prepare for winter, drive for the conditions, and stay safe out there.

Check out these winter driving tips before you hit the road:

<https://www.nhtsa.gov/winter-driving-tips>

December 19: Keep the holidays merry, bright, and safe. Use Lyft code VZWINTER25 for \$10 off your sober ride through January 2. Vouchers available while codes last. #NDSoberRide #VisionZeroND

(Insert graphics once approved.)

December 20: Before you hit the road for holiday travel, check your child's seat fit! Bulky coats can make harnesses unsafe. Keep little ones warm by layering light clothes and adding their coat after they're buckled in. #TheRightSeat

This Vision Zero ND social media post is sponsored by Bolton & Menk



December 21: On the darkest day of the year, let's shine a little brighter. Look out for those walking or biking, and take it slow after sunset. Every second glance could save a life.💡



December 22: Hosting for the holidays? Check your list twice! 🎄

- ✓ Snacks ready
- ✓ Drinks poured
- ✓ Music on
- ✓ Rides home planned 🚗

Drive Sober or Get Pulled Over.



<https://www.nhtsa.gov/campaign/drive-sober-or-get-pulled-over>

December 23: If you're traveling for the holidays, be sure to follow these winter driving tips:

1. Carry a cell phone.
2. Let someone know when you depart, your route and expected travel time.
3. Dress according to weather conditions. Keep dry and wear clothing in layers.
4. Do not leave without a full fuel tank.

Looking for more resources? Visit our website: <https://visionzero.nd.gov/strategies/winterdriving/>



December 24: Celebrate the holidays responsibly! ☘ Use Lyft code VZWINTER25 for \$10 off your sober ride through January 2. Vouchers available while codes last. #NDSoberRide #VisionZeroND

(Insert graphic once approved.)

December 25: Happy Holidays from Vision Zero ND! ☘ However you choose to celebrate today, if your plans involve alcohol, make sure you designate a sober driver. Drive Sober or Get Pulled Over.



December 26: December is Older Driver Safety Awareness Month.

If you're an older driver or a caregiver, start the conversation about safe driving. Small adjustments, like adapting your vehicle, can make a big difference.

#OlderDriverSafety #VisionZeroND



December 27: Make it to the New Year. If you're celebrating early, don't risk driving impaired. Use Lyft code VZWINTER25 for \$10 off a sober ride through January 2. Vouchers available while codes last.

#NDSoberRide #VisionZeroND

(Insert graphic once approved.)

December 28: Whether you're traveling back from the holidays or towards New Year's getaway destination, make sure you're prepared for whatever the season brings.

- Carry a cell phone.
- Let someone know your route, departure time, and expected arrival.
- Dress for the weather — layer up and stay dry.
- Don't hit the road without a full tank of fuel.

Looking for more resources? Visit our website: <https://visionzero.nd.gov/strategies/winterdriving/>

December 29: In 2025, there have been _____ traffic fatalities on North Dakota roads. That's _____ too many. Always buckle up, slow down, drive responsibly, and choose a sober driver. Help us make "zero" the new hero!

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



December 30: It's New Year's Eve Eve, the celebrations start early! 🎉 If you're heading out tonight, plan a safe ride home. Use Lyft code VZWINTER25 for \$10 off a ride through January 2. Vouchers available while codes last. #NDSoberRide #VisionZeroND

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

(Insert graphic once approved.)

December 31: Ringing in the New Year with a drink or two? Get home safely with Lyft! Use code VZWINTER25 for \$10 off a ride through January 2. Vouchers available while codes last. #NDSoberRide #VisionZeroND

(Insert graphic once approved.)