



**North Dakota Department of Transportation
January 2026 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 January 2026. 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: ❄️🍪 Frostbite Ginger Snap!

Winter weather already brings enough challenges: snow, ice and slow reaction times. Adding alcohol only makes it more dangerous. This Vision-Zero-Proof mocktail is the perfect reminder to keep celebrations warm and your driving 100% sober. Stay safe. Stay sharp. Drive sober this winter.

#VisionZeroND #DriveSober

(Insert Reel)

January 2: ✨ New year, same mission: get everyone home safely.

Make 2025 the year you buckle up, slow down and drive distraction-free. Every trip, every time.

#VisionZeroND #SafeDrivingResolution

January 3: A NEW opportunity for YOU to join our Vision Zero Partner Network this 2026!

Get exclusive updates and stay in the loop and be a part of the mission for ZERO fatalities!

#VisionZeroND #VZPN



January 4: Today is #NationalTriviaDay!

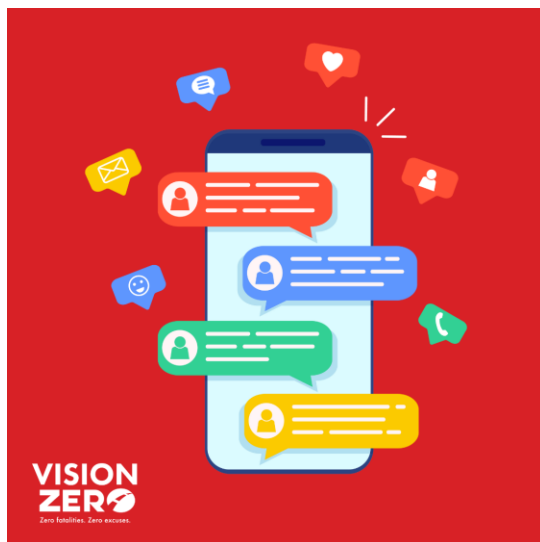
What cuts crash risk by nearly half? Answer: Wearing your seat belt every time.



January 5: Back to school, back to work... and back to heavier traffic. More commuters = more risk. Drive alert, not rushed.

(Insert snowy pic of liberty)

January 6: Happy #NationalTechnologyDay! We love technology, but it doesn't belong in your hands while driving. Stay focused and stay safe!



January 7: VZ Coordinator Post

January 8: You can't always see black ice — but it can always change your life.

Drive slowly on bridges, overpasses and shaded roads.

#VisionZeroND #WinterSafetyND



January 9: The North Dakota Crash Memorial Wall holds the names of those we carry in our hearts.

When we share their stories, we honor their legacy and work toward safer roads for all.

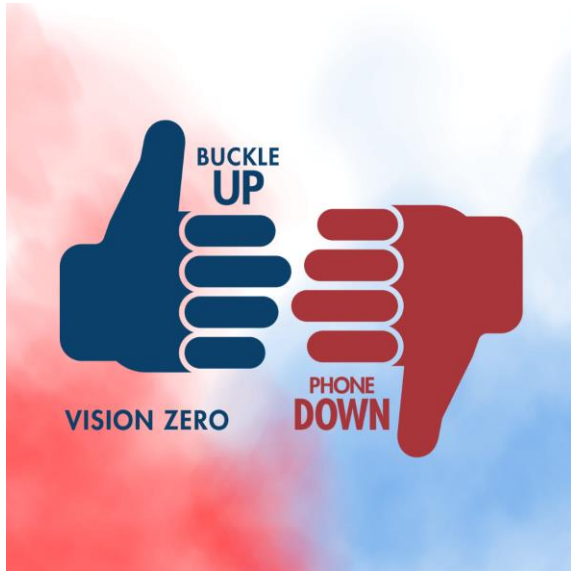


January 10: VZ Coordinator Post

January 11: Join the mission to end traffic deaths! Sign up for the Buckle Up Phone Down challenge today! We can make our roads safer together. 🇺🇸 📞

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

#VisionZeroND #BUPD



January 12: Cold Weather Stats News Release

January 13: Alcohol and drug-related crashes are 100% preventable, yet alcohol is a factor in about 38% of fatal crashes in North Dakota annually. Always drive sober or designate a sober driver. Your family needs you this year!

#VisionZeroND

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

January 14: VZ Coordinator Post

January 15: Parents, keep your young drivers safe! Alive at 25 is a defensive driving course targeted toward drivers under 25 aimed at helping them take greater responsibility for their driving. Since motor vehicle crashes are the leading cause of injury-related death for North Dakota teens, this course could save their lives! Learn more and register here: <https://www.ndsc.org/alive-at-25-defensive-driving-course/>



VZ Coordinator Post

January 16: #NationalWinterSafetyMonth

North Dakota winters are no joke.

Make sure your vehicle has a winter survival kit: blankets, shovel, scraper, snacks, water and a charged phone.

Preparation can save your life.

#VisionZeroND



VZ Coordinator Post

January 17:

Dry January isn't just for your glass, it's for your gas pedal, too. 🚗💧

Choose a sober ride and keep the month going strong!

#SoberDriving #VisionZeroND



January 18: Snow means slow! Give yourself extra time and extra space.

[Winter Driving | NDDOT - Traffic Safety: Vision Zero](#)

January 19: (College Football Championship)

No matter who you're cheering for this today, make sure someone is cheering as the sober driver. Plan a ride, hand over the keys or stay the night.

#DriveSoberND #VisionZeroND



January 20: If you see flashing lights on the side of the road, move over! The Move Over Law protects law enforcement, first responders, and the public so we can all make it home safe.

#MoveOverLaw #VisionZeroND

[What is the Move Over law? | North Dakota State Highway Patrol](#)

January 21: If you're ever stranded in winter, stay calm, stay warm, stay safe.

See tips below:

[Winter Survival Kit | NDDOT - Traffic Safety: Vision Zero](#)



VZ Coordinator Post

January 22: When you meet snow removal equipment while driving, remember to follow these tips:

1. Stay well back from snowplows.
2. Don't crowd the plow and give them room to groom!
3. Know where the plow is on multi-lane roadways.
4. Be extremely cautious when passing a snowplow.
5. Never drive through "whiteouts" caused by crosswinds or plowing light snow.
6. Slow down and drive according to the conditions.

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

January 23: The Vision Zero way: a commitment to eliminating traffic fatalities and serious injuries—for safer streets and safer communities



January 24: Want to help us promote traffic safety? Join the Vision Zero Partner Network! #VZPN #VisionZeroND

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

January 25: Think a DUI is “no big deal”? Think again.

Just one can cost you thousands in legal fees, fines, missed work and skyrocket insurance rates.

DriveSober or Get Pulled Over.

[Press Conference :30 | Impaired Driving | Drive Sober or Get Pulled Over](#)



January 26: Driving through snowy and icy conditions can be difficult, even for experienced drivers. Take the necessary precautions and “know before you go” by checking road conditions before you get out on the road. <https://travel.dot.nd.gov/?expand=roads>



January 27:

Drive Sober or Get Pulled Over. In the last 5 years, 167 lives were lost to alcohol-related crashes in ND. Let's keep the trend going down.



January 28: Bulky coats can make a harness feel loose, but cozy thin layers keep your little one warm and snug. Stay safe and snug! 🧡

#TheRightSeat



VZ Coordinator Post

January 29: Are you driving to the State Dance Competition in Minot this weekend? Remember to buckle up and drive distraction-free! #EveryoneBuckled #VisionZeroND

<https://www.ndadd.org/state-competition.html>

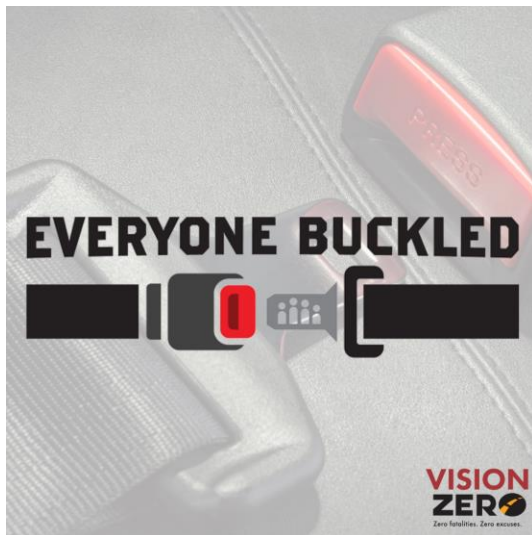


VZ Coordinator Post

January 30: A seat belt takes two seconds to click and can save your life in a crash.

Start the year with a simple habit that always pays off: Buckle up. Every ride. Every time.

#BuckleUpND #VisionZeroND



January 31: Wrapping up January with a quick reminder: check your vehicle for recalls! 🚗 ❄️

It's fast, it's free, and it could save your life.

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

