



North Dakota Department of Transportation
June 2024 Organic Social Media Post Plan – Facebook and Twitter
June 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 June 2024. Additional posts June 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.

June 1: June is National Safety Month! The @National Safety Council has a wealth of programs and resources to encourage safe, responsible behavior on our roadways. Take a look here:
<https://www.nsc.org/road/safer-people>

June 2: Every day we make hundreds of choices. The easiest one should be wearing your seat belt.
#ClickItDontRiskIt

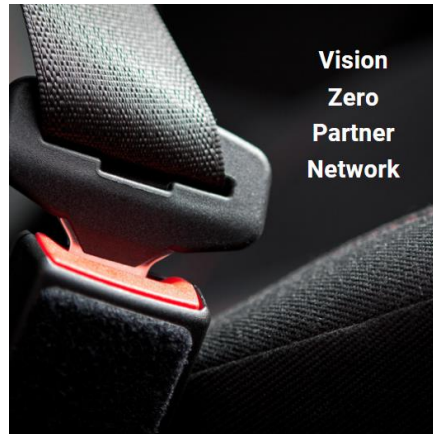


June 3: Speeding and/or aggressive driving was a factor in 31% of fatal crashes in North Dakota in 2022. Stop speeding before it stops you! <https://visionzero.nd.gov/strategies/SpeedAggressiveDriving/>



June 4: Want to help us promote traffic safety and reach our goal of eliminating motor vehicle crash fatalities and serious injuries? Join the Vision Zero Partner Network! #VisionZeroND

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



June 5: Seat belts are the single most effective safety device to prevent death and injury in a motor vehicle crash. Keep yourself and your little ones safe by buckling up.

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



June 6: On this National Secure Your Load Day, remember these tips when securing your load:

- Tie it down with rope, netting or straps.
- Tie large objects directly to your vehicle or trailer.
- Consider covering the entire load with a sturdy tarp or netting.
- Don't overload your vehicle or trailer.
- Always double-check your load to make sure it's secure.

"Secure your load as if everyone you love is driving in the car behind you."

<https://www.secureyourload.com/#>

June 7: Do you know the Move Over Law? It requires drivers to slow down and move over a lane for vehicles with flashing or hazard lights on the side of the road.

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

[Move Over 30](#)

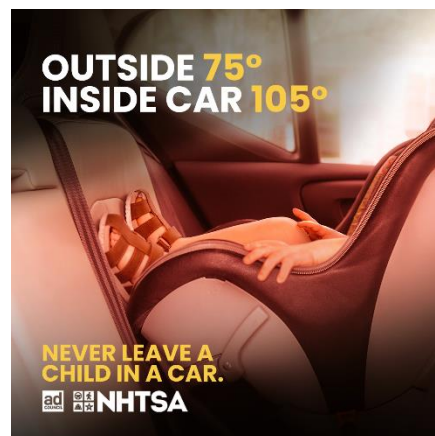
June 8: In 2022, a motorcycle crash occurred about every 2 days in North Dakota. Stay alert for motorcycles when you are behind the wheel! We all need to do our part to reach zero fatalities and serious injuries on our roads.

[Give 'Em Space](#)

June 9: Honor your loved one and 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.

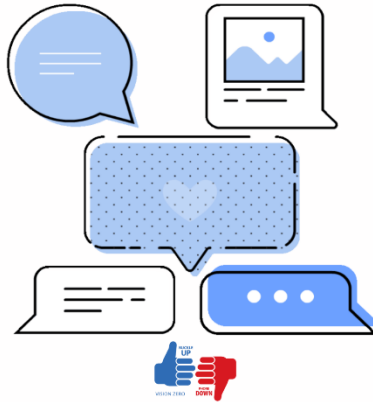
<https://visionzero.nd.gov/memorial/create-memorial/>

June 10: Even in temperatures as low as 60°F, the inside of a car can overheat quickly. No matter how quick the errand, never leave a child in a parked car – it could turn deadly fast. @NHTSA
#CheckTheBackSeat



June 11: Keep your eyes on the road! Driving distracted puts you and everyone on the road in danger. Put your phone down and drive distraction-free to help us save lives.

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



June 12: According to @NHTSA, among young adults aged 18 to 34 killed while riding in passenger vehicles in 2021, 59% were completely unrestrained. Buckle up. Every trip. Every time. #VisionZeroND

[Seat Belt Social Norming](#)

June 13: Make every trip a safe trip by signing up for the Buckle Up Phone Down challenge! Pledge to buckle your safety belt and put your cell phone down. Every trip, every time! #NDBUPD #VisionZeroND #BuckleUpPhoneDown

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



June 14: VZ Coordinator Post

June 15: In 2022, one heavy vehicle-related crash occurred every 12 hours. When driving near or around a semi-truck or other large vehicles, be sure to follow these tips:

- Drive defensively.
- Keep a safe distance.
- Avoid blind spots.
- Pass safely, or not at all.
- Pay close attention.
- Avoid the "squeeze play."

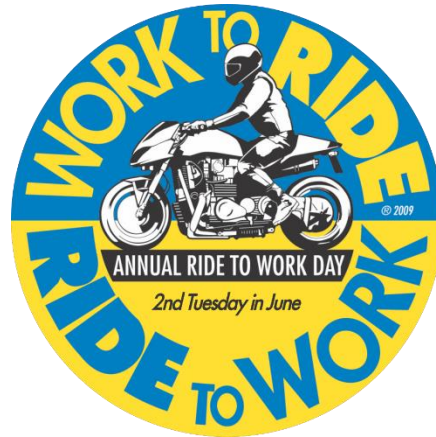
<https://visionzero.nd.gov/strategies/CommercialMotorVehicles/>



June 16: Happy Father's Day from Vision Zero ND! Make it to your celebrations safely by wearing your seat belt.



June 17: Today is National Ride Your Motorcycle to Work Day! Keep yourself safe by wearing All The Gear, All The Time. 🏍️



June 18: So far in 2024, there have been ____ vehicle fatalities but when it comes to your life, or the lives of your family and friends, is any number besides zero acceptable? Zero fatalities. Zero excuses.

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

June 19: VZ Coordinator Post

June 20: According to @NHTSA, on average, every 47 minutes someone not wearing a seat belt dies in a vehicle crash. Make sure your next drive isn't your last. Buckle up. #VisionZeroND

[Buckle Up Animated](#)

June 21: We've made it to Summer! ☀️ Enjoy the warmer weather and remember to buckle up.

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



June 22: On December 6, 2015, Dariann Dawn Tveter was struck by an impaired driver whose blood alcohol level was over 2 times the legal limit. She was a college student who was deeply loved by her friends and family. Please always drive sober and remind your loved ones to do the same.

<https://visionzero.nd.gov/memorial/Dariann-Dawn-Tveter/>

June 23: VZ Coordinator Post

June 24: SA Flight #1 enforcement news release/live liners

June 25: "Wearing All The Gear, All The Time saved my life." Rob Keller of Bismarck, North Dakota, wears full protective gear every time he rides his motorcycle because in the summer of 2013, doing so was the difference between life and death. Watch Rob's full story here:

<https://visionzero.nd.gov/strategies/Motorcycle/RobKellersStory/>

June 26: According to North Dakota's Primary Belt Law:

- All front seat and back seat occupants must be buckled up regardless of age.
- Children younger than 8 years of age are required to ride in a child restraint (car seat or booster seat).

The primary seat belt law gets us closer to our goal of zero fatalities on North Dakota roads.

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

June 27: Don't let a DUI wreck your finances. The average DUI costs \$10,000 in attorney's fees, fines, court costs, lost time at work, higher insurance rates, and more. #DriveSober or Get Pulled Over.



June 28: The @McQuade Softball Tournament kicks off today, so make sure you have a designated driver or sober ride home if you plan on attending. 🚗

<https://www.mcquades.com/softball>

June 29: In 2022, every 6 ½ days one pedestrian was involved in a crash in North Dakota. Keep yourself safe as a pedestrian by following these tips:

- Be visible.
- Stay alert.
- Be predictable.
- Walk on sidewalks when available.
- Cross streets at crosswalks or intersections.
- Never assume a driver sees you.

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

June 30: Impairment is impairment, no matter the substance 🍺 🍷 🧠 💊 — and impairment behind the wheel is DEADLY. Always drive sober. @NHTSA

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