



North Dakota Department of Transportation
June 2021 Organic Social Media Post Plan - Facebook, Instagram and Twitter
June 1, 2021

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 June 2021. 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.

June 1: Law enforcement is turning up the Summer H.E.A.T. 🔥 by encouraging everyone to wear their seat belt, use appropriate child passenger safety seats, follow all posted speed limits and drive sober and distraction-free. #NDHP #NDDOH #VisionZeroND #NDDOT
<https://visionzero.nd.gov/strategies/>

June 2: Buckle up so you're always there for them. #DoltForLove #BuckleUp #VisionZeroND #NDDOT

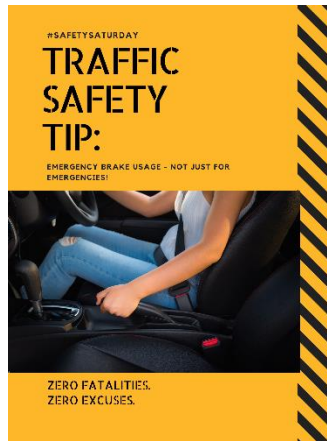


June 3: Want to help us get to zero fatalities and serious injuries on North Dakota roads? Join the Vision Zero Partner Network! Get free marketing and educational materials and learn how you can help! Join today and help promote traffic safety! #VisionZeroND #NDDOT
<https://visionzero.nd.gov/partner-safety-network/JointhePartnerNetwork/>

June 4: The @National Safety Council is celebrating 25 years of National Safety Month! Check out their weekly topics and do your part in keeping the workplace safe! #NationalSafetyMonth #VisionZeroND
<https://www.nsc.org/work-safety/get-involved/national-safety-month>



June 5: Did you know it's recommended to use your emergency brake on a regular basis? If a parked car is hit, the emergency brake will provide extra stability so it doesn't roll away! Just make sure to disengage the emergency brake before driving. #SafetySaturday #VisionZeroND #NDDOT #SafetySaturday



June 6: Don't let forgetting your child become your life's biggest mistake. Remember to look before you lock! #CheckForBaby #NDDOH #HeatstrokePrevention #VisionZeroND



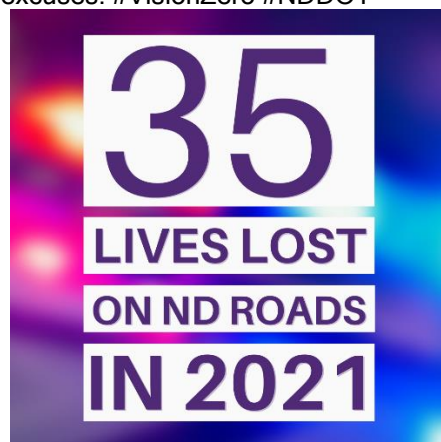
NotToys_1200x1200.
mp4

June 7: A Vision Zero School believes the only acceptable number of fatalities and serious injuries on North Dakota roads is zero. Does your school want to make a huge difference in the community this next school year? Visit our website to learn more! #VisionZero #NDDOT <https://visionzero.nd.gov/partners/visionzeroschools/>

June 8: What's a Highway Safety Corridor? It's a section of highway that includes extra safety features such as enhanced law enforcement, no passing zones and visible road markings. Visit our website and see where the ND Safety Corridors are located! #NDHP #VisionZeroND #NDDOT <https://visionzero.nd.gov/strategies/Infrastructure/SafetyCorridors/>

June 9: The ND High School Rodeo Finals start today! Good luck to all of the contestants and remember to buckle up. Every trip. Every time. #BuckleUp #NDHP #VisionZeroND <http://ndhsra.org/schedule/>

June 10: When it comes to the life of a friend or family member, is any number acceptable? Be a part of the solution - Zero fatalities. Zero excuses. #VisionZero #NDDOT

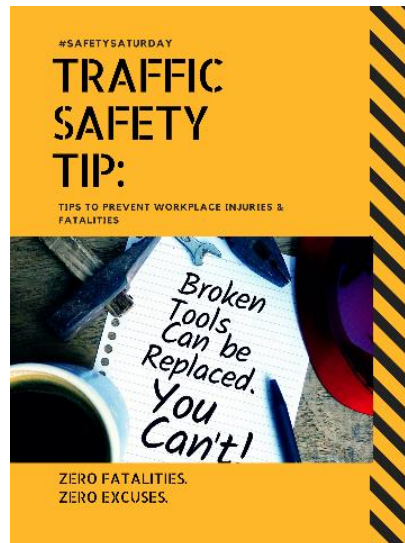


June 11: Are you at the ND High School Rodeo Finals in Bowman? Swipe through your Snapchat filters and find ours! #DriveSober #VisionZeroND



June 12: ⚠️ Tips to prevent workplace injuries and fatalities ⚠️

- ✓ If you see a vehicle approaching that is driving erratically, pull to the right and slow down.
 - ✓ If a vehicle is approaching and you are concerned, signal and pull to the right so they can pass.
 - ✓ At intersections, never assume you have the right of way. Always proceed with caution.
- #SafetySaturday #NationalSafetyMonth #VisionZeroND #NDDOT



June 13: No matter how long you've been riding, taking a rider course helps build good instincts and keeps your skills sharp. 🏍️ Register for a rider course - it could save your life! #ABATE #ATGATT #VisionZeroND

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



NDDOT Motorcycle
Safety 30 4x5_01.mp4

June 15: 43 people died in alcohol-related crashes in North Dakota in 2019. That's 43 deaths that were 100% preventable. If every driver consistently made the choice to drive sober or designate a sober driver, many lives would be saved each year. #VisionZeroND #NDDOT #NDSoberRide
<https://visionzero.nd.gov/strategies/ImpairedDriving/>

June 16: The US has seen 5,333 workplace deaths in 2019 - the highest workplace fatalities have been since 2007. Check out what @National Safety Council is doing to help keep the workplace safe! #NationalSafetyMonth #VisionZeroND
<https://www.nsc.org/work-safety/get-involved/national-safety-month>



June 17: Safety Corridors are one way we'll get to the goal of Vision Zero. Within a Safety Corridor, law enforcement will pay close attention to make sure all traffic safety laws and posted speed limits are followed. #NDHP #VisionZeroND #NDDOT

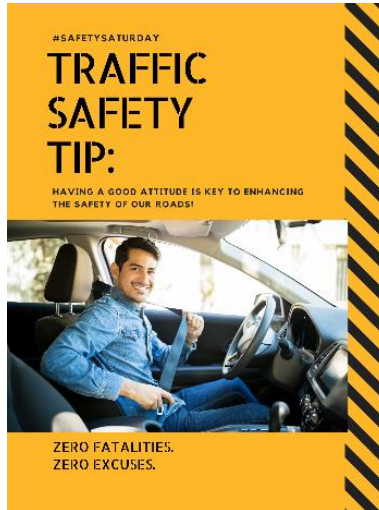


Safety Corridor - social 13 (1).mp4

June 18: Going to the Bismarck PBR? 🍻 Look for our Snapchat filter! Remember to take personal responsibility and designate a sober driver or call a ride-hailing service! #DriveSober #VisionZeroND #NDSoberRide



June 19: We're back with a #SafetySaturday tip! Having a good attitude while driving is a key component to enhancing the safety of our roads. Try to adopt an attitude of cooperation, tolerance and rationality while driving. If you do get frustrated, pull over to a safe place and count to 20 or listen to the radio. #SafetySaturday #VisionZeroND #NDDOT



June 20: Buckle up for the ones you love today and every day. Happy Father's Day! #BuckleUp #HappyFathersDay #VisionZeroND #NDDOT



Hold_30_4x5_nonEnforcement.mp4

June 21: Today we celebrate the joys of motorcycle riding with Ride to Work Day! 🏍️ Enjoy a nice ride today and remember to wear All the Gear All the Time! #MotorcycleSafety #ATGATT #VisionZeroND <https://visionzero.nd.gov/strategies/Motorcycle/>



June 22: It's officially Summer! ☀️ Kick back and take a look at @NHTSA's vehicle safety check list! #SummerDrivingTips #VisionZeroND #NDDOT <https://www.nhtsa.gov/summer-driving-tips-2020>



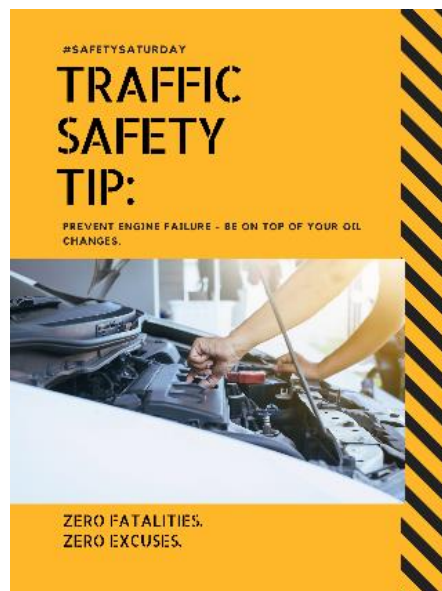
6.22.mp4

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

June 24: Motorcyclists: Never drink and drive! In 2019, 27% of motorcycle fatalities were alcohol positive. Always ride sober. #MotorcycleSafety. #VisionZeroND #NDDOT
<https://visionzero.nd.gov/strategies/Motorcycle/Motorcyclists/>

June 25: Who's ready for a weekend full of softball? 🏆 The annual @McQuade's Charity Softball Tournament starts today! If you decide to 🍷, plan for a sober ride or call a ride-hailing service! Remember, buzzed driving is drunk driving. #McQuades #DriveSober #VisionZeroND #NDDOT #NDSoberRide

June 26: How to prevent engine failure: Change your oil at recommended intervals, watch for oil leaks under your vehicle and perform routine maintenance checks. Be sure to keep tabs on your oil before your summer road trips! #SafetySaturday #SummerDriving #VisionZeroND #NDDOT #NDHP
Creative: Prevent engine failure - be on top of your oil changes.



June 27: A child's temperature rises 3-5 times faster than an adult's. Keep your vehicle doors locked and your keys out of reach. #HeatstrokePrevention #NDDOH #VisionZeroND
<https://www.nhtsa.gov/road-safety/child-safety>



2020_Heatstroke_Bystander_Baby1_1200x12

June 29: Everyone can help meet the Vision Zero goal of zero fatalities on North Dakota roads. Take personal responsibility when traveling and buckle up, drive distraction-free, follow all posted speed limits and drive sober. #VisionZeroND #NDHP #NDDOT