



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

February 1: Motor vehicle crashes are the leading cause of injury-related death for North Dakota teens. As a parent, you can help keep them safe. Check out these resources from the @National Safety Council for tips to help your teen be a responsible driver.
[DriveitHOME™ - National Safety Council \(nsc.org\)](https://www.nsc.org/DriveitHOME)

February 2: VZ Coordinator Post

February 3: Headed to the @PRCA Rodeo in Bismarck tonight? Be sure to buckle up so you can watch those lassos fly! #BuckleUp
[PRCA Rodeo \(bismarckeventcenter.com\)](https://bismarckeventcenter.com/)

February 4: Lane departure is the most common type of crash resulting in injuries in rural areas. Stay in your lane and stay safe! #VisionZeroND
[Lane Departure | NDDOT - Traffic Safety: Vision Zero](#)

This Vision Zero ND social media post is sponsored by Apex Engineering Group.

February 5: Winter driving can be a challenge, even for experienced drivers. Take the necessary precautions and “know before you go” by checking road conditions before you travel.
[Map - ND Roads](#)

February 6: We want your help promoting traffic safety. Join the Vision Zero Partner Network today! #VisionZeroND #NDDOT
<https://visionzero.nd.gov/partner-safety-network/JointhePartnerNetwork/>



February 7: Wearing your seat belt is the single most effective thing you can do to protect yourself in a crash. #BuckleUp #VisionZeroND #NDDOT

February 8: Vision Zero's goal of zero motor vehicle crash 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?. #VisionZeroND

[Vision Zero North Dakota \(nd.gov\)](http://nd.gov)

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

February 9: Make the play of the day: Designate a sober driver for the big game. Fans Don't Let Fans Drive Drunk. #SuperBowlLVII #VisionZeroND



February 10: VZ Coordinator Post

February 11: VZ Coordinator Post

February 12: Bulky coats can jeopardize a snug fit in a car seat harness. Dress your child in layers and put a coat on over the properly fitted harness for added warmth. #TheRightSeat



February 13: VZ Coordinator Post

February 14: For Valentine's Day this year, show your friends and family how much you love them by buckling up and making it home safe! #VisionZeroND



February 15: VZ Coordinator Post

February 16: Headed to the ND High School Wrestling Tournament? Remember to buckle up and encourage others to do the same. Every trip, every seat, every time! #BuckleUp #VisionZeroND
[Boys' Wrestling Tournaments | NDHSAANOW.com](#)

February 17: VZ Coordinator Post

February 18: Monte Zak was hit by an impaired driver and tragically passed away in 2004. He loved music, snowboarding, football, and making those around him laugh. He is a reminder to always drive sober or find a sober ride.

#NDCrashMemorialWall #VisionZeroND #NDDOT
[Vision Zero North Dakota \(nd.gov\)](#)

February 19: Don't let your medicine side effects result in a DUI. Whether it's over-the-counter medication or prescription drugs, there's more than one way to be under the influence. #VisionZeroND

February 20: In 2022, about every 8 days, one lane departure-related fatality occurred on North Dakota roads. Stay in your lane! #VisionZeroND
[Lane Departure | NDDOT - Traffic Safety: Vision Zero](#)

This Vision Zero ND social media post is sponsored by MDU Resources.

February 21: Good luck to all the teams playing in the NDHSAA Boys Hockey State Tournament this weekend. If you're driving to Fargo to cheer them on, be sure to buckle up. Your team needs you! #VisionZeroND
[Boys' Ice Hockey Tournament | NDHSAANOW.com](#)

February 22: VZ Coordinator Post

February 23: VZ Coordinator Post

February 24: When driving near or around a semi-truck or other large vehicles, be sure to:

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

◆ Avoid the "squeeze play."

Learn more here: [Commercial Motor Vehicle | NDDOT - Traffic Safety: Vision Zero Share the road with trucks. \(youtube.com\)](#)

February 25: A Vision Zero School believes that the only acceptable number of fatalities and serious injuries caused by motor vehicle crashes is zero. Does that sound like you? Find more information on our website and become a Vision Zero School today!

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

February 26: ID Flight #3 Press Release

February 27: The Move Over Law keeps our roads safe by requiring drivers to slow down and give space to all vehicles with flashing or hazard lights on the side of the road. #MoveOverLaw #VisionZeroND

[What is the move-over law? | North Dakota State Highway Patrol \(nd.gov\)](#)

February 28: Sign 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

[Buckle Up Phone Down | NDDOT - Traffic Safety: Vision Zero](#)

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

February 29: VZ Coordinator Post