



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

July 1: This Fourth of July, make sure you celebrate the red, white, and blue with a sober ride! Drive Sober or Get Pulled Over. #FourthOfJuly #VisionZeroND #NDDOT

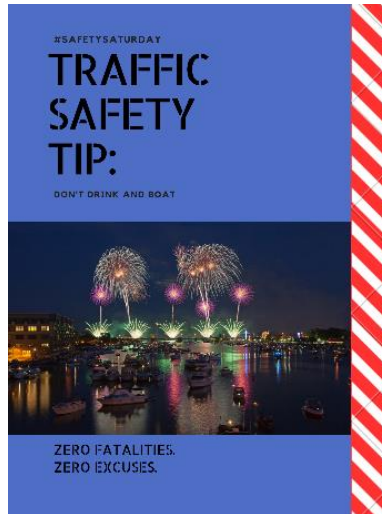


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July 2: The Mandan and Killdeer Mountain Rodeos are this weekend! Swipe through your Snapchat filters and find ours 📱 #DriveSober #VisionZeroND



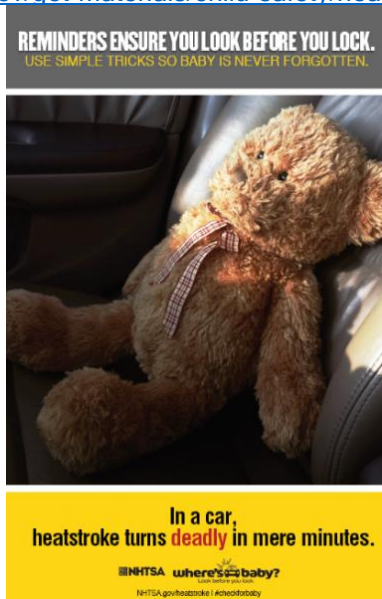
July 3: Happy Fourth of July weekend! Here's a #SafetySaturday tip: Don't drink and boat 🍷🚤 It isn't just your own life you are risking, you are risking the lives of friends, loved ones and strangers. #BoatSober #FourthOfJuly #VisionZeroND



July 4: Keep your independence this Independence Day! Never drink and drive. Drive Sober or Get Pulled Over. #FourthOfJuly #VisionZeroND #NDDOT
<https://www.nhtsa.gov/celebrate-america-safely-july-4th>

July 5: Want to help us promote traffic safety? Join the Vision Zero Partner Network! #VisionZeroND #NDDOT <https://visionzero.nd.gov/partner-safety-network/JointhePartnerNetwork/>

July 6: Put a teddy bear up front as a reminder to never leave baby in a hot vehicle. #CheckForBaby #HeatstrokePrevention #VisionZeroND
<https://www.trafficsafetymarketing.gov/get-materials/child-safety/heatstroke-prevention>



July 7: Keep that noggin safe. #MotorcycleHelmets #RiderSafety #VisionZeroND #NDDOT



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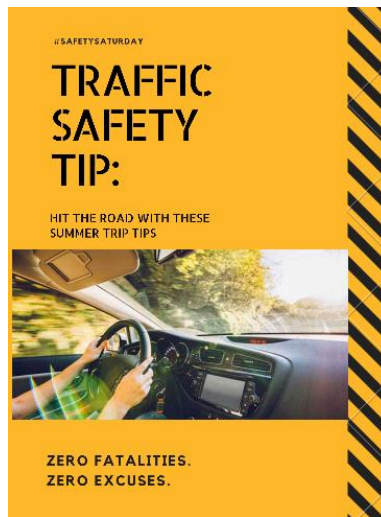
July 8: Are you headed to Country Fest this weekend? 🎵 Enjoy the music festival and remember to drink responsibly! #DriveSober #VisionZeroND #NDDOT
<https://visionzero.nd.gov/strategies/ImpairedDriving/>

July 9: Buckling up in the front seat of a vehicle can reduce your risk of moderate to critical injury by 50%. Remember to buckle up - every trip, every time. #VisionZeroND #NDDOT
<https://www.nhtsa.gov/risky-driving/seat-belts>

July 10: 🖐️ Summer Road Trips! Check out these summer driving tips before hitting the road:

- ⚙️ Give your vehicle a checkup - check tire pressure, wiper blades, battery life and brake pads.
- ⚙️ Check fluid levels - brake, automatic transmission, power steering and windshield washer.
- ⚙️ Pack an emergency kit - jumper cables, flashlight, flat tire repair, screwdrivers/wrenches, water, non-perishable food and a cell phone charger.

#SafetySaturday #SummerTravel #VisionZeroND



July 11: 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/>

July 12: July is National Vehicle Theft Prevention Month! Vehicle theft is highest in the summer months, so always remember to lock your vehicle doors and windows! #VehicleTheft #VisionZeroND
<https://www.trafficsafetymarketing.gov/get-materials/vehicle-safety/vehicle-theft-prevention>



In 2019, there were

721,885
VEHICLES STOLEN
NATIONWIDE

July 13: Trucks have large blind spots where they can't see you. When you follow too closely, their size could obscure your view of the road ahead. #ShareTheRoad #VisionZeroND #NDDOT



NDDOT CM
Square_01.mp4

July 14: Register your teen for Ford Driving Skills for Life (DSFL) on August 18th in Grand Forks! DSFL will help teens learn the skills they need to take personal responsibility and make the right choices behind the wheel. #DSFL #TeenDriverSafety #VisionZeroND #NDDOT

<https://youtu.be/TWVFwKIITU>

July 15: July is National Cell Phone Courtesy Month! Be courteous of everyone else on North Dakota roads and stay off your phone while driving 📱 #ParkThePhone #VisionZeroND #NDDOT

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

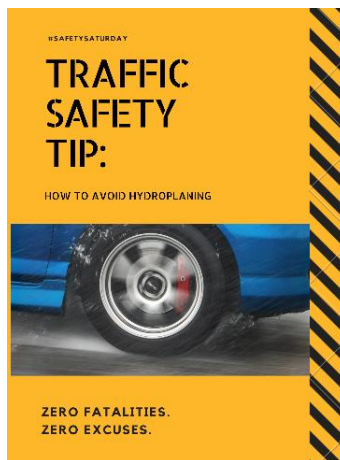
July 16: It's boating season! 🚤 Make smart choices while you're out on the water - Drinking and operating a water vehicle is dangerous and deadly. #SummerSafety #VisionZeroND #NDDOT

<https://www.madd.org/boating/>

July 17: Hydroplaning can occur when driving just 35 mph! Here's what to do to avoid hydroplaning:

- ✓ Do not use cruise control.
- ✓ Pay attention to a "shushing" sound - it's a signal to slow down.
- ✓ Avoid driving in outer lanes where water tends to pool.
- ✓ Drive slow.

#SafetySaturday #VisionZeroND #NDDOT



July 19: When you're behind the wheel, always obey the speed limit and slow down for pedestrians. #VisionZeroND #NDDOT

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



July 20: 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/>

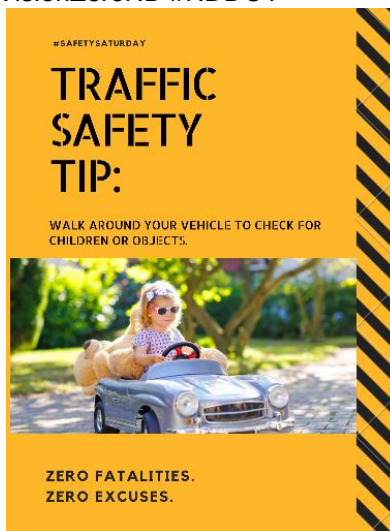
July 21: Vision Zero is a strategy to eliminate motor vehicle crash fatalities and serious injuries on North Dakota roads. Will you help us make a difference? #VisionZeroND #NDDOT

July 22: 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?

Become a Vision Zero School by contacting the Safety Public Information Program Manager at lbjork@nd.gov. Visit our website for more information!
https://visionzero.nd.gov/partners/visionzeroschools/?fbclid=IwAR3eq4alwjiJENMfCwMMWsZfpejhUwbKb5GYnn-p2TbVmXkfkL19zdz_Kgtk

July 23: Who's excited for the North Dakota State Fair? 🌻 If you plan to drink alcohol, plan for a sober ride! #DriveSober #VisionZeroND #NDDOT
<https://visionzero.nd.gov/strategies/ImpairedDriving/>

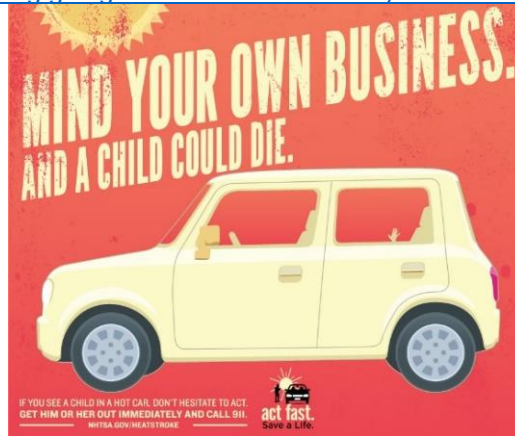
July 24: Summertime means everyone loves being outside, which also means there's more to 👁️ out for while driving. Before getting in your vehicle, do a walk around to check for children or objects! #SafetySaturday #SummerSafety #VisionZeroND #NDDOT



July 26: Know for sure that your child is buckled up - every trip, every time. #BuckleUp #VisionZeroND #NDDOT
<https://visionzero.nd.gov/strategies/OccupantProtection/ChildPassengerSafety/>



July 27: If you see a child alone in a vehicle, take action. #HeatstrokePrevention #VisionZeroND
<https://www.trafficsafetymarketing.gov/get-materials/child-safety/heatstroke-prevention>



July 28: Register your teen for Ford Driving Skills for Life (DSFL) on August 18th in Grand Forks! DSFL will put your teen driver's skills to the test with simulators, controlled courses and interactive stations! #DSFL #TeenDriverSafety #VisionZeroND #NDDOT
<https://visionzero.nd.gov/events/drivingskillsforlife/>

July 29: If it's visible in your vehicle, there's a risk it could be stolen. Make sure you keep the property inside your vehicle hidden! #VehicleTheft #VisionZeroND #NDDOT
<https://www.trafficsafetymarketing.gov/get-materials/vehicle-safety/vehicle-theft-prevention>

PARK in well-lit areas.
PUT away valuables.
LOCK cars and windows.

DO NOT leave keys in car.
NEVER leave your vehicle while it's running.

NHTSA NHTSA.gov/theft

July 30: Are you headed to the North Dakota State Fair this weekend? 🌻 Remember - Seat belts look good on you! 👍 #BuckleUp #VisionZeroND #NDDOT
<https://visionzero.nd.gov/strategies/OccupantProtection/>

July 31: Driving in the rain can be a challenge! If you lose contact with the road when driving in rain, here's what to do:

- ✓ Keep the wheel straight and reduce speed.
- ✓ Do not brake or turn. Rather ease your foot off gas until you feel the road again.
- ✓ If braking is absolutely necessary, pump your brakes.

#SafetySaturday #VisionZeroND #NDDOT

