



North Dakota Department of Transportation  
February 2019 Organic Social Media Post Plan - Facebook and Twitter  
February 1, 2019

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 2019. 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:** February is North Dakota's Child Passenger Safety Month! Follow these best practices from the @NDDoH and remember - children younger than 8 years of age are required to ride in a child restraint that must be used correctly. #VisionZeroND #CPS19  
<https://www.ndhealth.gov/injuryprevention/childpassenger/>

**February 2:** Watching the big game tomorrow? Pre-plan a sober ride home. Fans Don't Let Fans Drive Drunk. 🏈 #DesignatedDriver #SuperBowlDriveSafe  
<https://www.trafficsafetymarketing.gov/get-materials/drun-driving/buzzed-driving-drun-driving/super-bowl>



**February 3:** It's game day! 🏈 Whether you're watching the game from the bar or the basement, always get a sober ride home. #DesignatedDriver #SuperBowlDriveSafe  
<https://www.trafficsafetymarketing.gov/get-materials/drun-driving/buzzed-driving-drun-driving/super-bowl>



**February 4:** Kyle Nelson died in a vehicle crash November 13, 2014 and he wasn't wearing a seat belt. That crash has impacted his family for the rest of their lives. Take a few seconds to buckle up for the ones you love. #VisionZeroND



JERRY - IMPACTS THE FAMILY 2\_1.mp4

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**February 5:** Did you know almost 8 out of 10 North Dakotans use car seats wrong? Use @NHTSA's tool to find the right car seat and make sure it's correctly installed. #TipTuesday #VisionZeroND  
<https://www.nhtsa.gov/equipment/car-seats-and-booster-seats>  
<https://visionzero.nd.gov/strategies/OccupantProtection/ChildPassengerSafety/>

**February 6:** It's more than taking your eyes off the road. Break the habit. 📱 #DriveDistractionFree  
<https://www.youtube.com/watch?v=Ya5H0gZHHfc>



**February 7:** Do you have a traffic safety message you'd like to see on the digital signs along the interstate? We want to hear from you. Submit your suggestion here!  
<https://visionzero.nd.gov/get-involved/dms-message>



**February 8:** Did you know unbelted vehicle occupants in crashes in North Dakota account for the largest percent of fatalities and serious injuries? Buckle up, every trip, every time. #SeatBeltsSaveLives (ND Crash Summary page 9)  
<https://visionzero.nd.gov/strategies/OccupantProtection/>

**February 9:** Roadside emergency workers want to go home to their families at the end of the day too. Follow the law - Slow Down and #MoveOver.  
<https://www.youtube.com/watch?v=b9eLKeP4mZA>



**February 10:** Do you know about the Vision Zero Partner Network? Join today! Marketing and educational materials are free, and all contributions are voluntary - join today to help promote traffic safety!  
#VisionZeroND <https://visionzero.nd.gov/partner-safety-network/JointhePartnerNetwork/>

**February 11:** Always protect your child's head in a car seat by using the tether strap when forward facing. This helps prevent serious head and neck injuries. #CPS19 @NDDoH  
[http://www.ndhealth.gov/injuryprevention/childpassenger/tether\\_information.htm](http://www.ndhealth.gov/injuryprevention/childpassenger/tether_information.htm)

**February 12:** What do snowsuits and coats have to do with car seat safety? A lot actually. Dress your child appropriately for their car seat. #TipTuesday  
<https://www.youtube.com/watch?v=G-jwLQRnETA&t=3s>



**February 13:** Are you an aggressive driver? Plan ahead and allow extra time. #StopSpeeding #ArriveAlive  
<https://www.dot.nd.gov/divisions/safety/streetskills/aggressivedrivers.htm>  
<http://www.fdotsafetyresources.com/drivesafe/social-media-images/>



**February 14:** Happy Valentine's Day! 🍷 People can do extraordinary things for love...like this. Buckle up for your loved ones. #VisionZeroND



NDDOT\_DoItForLove-NonEnforcement\_30.mp4

**February 15:** Make it a habit! Check your VIN today. @NHTSA's database is constantly being updated with new vehicle recalls. #SafeCarsSaveLives  
<https://www.nhtsa.gov/recalls>  
<https://www.trafficsafetymarketing.gov/get-materials/vehicle-safety/recalls-safety-campaign>

**February 16:** Distracted driving is something we have the ability to stop. 🚫 Take personal responsibility behind the wheel. #ItCanWait #VisionZeroND  
<https://www.youtube.com/watch?v=kSxkrqIEibo>



**February 17:** Help us promote traffic safety and reach our goal of Vision Zero! Send us a message to use our hologram board - it's free!  
<https://www.youtube.com/watch?v=QYqjsH7cgGY&t=107s>



**February 18:** Do you love them enough? Make sure they're in #TheRightSeat  
<https://www.youtube.com/watch?v=BxmnXv6LjcA>



**February 19:** Register your car seat with the manufacturer in case of recalls. You can do this by sending in the paper form that comes with the car seat or online. #TipTuesday  
<https://www.nhtsa.gov/equipment/car-seats-and-booster-seats#registration>

**February 20:** Have you ever installed a car seat? Did you know 4 out of 5 are used incorrectly? Check with your local hospital to see if they offer Baby's First Ride, a car seat training class for expectant parents, or attend a car seat checkup near you to make sure your kids are riding in the right seat for their age, height and weight. <https://visionzero.nd.gov/strategies/OccupantProtection/ChildPassengerSafety/>

**February 21:** Paulette was a passenger in a vehicle crash that ended in tragedy for her family and they miss her every day. Their message? Hold your loved ones close. #VisionZeroND  
<https://visionzero.nd.gov/memorial/Paulette-Meduna/>

**February 22:** Alcohol and drug-related crashes are 100% preventable. Always drive sober and alert. #DriveSober

<https://www.youtube.com/watch?v=KJkK1elhL2o>



**February 23:** While North Dakota's seat belt use has remained stable over time, the national seat belt use rate has surpassed North Dakota's rate over the past 10 years. Give yourself a chance and #BuckleUp (ND Crash Summary page 9)

<https://www.youtube.com/watch?v=o23ICiycuCE>



**February 24:** Vehicle crashes are a leading killer of children ages 1 to 13. Reduce the risk of death and injury by properly securing your child. #CPS19

In passenger cars, correctly used car seats reduce the risk of fatal injury by  
**71%** for an infant and **54%** for toddlers.

<https://visionzero.nd.gov/strategies/OccupantProtection/ChildPassengerSafety/>  
<https://www.nhtsa.gov/equipment/car-seats-and-booster-seats>

**February 25:** (share promoted post for Basketball Tournaments)

**February 26:** The American Academy of Pediatrics recommends infants and toddlers ride in a rear-facing car seat as long as possible. Learn how to correctly install a rear-facing car seat. #TipTuesday

<https://www.nhtsa.gov/car-seats-and-booster-seats/how-install-rear-facing-only-infant-car-seat>  
<https://www.aap.org/en-us/about-the-aap/aap-press-room/Pages/AAP-Updates-Recommendations-on-Car-Seats-for-Children.aspx>

**February 27:** If you love them enough to crawl into a play place, love them enough to check that they're in the #RightSeat  
<https://www.youtube.com/watch?v=39w-XhH1SFs>



**February 28:** Good luck to all the basketball players at the State B Girls Tournament in Grand Forks this weekend! Use our Snapchat filter while you're there and wear your seat belt on your drive. #BuckleUp #VisionZeroND  
([update Geofilter](#))

