



North Dakota Department of Transportation
July 2019 Organic Social Media Post Plan - Facebook and Twitter
July 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 July 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.

July 1: North Dakota's Click It Or Ticket enforcement starts today. Law enforcement agencies across the state are increasing patrols in an effort to save lives. #ClickItOrTicket #CIOT #VisionZeroND
<https://youtu.be/KwrLH7fx4JY>

July 2: The 140th Annual Mandan Rodeo Days are July 2-4. 🐎🐎🐎 Enjoy three days of western entertainment, Art In the Park, concerts, fireworks and make it click on your way to and from the rodeo. #ClickItOrTicket #CIOT #MakeltClick
<http://mandanrodeo.com/>

July 3: It's the 96th Annual Killdeer Mountain Roundup PRCA Rodeo! 🐎🐎🐎 Take in all the action and buckle up behind the wheel. #ClickItOrTicket #CIOT #BuckleUp
<https://killdeermountainrounduprodeo.com/>

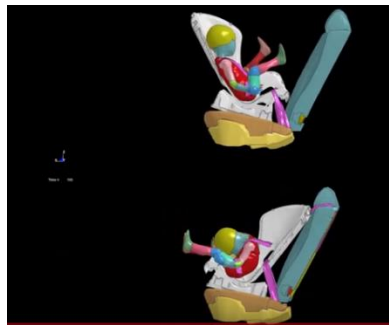
July 4: Buckle up for the ones you ❤️ this Fourth of July. Seat belts are still the #1 way to prevent death in a vehicle crash. #MakeltClick every seat, every ride. 🇺🇸 #VisionZeroND

July 5: It's tempting to speed up and squeeze around slower vehicles, but the results can be life shattering. Pass on the Pass. #SharetheRoad
<https://youtu.be/k3zLLEDIEdg>

July 6: It doesn't happen to "bad parents": it can happen to any parent or caregiver. Never leave your child in a vehicle alone. #heatstroke #checkforbaby #wheresbaby <http://ow.ly/Zwte30kn70z>
<https://www.trafficsafetymarketing.gov/get-materials/child-safety/heatstroke-prevention>



July 7: This video shows an 18-month-old child properly restrained in a rear-facing child safety seat during a 35 mph crash versus the same child in a forward-facing child safety seat. All infants and toddlers should ride in a rear-facing seat as long as possible. #ChildPassengerSafety
<https://youtu.be/sw5vQM-cYug>



July 8: The Red River Valley Fair starts tomorrow! 🎪 Check out the Food, Family Entertainment, Concerts, Ag Exhibits, Midway Rides and more. Take a few seconds to buckle up behind the wheel. #BuckleUp #VisionZeroND
<https://redrivervalleyfair.com/>

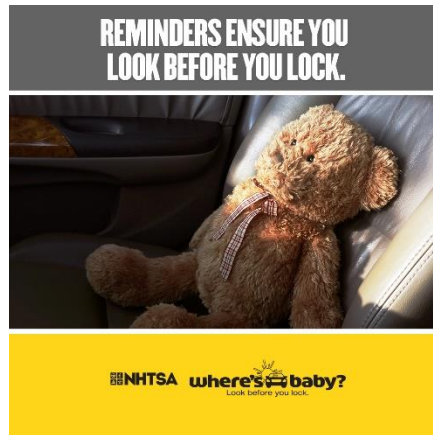
July 9: Do you know about the Vision Zero Partner Network? Join today! Marketing and educational materials are free, and all contributions are voluntary - join today to help promote traffic safety! #VisionZeroND <https://visionzero.nd.gov/partner-safety-network/JointhePartnerNetwork/>

July 10: Move Over for Safety. Every Worker, Every Time. 🚧 #MoveOver
<http://www.dot.state.oh.us/moveover/Pages/default.aspx>



July 11: Write a note or place a stuffed animal in the passenger's seat to remind you that a child is in the vehicle. 🐻 #TipTuesday

<https://www.nhtsa.gov/campaign/child-safety?platform=hootsuite>

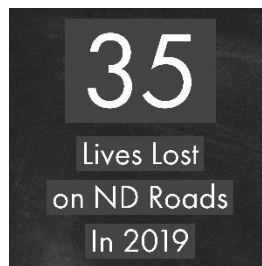


July 12: Air bag guy can't do it all. A seat belt takes a few seconds to put on and it can save your life. #BuckleUp #CIOT

<https://www.youtube.com/watch?v=cLP3i84uMr4>



July 13: When it comes to your friends and family, zero fatalities is the only acceptable number. #VisionZeroND #Zero Fatalities #ZeroExcuses (NDDOT Status Board as of 5/30/19)



July 14: For those who'd miss you, remember: Click It Or Ticket. #CIOT #BuckleUp
<https://www.youtube.com/watch?v=QkTM7yTi6Gk>



July 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>

July 16: This year in North Dakota there have been 4 pedestrian-related fatalities. Let's look out for each other. #PedestrianSafety #VisionZeroND
<https://www.youtube.com/watch?v=FzNKyuid4YY>



July 17: Take a road trip to Mandaree for their Celebration July 18-21. Make it click before you hit the road. #ClickItOrTicket #BuckleUp
<https://www.facebook.com/pages/category/Arts---Entertainment/Mandaree-Celebration-2019-527519867610328/>

July 18: Large vehicles need a longer following distance to see vehicles behind them. If you can't see the driver in his or her side mirror, the driver can't see you. #TipTuesday
<https://www.youtube.com/watch?v=eY0hKZq0zMc>



July 19: The @NorthDakotaStateFair starts today. 🍷 If you plan to drink alcohol, plan a sober ride home. #DriveSober #NDStateFair (include Geofilter)

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

2019 CAR SEAT

Check-Ups

All check-ups are by appointment only
Call Custer Health at 701.667.3370

SPONSORED BY:
Bismarck-Mandan SPOV Council

PRIMECUT
CUTTING EDGE

BILLY BASTIN
CUTTING EDGE

DATES/TIMES OF APPOINTMENTS AVAILABLE		
January 8	Public Open House	9 a.m. - 12 p.m.
February 8	Bill Smith Park	9 a.m. - 12 p.m.
March 10	Public Open House	9 a.m. - 12 p.m.
April 10	Bill Smith Park	9 a.m. - 12 p.m.
May 8	Public Open House	9 a.m. - 12 p.m.
June 12	Bill Smith Park	9 a.m. - 12 p.m.
July 12	Public Open House	9 a.m. - 12 p.m.
August 14	Public Open House	9 a.m. - 12 p.m.
September 16	Public Open House	9 a.m. - 12 p.m.
October 17	Public Open House	9 a.m. - 12 p.m.
November 19	Bill Smith Park	9 a.m. - 12 p.m.
December 11	Bill Smith Park	9 a.m. - 12 p.m.
January 8, 2020	Public Open House	9 a.m. - 12 p.m.
February 8, 2020	Bill Smith Park	9 a.m. - 12 p.m.

Please Bring:

- Education and hands-on assistance will be provided with:
- 1. Child/Adult Car Seats
- 2. Car Seats
- 3. Child/Adult Car Seats
- 4. Car Seats
- 5. Car Seats

Your car will be checked to be sure it is safe and secure. Please bring your car seat with you.

July 21: Thanks to taking a rider course through the North Dakota Motorcycle Safety Program, Bob Haas lived to tell his story. Practice up and take a course. 🏍️ #MotorcycleSafety <https://youtu.be/n-AWORb5neE>

July 22: 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! <https://visionzero.nd.gov/get-involved/dms-message>



July 23: 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>



July 24: Are you going to the @NDStateFair? 📸 Send us a selfie and remember: Always drive sober. #DriveSober #NDStateFair
(insert Geofilter)

July 25: Of the vehicle fatalities to date on North Dakota roads, over 71% were not wearing their seat belt. As you travel this summer, remember to buckle up. #TipTuesday
<https://www.trafficsafetymarketing.gov/get-materials/vehicle-safety/summer-driving-tips>
<https://visionzero.nd.gov/news/NorthDakotaMotorVehicleFatalitiesOntheRise/>

July 26: The Annual Fort Totten Days Powwow starts today. Wear your seat belt as you travel to the Powwow. #VisionZeroND #CIOT
https://www.youtube.com/watch?v=miStT_LsBnA



July 27: “Kyle was a kid that could walk into a room and just light up the room by the way he walked, by the way he talked or his facial gestures,” said Kyle’s mom, Yvonne Nelson. “Kyle knew from the time he could walk and talk he wanted to take over the family farm.”

Kyle’s dream of taking over the family farm never happened. Always wear your seat belt. #BuckleUp #NDCrashMemorialWall
<https://visionzero.nd.gov/memorial/Kyle-I.-Nelson/>

July 28: Want to teach your teen to be a safe driver? Watch this video and set a good example. @DriveltHome @NatlSafetyCouncil #NDTeenDriving #VisionZeroND
<https://www.youtube.com/watch?v=qECSSzCvGmw>



July 29: Seat belts are still the #1 way to prevent death in a vehicle crash. #MakeItClick every seat, every ride.



July 30: Nearly 80% of motorcycle crashes in ND result in injury or death. Every crash is preventable. <https://youtu.be/Bb-Nx3retpk>

July 31: If you see a baby or child alone in a vehicle, Act Fast to save a life. Try to find the parents and call 911 if the child seems to be in distress or non-responsive. #Heatstroke #WheresBaby <https://www.trafficsafetymarketing.gov/get-materials/child-safety/heatstroke-prevention>

