



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

September 1: Impaired Driving isn't funny. Drive sober or find a sober ride. #VisionZeroND #NDDOT



Not

Funny_30-Enforcemen

September 2: If you're riding an ATV/OHV this Labor Day weekend, make sure to follow the 8 Golden Rules! #ATVSafeND #VisionZeroND #NDDOT
<https://atvsafety.org/the-golden-rules/>

September 3: Labor Day should be filled with fun and relaxation, not tragedy. Drive sober or find a sober ride. #LaborDay #VisionZeroND #NDDOT



THERE WERE 6 MOTOR VEHICLE FATALITIES OVER LABOR DAY.

September 4: If you come across rain while driving, drive with extra caution. Every vehicle drives differently on wet roads. Get to know your vehicle and be careful! #SafetySaturday #VisionZeroND #NDDOT
<https://www.nhtsa.gov/road-safety/driving-in-severe-weather>



Yellow Stripes Basic Safety Driving Campaign Poster (1).mp4

September 5: Every good bike ride begins with a helmet. 🚲 Learn more about bicycle safety.
www.NHTSA.gov/bicycles

September 6: Celebrating Labor Day is all fun and games until someone decides to drive home after drinking alcohol. 🍷 Drive sober or find a sober ride. #DriveSober #VisionZeroND #NDDOT
<https://visionzero.nd.gov/strategies/ImpairedDriving/>



September 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?

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=IwAR3eq4alwjiJENMfCwMwSzfpejhUwbKb5GYnn-p2TbVmXkfkL19zdz_Kgtk

September 8: Nearly 94% of crashes are attributable to preventable human behavior. Do your part in aiming for zero fatalities by always wearing your seat belt, following all posted speed limits and driving sober and distraction-free. #VisionZeroND #NDDOT
Creative: Fatality Update. Reminder set for 9/7

September 9: Be smarter than your phone. Don't text and drive. 📱 #JustDrive #VisionZeroND #NDDOT

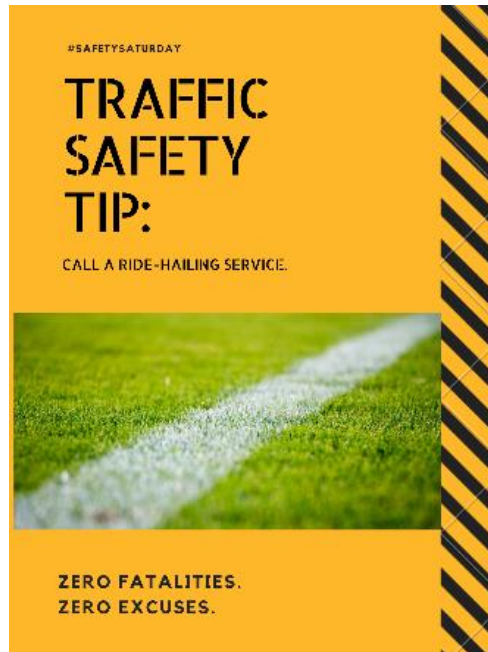


9.9.mp4

September 10: Will you be at the United Tribes International Powwow this weekend? Keep an eye out for our Snapchat filter and remember to buckle up, every trip, every time. #BuckleUp #VisionZeroND #NDDOT



September 11: Fall in North Dakota means college football is officially here. 🏈 Nothing kills game-day fun like getting pulled over for driving under the influence. Your #SafetySaturday tip is to use Lyft, Uber, a taxi or plan ahead for a sober ride! #VisionZeroND #NDDOT



September 12: There are plenty of warning signs that let you know you're not okay to drive. Watch out for them! Always drive sober or find a sober ride. #VisionZeroND #NDDOT
https://youtu.be/g_ZbDn5zuYA

September 13: Trains take at least a mile to stop. It's a driver's responsibility to avoid trains – they always have the right of way. #StopTrainsCan't #VisionZeroND #NDDOT
<https://www.youtube.com/watch?v=lzExNYQ4Msw&t=1s>

September 14: This week is National Truck Driver Appreciation Week. 🚛 Take time to thank a truck driver for their hard work in delivering our goods safely and securely. #ThankATruckDriver #NTDAW21 #VisionZeroND #NDDOT
<https://www.trucking.org/national-truck-driver-appreciation-week>

September 15: If you see any vehicle stopped on the side of the road, be courteous and #GiveThemDistance. Slow down and move over. 🚚 #VisionZeroND #NDDOT

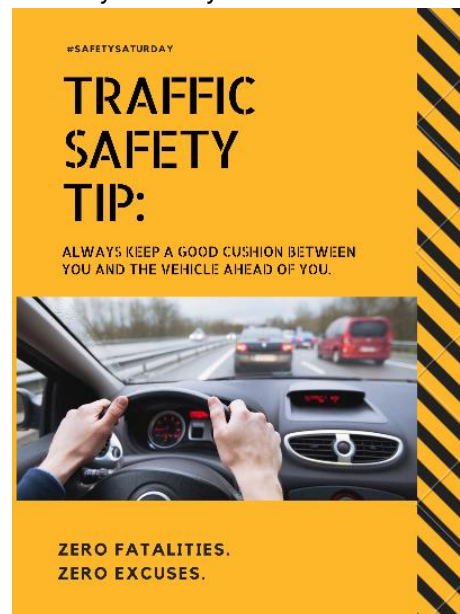


September 16: Your phone can wait. Your safety can't. U Drive. U Text. U Pay. #JustDrive
#VisionZeroND #NDDOT
<https://youtu.be/LjIEEp856Lw>

September 17: Never give up until they buckle up, every trip, every time! #BuckleUp #VisionZeroND
#NDDOT



September 18: Always keep a 2-second cushion between you and the vehicle in front of you. Keep a 4-second cushion if it's bad weather. #SafetySaturday



September 19: This week is National Child Passenger Safety Week! Take this week to make sure your child is in #TheRightSeat and is buckled up correctly! #ChildPassengerSafetyWeek #VisionZeroND #NDDOH @NDDoH
<https://www.nhtsa.gov/equipment/car-seats-and-booster-seats#installation-help-inspection>



9.19.mp4

September 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/>

September 21: Transitioning your child from a booster to a seat belt can be a tough decision. Let a Child Passenger Safety Technician help you! Visit www.NHTSA.gov/carseat to learn more!
#ChildPassengerSafetyWeek #VisionZeroND #NDDOH



9.21.mp4

September 22: The rush isn't worth it. It's risky to ignore safety signs posted at a railroad crossing. Stop. Trains Can't. #VisionZeroND #NDDOT



9.22.mp4

September 23: Use caution when transitioning your child from a booster to a seat belt. #TheRightSeat #VisionZeroND #NDDOH

September 24: Have you heard about our Vision Zero Coordinators? Four Regional Coordinators have been added to extend the work of Vision Zero across the state of North Dakota. Do you have a question about Vision Zero? Reach out to the coordinator in your region! #VisionZeroND

<https://visionzero.nd.gov/partners/regionalcoordinators/>

September 25: Are you ready for National Seat Check Saturday? Get your child's seat checked by an expert to ensure they're in the right seat! #SafetySaturday #VisionZeroND #NDDOT

<https://www.nhtsa.gov/equipment/car-seats-and-booster-seats#installation-help-inspection>



September 26: September is National Preparedness Month! Get ready for fall driving with these safety tips! 🚗 #FallDriving #VisionZeroND

<https://drivesed.com/trending/fall-driving-safety-tips>

September 27: Make the smart decision when you're in the driver's seat. Put your phone away. #JustDrive #VisionZeroND #NDDOT



9.27.mp4

September 28: Brielle, Aaron, Allison and their unborn baby were driving to a family reunion when they were all killed by an impaired driver whose blood alcohol was over three times the legal limit. Tragedies like this are 100% preventable. Always drive sober. #VisionZeroND #NDDOT
<https://youtu.be/1CEGSBcLxGM>

September 29: Whether you're an expert in farm equipment or not, follow these safety precautions to avoid a tragedy this harvest season. 🌿 #VisionZeroND #NDDOT
<https://www.ruralmutual.com/resource/farm-safety/farm-machinery/10-safety-tips-remember-farm-equipment-uses/>

September 30: 175 people have died in speed and aggressive driving-involved crashes in North Dakota in the last five years (2016-2020). Take personal responsibility while behind the wheel and slow down. #VisionZeroND #NDDOT
<https://visionzero.nd.gov/strategies/SpeedAggressiveDriving/>

