



North Dakota Department of Transportation
April 2022 Organic Social Media Post Plan - Facebook, Instagram and Twitter
April 1, 2022

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 April 2022. 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.

April 1: April is Distracted Driving Awareness Month. 2 seconds isn't worth a life. #DriveDistractionFree
Include Deputy Earl Creative

April 2: Slowing down during wet weather driving can be critical to reducing hydroplaning. Avoid hard braking or turning sharply and drive in the tracks of the vehicle ahead of you. #SafetySaturday
#VisionZeroND @AAANorthDakota



April 3: It's Alcohol Awareness Month. Read Shayna's Story and remind your loved ones to please drive sober or find a sober ride. #AlcoholAwarenessMonth #ShaynasStory
<https://visionzero.nd.gov/strategies/ImpairedDriving/ShaynaMonsonStory/>

April 4: Safety Corridors are a Vision Zero solution in which Engineering, Enforcement, Emergency Response and Education work together to help reach Vision Zero's goal. #SafetyCorridors #NDDOT #VisionZero
<https://visionzero.nd.gov/strategies/Infrastructure/SafetyCorridors/>

April 5: Speeding is deadly driving. 175 people have died in speed/aggressive driving-involved crashes in North Dakota over the past five years. Stop speeding before it stops you. 🚫 #StopSpeeding #SlowDown (Crash Summary)
Include SA video of Adam Goff
https://youtu.be/QaRzV_QmvKE

April 6: National Walking Day is the first Wednesday every April. 🚶 Celebrate the healthiest you by going for a walk today and remember pedestrians and drivers share responsibility on the road.
#NationalWalkingDay #PedestrianSafety #SharetheRoad



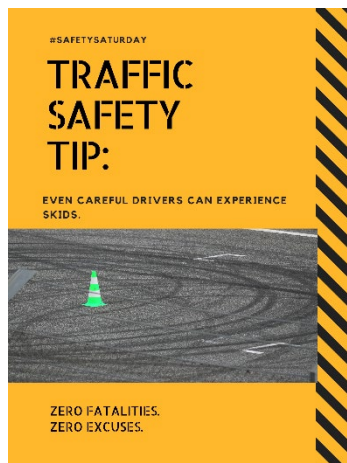
April 7: The Annual Vision Zero Partner Conference is April 12-13 at the Bismarck Event Center. Visit our website for more information. We hope to see you there! #VisionZeroND
#VisionZeroPartnerConference2022
<https://visionzero.nd.gov/events/partnersummit/>
Include Conference Graphic?

April 8: The Vision Zero Coordinators serve as points of contact for community leaders and the public! If you have any questions about Vision Zero, reach out to the coordinator in your region! #VisionZeroND
#NDDOT
https://visionzero.nd.gov/partners/regionalcoordinators/?fbclid=IwAR29tzkbU1_cZpCSuaEDQX48P1wqHCYob8V43LdDclFzqWPJHIZ2xTkhI6k

April 9: Even careful drivers can experience skids. If a driver feels their vehicle begin to skid, it's important to not panic and follow these basic steps:

- Continue to look and steer in the direction in which the driver wants the vehicle to go.
- Avoid slamming on the brakes as this will further upset the vehicle's balance and make it harder to control.

#SafetySaturday #VisionZeroND #SpringDrivingSafety



April 17: Happy Easter! 🐰 Make sure every bunny is buckled as you travel to visit friends and family. #Easter #VisionZeroND #BuckleUp



April 18: Michael was only 36 hours away from graduating at Minot High School when a distracted driver hit him on the road, taking his life and changing the lives of his loved ones forever. #JustDrive #NDCrashMemorialWall

<https://visionzero.nd.gov/memorial/Michael-Chad-Fenner/>

April 19: ___ too many. Every driver in North Dakota can help meet the Vision Zero goal by taking personal responsibility when driving. Buckle up, drive distraction-free, drive sober and follow all posted speed limits. #VisionZeroND #NDDOT

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

(Update creative on April 18)

April 20: On 4/20 and every day, don't drive high: If You Feel Different, You Drive Different. It's that simple. #420 #ImpairedDriving

<https://www.trafficsafetymarketing.gov/get-materials/drug-impaired-driving/if-you-feel-different-you-drive-different/420-impaired-driving>



April 21: Does your school want to make a difference? Become a Vision Zero School by contacting the Safety Public Information Program Manager at lbjork@nd.gov. #VisionZeroSchools #VisionZeroND #NDDOT

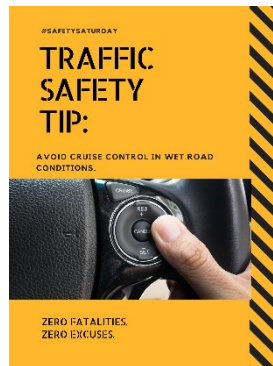
<https://visionzero.nd.gov/partners/visionzeroschools/>



NDDOT - Flasher
County - Vision Zero_!

April 22: Impact Teen Drivers is offering a free, interactive online program to prevent the #1 killer of teens - motor vehicle crashes. Sign your teens up to bring this lifesaving message to ND's youth!
https://www.impactteendrivers.org/NorthDakota?fbclid=IwAR0UBWA5DTkfb3MGNHRVnhXiOZYSjwAOBGPi_uFNcMI-GgPKWyNImqVAMM0

April 23: When driving in wet-weather conditions, avoiding cruise control will allow you more options to choose from when responding to a potential loss-of-traction situation, maximizing your safety.
#SafetySaturday #VisionZeroND



April 24: #MoveOverLaw #NDDOT #VisionZeroND
If available, the new Move Over video with Trooper Jackson

April 25: Want to help us promote traffic safety? Join the Vision Zero Partner Network! #VisionZeroND
<https://visionzero.nd.gov/partner-safety-network/JointhePartnerNetwork/>

April 26: Once your car seat is installed correctly, make sure you register it to receive recalls and safety notices! #ChildPassengerSafety #TheRightSeat
<https://www.nhtsa.gov/equipment/car-seats-and-booster-seats#registration>

April 27: Infrastructure and road safety improvements are a critical part of the Vision Zero strategy. Visit our website to read more about improvements on North Dakota roads.
<https://visionzero.nd.gov/strategies/Infrastructure/>

April 28: Wearing your seat belt may seem like an option, but it shouldn't. Life isn't a game and there are no do-overs, so be sure to buckle up. #BuckleUp
<https://www.youtube.com/watch?v=4jCPfv0QXXk>

April 29: Speed and/or aggressive driving was a factor in 34% of fatal crashes in North Dakota in 2020.
(Crash Summary)
(Include Adam Goff Creative)

April 30: Driving through construction zones is necessary. The 3 'S' checks will help you arrive safely at your destination. #SafetySaturday #VisionZeroND #NDDOT

