



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

June 1: Seat belts save more than 13,000 lives nationally every year. One of those lives could be yours. #ClickItOrTicket #VisionZeroND
<https://www.trafficsafetymarketing.gov/get-materials/seat-belts/click-it-or-ticket/national-enforcement-mobilization>

Can you find the 4 things wrong
in this picture?



Hint: One could get him a ticket or killed in a crash.

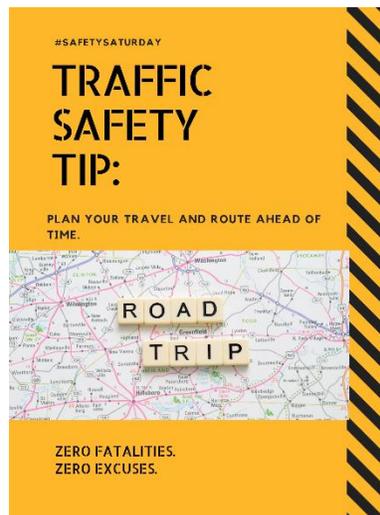
June 2: CMV new creative

June 3: Stay up to date. #MotorcycleHelmets #NHTSARecalls #MotorcycleSafety



nhtsa_tested.mp4

June 4: Before heading out, make sure to check the weather, road conditions, and traffic. Don't rush through your trip and allow plenty of time to get to your destination safely. #SafetySaturday #SummerHeat



June 5: The good news? Crashes are preventable! Research shows 94% of motor vehicle crashes can be attributed to preventable human behavior. #AlwaysBuckleUp #SeatBeltsSaveLives
<https://visionzero.nd.gov/strategies/OccupantProtection/>

June 6: Today is Secure Your Load Day! Secure your load as if everyone you love is driving in the vehicle behind you. #SecureYourLoad
[Secure Your Load](#)



June 7: 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/>

June 8: The North Dakota High School State Rodeo Finals kicks off today in Bowman! Share our Snapchat filter and take a few seconds to buckle up on your way to and from the rodeo. 🐾🐾
#NDRodeoFinals #BuckleUp



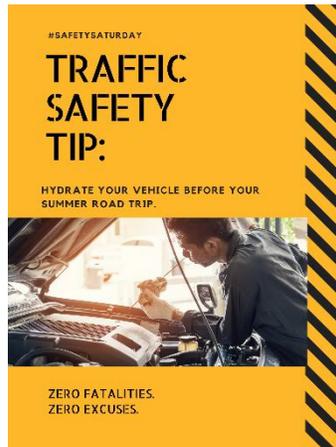
June 9: Summer months mean warmer weather but that also means dangerous temperatures. In just 10 minutes the temps inside a car can rise by 20°. So, on a 90° day, temperatures inside a car can reach over 110°, which can be deadly for child. Never leave your child alone in a vehicle. #HeatstrokeKills #SummerHeat



June 10: 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_cZpCSuaEDQX48P1wqHCYob8V43LdDclFzqWPJHIZ2xTkhl6k

June 11: Hydrate your vehicle! Check fluid levels and make sure each reservoir is full. If you see any sign of fluid leakage, get your vehicle serviced before your next road trip. #SafetySaturday #SummerHeat



June 12: Click It. Don't risk it. #BuckleUp #SummerHeat
<https://www.youtube.com/watch?v=AZURSGLDxUQ>

June 13: Want to help us promote traffic safety? Join the Vision Zero Partner Network! #VisionZeroND
<https://visionzero.nd.gov/partner-safety-network/JointhePartnerNetwork/>

June 14: Today is Flag Day! Take time to celebrate and honor the red, white, and blue, and buckle up behind the wheel every day! #FlagDay #BuckleUp



June 15: 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/>

June 16: ___ 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 June 13)

June 17: Taking in the live action of the Bismarck @PBR tonight at the Event Center? 🏍️ Buckle up on your drive! #BuckleUp #BismarckPBR2022 #NDDOT

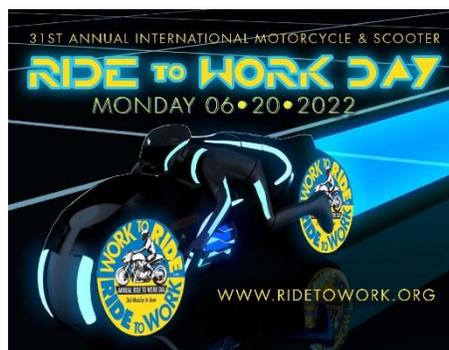


June 18: On July 6, 2012, the Deutscher Family packed their vehicle for a trip to a family reunion in Bismarck. But Aaron, Allison and Brielle would never arrive at their destination due to an impaired driver. Always drive sober. #NDCrashMemorialWall #DriveSober
<https://visionzero.nd.gov/memorial/Allison-Deutscher/>

June 19: As you celebrate Dad today, remind your loved ones to buckle up. Seat belts save lives. Happy Father's Day! #FathersDay #VisionZeroND #NDDOT



June 20: It's National Motorcycle Ride to Work Day! 🏍️ Remember to Wear All The Gear, All The Time. #RidetoWorkDay #MotorcycleSafety



June 21: Happy First Day of Summer! ☀️😊 Follow these summer travel tips from @NHTSA
#Summer2022 #SummerHeat #VisionZeroND
https://www.youtube.com/watch?v=vFh2ql_azLs

June 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

June 23: Did you know? Lane departure is the most common type of crash resulting in injuries in rural areas. #StayInYourLane
<https://visionzero.nd.gov/strategies/LaneDeparture/>

June 24: The 47th Annual Sam McQuade Sr./Budweiser Charity Softball Tournament is June 24-26! 🏆
Buckle up as you travel to play ball! And remember to #DriveSober #BuckleUp
#McQuadesCharitySoftballTournament #McQuades2022



June 25: Traveling with kids this summer? Always use proper safety restraints for all occupants.
#SafetySaturday #SummerHeat #VisionZeroND #NDDOT



June 26: 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_!

June 27: When you're driving and see flashing lights on the side of the road, #MoveOver so first responders can work safely. 🚓 🚑 🚒 🚧 #MoveOver #NDMoveOverLaw

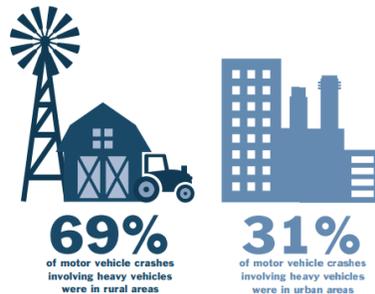


move_over_10_second.mp4 (1080p).mp4

June 28: Speed and/or aggressive driving was a factor in 34% of fatal crashes in North Dakota in 2020. Stop speeding before it stops you. #StopSpeeding #SlowDown #SummerHeat
<https://visionzero.nd.gov/strategies/SpeedAggressiveDriving/AggressiveDrivers/>

June 29: Nearly every 11 hours one heavy vehicle-related crash occurred on North Dakota roads in 2020. Share the road with trucks. 🚛 #SharetheRoad #VisionZeroND

Share the road with trucks.



June 30: Don't risk it: If you've been drinking alcohol, get a sober ride home - call a sober friend, rideshare, or taxi. #DriveSober #IndependenceDay 🚗

