



**North Dakota Department of Transportation  
June 2025 Organic Social Media Post Plan – Facebook**

Once approved, the following draft posts will be used to populate the Vision Zero ND Facebook page for the month of June 2025. 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:** 🚨 It's National Safety Month! 🚨 Let's kick off June by committing to safer roads, safer decisions, and safer communities. Every choice behind the wheel matters. Buckle up, put the phone down, and never drive impaired. #NationalSafetyMonth #VisionZeroND

<https://www.youtube.com/watch?v=8-kLpMxyL4U>

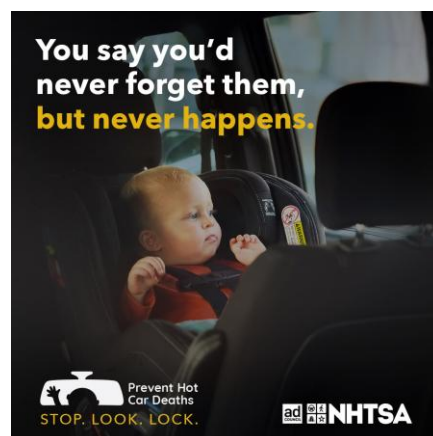
**June 2:** Speeding might save you a few minutes but could cost you your life. Slow down and stay alive. #DriveSafeND #VisionZeroND

<https://visionzero.nd.gov/strategies/SpeedAggressiveDriving/speed-social-norm-harder-graphic-anim-1080x1920-en-2025.mp4>

**June 3:** VZ Coordinator Post

**June 4:** Parked cars get hot, fast – and so do your children. Always check the back seat before leaving your car. #StopLookLock

North Dakota's Vision Zero initiative is supported by sponsors, like @Chord Energy.



**June 5:** Tomorrow is National Secure Your Load Day! Don't let unsecured items become deadly debris.

<https://www.secureyourload.com/>

**June 6:** VZ Coordinator Post

**June 7:** Summer break shouldn't mean reckless driving. Parents, talk to your teens about safety behind the wheel.



**June 8:** Distracted driving kills. That one text can wait. Keep your eyes on the road and your phone out of reach. 🚫 #NDBUPD #VisionZeroND

North Dakota's Vision Zero initiative is supported by sponsors, like @Bolton and Menk.

**June 9:** Stella May Kramer-Brown was known for her loving personality and ability to make people laugh. She was tragically struck by a distracted driver while out for a walk. Let Stella be your reminder to always keep your eyes on the road.

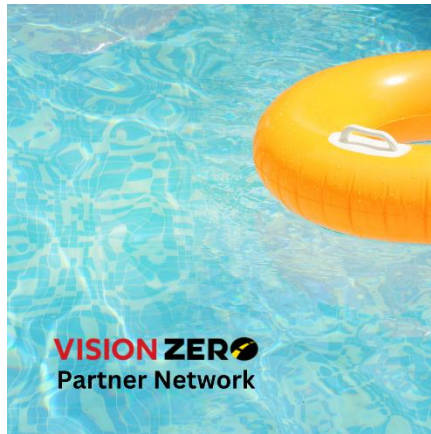
<https://visionzero.nd.gov/memorial/Stella-May-Kramer-Brown/>

**June 10:** Happy Motorcycle Ride to Work Day! 🏍️ If you're riding, wear all the gear, including a helmet. If you're driving, look twice and share the road!

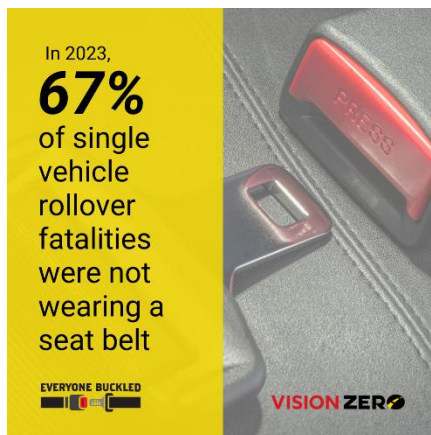


**June 11:** Want to help us promote traffic safety? Join the Vision Zero Partner Network! #VZPN #VisionZeroND

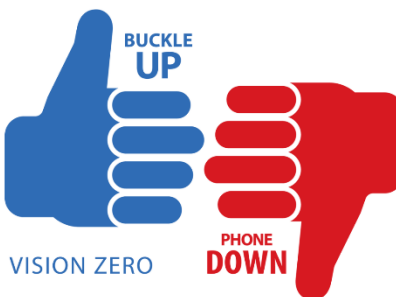
<https://visionzero.nd.gov/partner-safety-network/>



**June 12:** Buckle up, North Dakota! 🚗 #EveryoneBuckled #VisionZeroND



**June 13:** 🙌 Take the Buckle Up Phone Down Challenge today! It's a small commitment that makes a big impact. 🙌📵 #NDBUPD <https://visionzero.nd.gov/partners/BUPD/>



**June 14:** On Flag Day, we honor our nation and those who serve it. Let's also honor each other by driving safely and following the rules of the road.



**June 15:** This Father's Day, give your dad peace of mind. Buckle up. Drive sober. Put the phone down. He wants you home safe. ❤️ #FathersDay #VisionZeroND



**June 16:** VZ Coordinator Post

**June 17:** Alcohol and drug-impaired driving is 100% preventable. Make a plan before you go out. Your life depends on it. #DriveSober #VisionZeroND

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

**June 18:** Behind every name on the North Dakota Crash Memorial Wall is a life lost too soon. Let's turn grief into action. Share your story and help us prevent deaths on our roadways.

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

**June 19:** Since 2018, Vision Zero has worked toward one goal: zero motor vehicle fatalities and serious injuries on North Dakota roads. Join us in buckling up, driving sober, staying focused on the road, and following speed limits.

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

**June 20:** 🌞 Hello, summer! Enjoy the warm weather and remember to always drive sober, stay alert, and buckle up.



**June 21:** In 2023, North Dakota experienced 195 motorcycle crashes, resulting in 16 fatalities. 88% of those who died were not wearing helmets. Protect yourself—wear All The Gear, All The Time and consider enrolling in a rider safety course.

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

**June 22:** VZ Coordinator Post

**June 23:** When you see emergency vehicles with flashing lights, slow down and move over. It's the law! #MoveOverLaw #VisionZeroND

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



**June 24:** Attending the McQuade Softball Tournament this weekend? Use Lyft code VZMCQUADES25 for \$10 off a sober ride through June 29. Vouchers available while codes last. #NDSoberRide #VisionZeroND

\*insert graphic when approved\*

**June 25:** SA Flight #1 News Release

**June 26:** VZ Coordinator Post

**June 27:** The @McQuade Softball Tournament begins today! If you're planning to enjoy a few alcoholic drinks while playing, use Lyft code VZMCQUADES25 for \$10 off a sober ride through June 29. 🚗

Thank you to @Harvestonelcp and @AATheAutoClubGroup for helping get players and fans home safe!

\*insert graphic when approved\*

**June 28:** We're incredibly grateful to @AAA – The Auto Club Group for sponsoring our ND Sober Ride initiatives and @Harvestonelcp for sponsoring our McQuade efforts! 🙏 With their help, we are keeping impaired drivers off the road.

\*insert graphic when approved\*

**June 29:** It's the last day of the @McQuade Softball Tournament. Make sure you have a sober ride home if you plan on enjoying a few alcoholic drinks! Use Lyft code VZMCQUADES25 for \$10 off a sober ride through June 29. 🚗

\*insert graphic when approved\*

**June 30:** In 2025, we have seen \_\_\_\_ traffic fatalities on North Dakota roads. That's \_\_\_\_\_ families mourning the loss of someone they love. We can do better. Always remember to buckle up. Every seat. Every trip. Every time.

