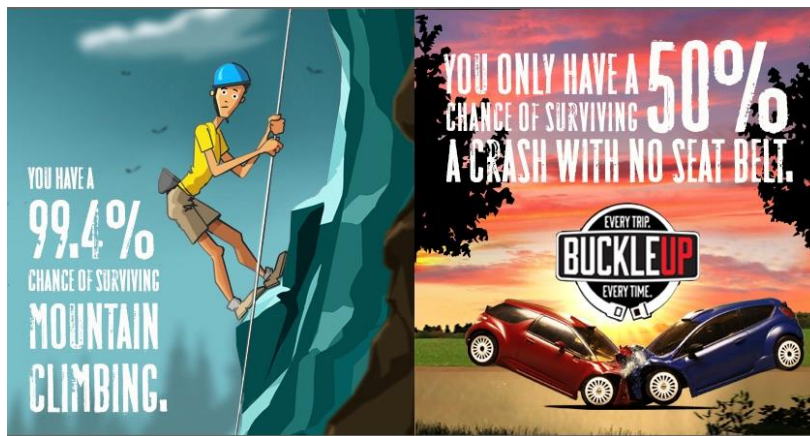




North Dakota Department of Transportation
March 2024 Organic Social Media Post Plan – Facebook and Twitter
March 1, 2024

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 March 2024. 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.

March 1: Seat belts save lives. It's as simple as that. #BuckleUp #VisionZeroND



March 2: In 2022, lane departure crashes resulted in 1,391 injuries and 47 fatalities. Keep yourself safe and:

1. Avoid distractions.
2. Stay awake.
3. Stay focused.
4. Pay attention to the road and your driving.
5. Drive sober

[Lane Departure | NDDOT - Traffic Safety: Vision Zero](#)

March 3: In passenger vehicles, car seats reduce the risk of fatal injury by 71% for infants and by 54% for toddlers. Whether you're driving up the road or across the state, make sure your kids are buckled up in #TheRightSeat.

This Vision Zero ND social media post is sponsored by @Hess.

[child-car-seat-booster-belt-short-trip-graphic-animated-1200x1200-en-p2023.mp4](#)

March 4: Today marks the beginning of Vehicle Safety Recalls Week. Take the time this week to check if your vehicle has a safety recall. All recall repairs are free!

https://www.trafficsafetymarketing.gov/sites/tsm.gov/files/2023-10/NHTSA_Routine%20Recall%20Check_FINAL.mp4

March 5: In 2022, there were 1,050 safety recalls affecting more than 31 million vehicles and other motor vehicle-related equipment in the United States. Make it a priority to check for recalls and keep your vehicle running safely!



March 6: VZ Coordinator Post

March 7: IDRS Flight #4 News Release

March 8: VZ Coordinator Post

March 9: Headed to the North Dakota Winter Show this weekend to get in on the action? Be sure to buckle up, drive sober and keep your eyes on the road! 🐾 [North Dakota Winter Show | Valley City, ND](#)

March 10: We may have lost an hour of sleep, but don't hit snooze on these important safety tips:

- 🕒 Turn the clocks forward.
- 🔋 Change the batteries in smoke alarms.
- 🚗 Visit [NHTSA.gov/recalls](https://www.nhtsa.gov/recalls) and check your VIN for recalls.



March 11: Are you celebrating St. Patrick's Day with a few alcoholic drinks? Use code VZPATS24 in the Lyft app for \$10 off your sober ride through March 17. Vouchers available while codes last.
#NDSoberRide #VisionZeroND

Insert graphic when approved

March 12: Join the Vision Zero Partner Network and help us prevent motor vehicle fatalities and serious injuries on North Dakota roads. #VisionZeroND <https://visionzero.nd.gov/partner-safety-network/>

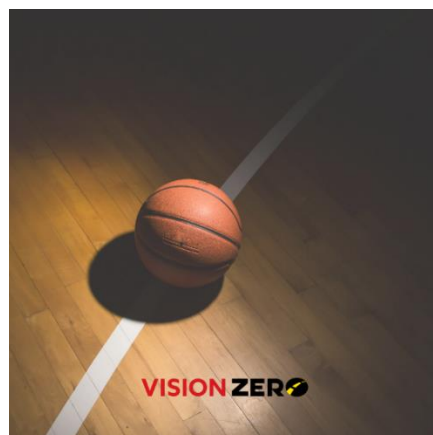


March 13: Use code VZPATS24 in the Lyft app for \$10 off your sober ride through March 17. Vouchers available while codes last. #NDSoberRide #VisionZeroND

Insert graphic when approved

March 14: The 2024 NDHSAA Division A Boys Basketball State Tournament is this weekend at the Fargodome! Remember to wear your seat belt on the way to and from the games. 🏀 Your team needs you!

This Vision Zero ND social media post is sponsored by @Stantec Consulting.



March 15: If you plan on drinking this weekend, use code VZPATS24 in the Lyft app for \$10 off your sober ride through March 17. Vouchers available while codes last. #NDSoberRide #VisionZeroND

Insert graphic when approved

March 16: VZ Coordinator Post

March 17: Happy St. Patrick's Day! 🍀 Celebrate responsibly by making sure you have a sober ride home. Use code VZPATS24 in the Lyft app for \$10 off your sober ride through March 17. Vouchers available while codes last. #NDSoberRide #VisionZeroND

Insert graphic when approved

March 18: According to North Dakota's Primary Belt Law:

- All front seat and back seat occupants must be buckled up regardless of age.
- Children younger than 8 years of age are required to ride in a child restraint (car seat or booster seat).

The primary seat belt law gets us closer to our goal of zero fatalities on North Dakota roads.

[Primary Seat Belt Law | NDDOT - Traffic Safety: Vision Zero](#)

March 19: Speeding and/or aggressive driving was a factor in 31% of fatal crashes in North Dakota in 2022. Stop speeding before it stops you. #VisionZeroND

This Vision Zero ND social media post is sponsored by @Chord Energy.



March 20: Spring has arrived! 🌸 Use this new season as a reminder to buckle up each and every time you get into a vehicle. #VisionZeroND

This Vision Zero ND social media post is sponsored by @AAA The Auto Club Group.



March 21: In 2022, every 3 hours one teen driver crash occurred. Parents, help us achieve our goal of zero vehicle fatalities and serious injuries by checking out the @National Safety Council's DriveitHome program aimed at helping parents reduce the number of teens involved in motor vehicle crashes. [DriveitHOME™ - National Safety Council \(nsc.org\)](https://www.nsc.org/driveithome)

March 22: VZ Coordinator Post

March 23: Join us at the Vision Zero Partner Conference April 3 & 4. This is an annual event that brings together hundreds of 4E partners in education, enforcement, engineering, emergency medical services and other partners to provide information, best practices, and networking opportunities to build partner capacity to advance Vision Zero in North Dakota. Find more information below. <https://visionzerond.com/>

March 24: Waylyn McRae was known for his big heart and charming personality. He loved playing basketball, riding his dirt bike, and was just 32 days from turning 18. While driving home, the driver lost control on black ice, went through the median and was struck by a loaded semi tanker. All 3 boys in the vehicle passed away. Learn more about Waylyn and other North Dakota traffic crash victims by visiting our Crash Memorial Wall: [Vision Zero North Dakota \(nd.gov\)](https://www.visionzerond.com/crash-memorial-wall)

March 25: Texting while driving is a behavior so dangerous that drivers are 6 times more likely to crash than a drunk driver. Always buckle up and put your phone down! #BuckleUp #PhoneDown

This Vision Zero ND social media post is sponsored by @Apex Engineering Group.



March 26: Yellow lights on a school bus indicate the bus is preparing to stop. If you're driving, slow down and prepare to stop, stay alert and watch out for children. @NHTSA



March 27: In 2022, 69% of motor vehicle fatalities in North Dakota were not wearing seat belts. Remember to always buckle up. Every trip, every seat, every time. It could save your life!



March 28: DD Flight #1 enforcement news release/live liners (03/28)

March 29: Don't risk it: If you've been drinking alcohol, get a sober ride home — call a sober friend, rideshare or taxi. #DriveSober or Get Pulled Over.

[Change Your World | :30 \(youtube.com\)](#)

March 30: This is your reminder that alcohol and drug-related crashes are 100% preventable. Make the choice to always drive sober or to designate a sober driver.

[Impaired Driving | NDDOT - Traffic Safety: Vision Zero](#)

This Vision Zero ND social media post is sponsored by @OneOK.

March 31: Happy Easter from Vision Zero North Dakota! If you're traveling by vehicle to celebrate with loved ones, remember to buckle up!

