



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

January 1: Happy New Year! We hope everyone had a safe celebration. On this #SafetySaturday, we want to give you some traffic safety New Year's resolution ideas!

🚗 Buckle up every time you get into a vehicle.

🚗 Put your phone away and drive distraction-free.

🚗 Make it a habit of planning for a sober ride before consuming alcohol.

#2022 #VisionZeroND #NDDOT



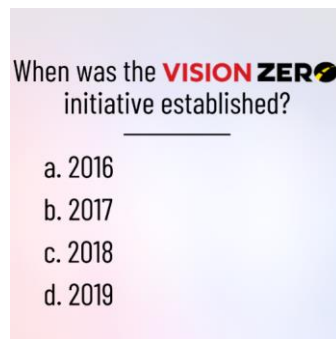
January 2: New year, new opportunities to make a difference! Let's all play our part in reaching zero fatalities on North Dakota roads. Buckle up, drive sober or find a sober ride, drive distraction-free and follow all posted speed limits! #VisionZeroND #NDDOT

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

January 3: Everybody is somebody's reason. Make the right choice by driving sober or finding a sober ride. #VisionZeroND #NDDOT



January 4: Happy #NationalTriviaDay! Let's play some Traffic Safety Trivia! Comment your answer below. #VisionZeroND #NDDOT <https://visionzero.nd.gov/>



January 5: Remind your college student to #ParkThePhone when they're on their way back from winter break. #DriveDistractionFree #VisionZeroND #NDDOT <https://visionzero.nd.gov/strategies/DistractedDriving/>

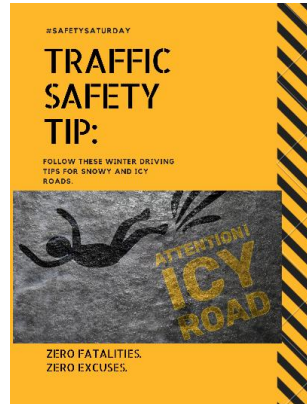
January 6: Amanda was very loving, strong, free-spirited and had a sassy side. She was loved by many and had a long and happy life ahead of her until her life was taken in a crash in 2010. Read her story by visiting the Crash Memorial Wall. #CrashMemorial #VisionZeroND #NDDOT <https://visionzero.nd.gov/memorial/Amanda-Lynn-Hart/>

January 7: Winter break is wrapping up. If you have college kids driving back, remind them to buckle up! Wearing a seat belt is the number one thing any driver can do to protect themselves in a crash. #BuckleUp #VisionZeroND #NDDOT <https://visionzero.nd.gov/strategies/OccupantProtection/>

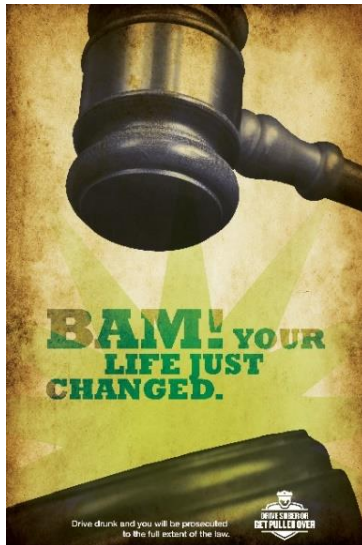
January 8: Here are a few tips to follow when driving on snowy and icy roads!

- ⊗ Increase your following distance.
 - ⊗ Get some inertia on a flat road before attempting to drive up an icy hill.
 - ⊗ Get familiar with how your brakes handle snowy and icy roads.
- #SafetySaturday #WinterDriving #VisionZeroND #NDDOT

Commented [TB1]: <https://exchange.aaa.com/safety/driving-advice/winter-driving-tips/>



January 9: The consequences of driving impaired can be deadly and expensive. Why risk your life, job, friends, or wallet on a drink? #DriveSober or Get Pulled Over. #VisionZeroND #NDDOT



January 10: A Vision Zero School believes the only acceptable number of fatalities and serious injuries caused by motor vehicle crashes is zero.

Creative: Flasher video

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

January 11: The new year is the perfect opportunity to go see an expert and make sure your child is in the right seat. Visit www.nhtsa.gov/therightseat to find a car seat expert near you! #TheRightSeat #NDDoH #VisionZeroND #NDDOT



January 12: Preparing yourself and your vehicle for ❄️ weather is key. @NHTSA has helpful tips for taking on the winter weather. #WinterDriving #VisionZeroND #NDDOT

<https://www.nhtsa.gov/winter-driving-tips>

January 13: When it comes to the lives of our loved ones, the only acceptable number is zero. Take personal responsibility to keep North Dakota roads safe. #VisionZeroND #NDDOT

Creative: fatality update reminder set for 1/12/22

January 14: Buckling up is your best defense against a motor vehicle crash. Remember to #BuckleUp, every trip, every time. #VisionZeroND #NDDOT



1.14.mp4

January 15: Do you tend to get sleepy when traveling? 😴 Follow these tips to help prevent drowsy driving!

🚗 Avoid traveling during peak sleep periods (midnight - 6 a.m. and late afternoon).

🚗 Before a day of traveling, get a good night's sleep the night before.

🚗 Avoid drinking alcohol before driving.

#SafetySaturday #VisionZeroND #NDDOT

January 16: 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/>

January 17: You and your passengers deserve your full attention. Park the 📱 and keep your eyes on the road. #DriveDistractionFree #VisionZeroND #NDDOT

Commented [TB2]: <https://www.nhtsa.gov/risky-driving/drowsy-driving>

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

January 18: @ImpactTeenDrivers 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! Visit the Impact Teen Drivers website for more information.

https://www.impactteendrivers.org/NorthDakota?fbclid=IwAR0UBWA5DTkfb3MGNHRVnhXiOZYSjwAOBGPi_uFncMI-GgPKWyNImqVAMM0

January 19: Alcohol has been a factor in 41% of fatal crashes annually. Impaired Driving crashes are 100% preventable. Always drive sober or find a sober ride. #DriveSober #VisionZeroND #NDDOT

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



January 20: The Move Over Law is intended to protect all of us. See what the #MoveOver Law looks like in North Dakota. 🚓 #VisionZeroND #NDDOT

<https://www.nd.gov/ndhp/node/172>

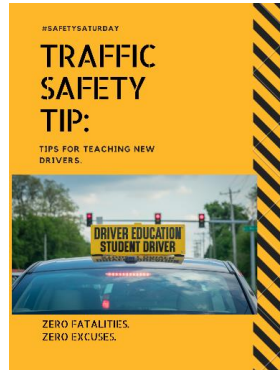
January 21: If you're in an emergency during winter weather, follow these tips from @NHTSA, ❄️ #WinterDriving #VisionZero ND #NDDOT

<https://youtu.be/TJXLLwriOi4>

January 22: Do you have a new driver on your hands? Here are a few teaching tips to help get your driver started!

- ✓ Before letting them take control, take a few minutes to go over some ground rules.
 - ✓ Go over the basics. Have the driver sit in the driver's seat and teach them about what needs to be adjusted.
 - ✓ Start slow in a quiet neighborhood with very little traffic.
- #SafetySaturday #VisionZeroND #NDDOT

Commented [TB3]: <https://www.wawanesa.com/us/blog/how-to-teach-someone-to-drive>



January 23: How can you avoid being the victim of an aggressive driver?

- ✓ Avoid tailgating or cutting off the aggressive driver.
- ✓ Avoid making eye contact.
- ✓ Get help if you believe the driver is following or trying to start a fight.

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

January 24: Be the reason everyone gets home safely. Drive sober or find a sober ride. #VisionZeroND #NDDOT



Concept 01 - 4x5 -
Enforcement - 30.mp4

January 25: Vision Zero Schools gives students the opportunity to be traffic safety advocates for their community. Visit our website for more information! #VisionZeroSchools #VisionZeroND #NDDOT

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



January 26: In 2020, 60% of fatalities in North Dakota were unbelted. That's 60% of fatalities that could have been prevented. #BuckleUp #VisionZeroND #NDDOT

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

January 27: 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 #NDDOT
https://visionzero.nd.gov/partners/regionalcoordinators/?fbclid=IwAR2DizFI3s3P9rAJtyPSwpRuA6zOeWdLJErl_cyYiWeSbEP4MbeD3YjSPNU

January 28: Put your mind at ease knowing your child's car seat is installed correctly. Visit www.nhtsa.gov/therightseat for tips to keep your child as safe as possible when in the vehicle. #TheRightSeat #NDDoH #VisionZeroND #NDDOT



CPS_SeatCheck2.mp4

January 29: Are you traveling this winter? Follow this checklist before you hit the road!

- ⊗ Check that your tires are inflated and have plenty of tread.
 - ⊗ Make sure there's at least a half a tank of gas at ALL times.
 - ⊗ Keep a bundle of gear in your car - warm clothes, water, food, a shovel, etc.
- #SafetySaturday #VisionZeroND #NDDOT

January 30: A ride-share or taxi is so much cheaper than a DUI. Save your cash, always #DriveSober or find a sober ride. #VisionZeroND #NDDOT



January 31: Want to help us promote traffic safety? Join the Vision Zero Partner Network! #VisionZeroND
<https://visionzero.nd.gov/partner-safety-network/JointhePartnerNetwork/>

Commented [TB4]: <https://exchange.aaa.com/safety/driving-advice/winter-driving-tips/>