



North Dakota Department of Transportation  
August 2023 Organic Social Media Post Plan - Facebook, Instagram and Twitter  
August 1, 2023

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 August 2023. 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.

**August 1:** VZ Coordinator Post

**August 2:** Driving Skills for Success

**August 3:** VZ Coordinator Post

**August 4:** Have you or your employer signed up yet? Take the Buckle Up Phone Down challenge!  
#NDBUPD #VisionZeroND #BuckleUp #PhoneDown

Sponsored by @Hess  
<https://visionzero.nd.gov/partners/BUPD/>

**August 5:** Riding to the #SturgisRally? 🏍️ Remember to Wear All The Gear, All The Time. #ATGATT  
#MotorcycleSafety #VisionZeroND



**August 6:** Stop on Red Week

**August 7:** Stop on Red Week

**August 8:** VZ Coordinator Post

**August 9:** Stop on Red Week

**August 10:** VZ Coordinator Post

**August 11:** VZ Coordinator Post

**August 12:** Stop on Red Week

**August 13:** Want to help us promote traffic safety? Join the Vision Zero Partner Network! #VisionZeroND

Sponsored by Bolton & Menk

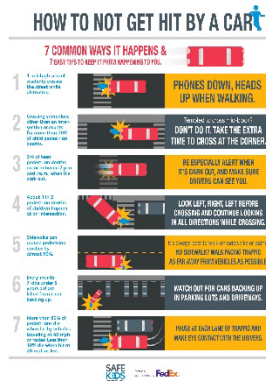
<https://visionzero.nd.gov/partner-safety-network/JointhePartnerNetwork/>

**August 14:** Impaired Driving Press Release

**August 15:** North Dakota drivers, remember the Move Over Law! Keep our roads safe by slowing down and giving space to emergency vehicles. Let's protect our first responders and all those pulled over on the road! 🚓 #MoveOverLaw #VisionZeroND

<https://www.nd.gov/ndhp/node/172#:~:text=The%20ND%20Move%20Over%20Law,the%20driver%20of%20an%20approaching>

**August 16:** Back-to-school season is here in North Dakota! Let's prioritize traffic safety for our kids. Slow down in school zones, watch for pedestrians, and follow all traffic laws. Together, we can ensure a safe start to the school year. 🎒🚌 #BackToSchool #VisionZeroND #PedestrianSafety



**August 17:** VZ Coordinator Post

**August 18:** Have you heard about the Primary Belt Law that went into effect this month? A primary seat belt law has a greater effect on reducing deaths and serious injuries than a secondary law. Buckle up and help save lives. #PBLND #BuckleUp #EveryoneBuckled #SeatbeltsSaveLives #VisionZeroND



**August 19:** VZ Coordinator Post

**August 20:** It's Brake Safety Week! Follow these brake lining and pad tips on our roadways. #BrakeSafetyWeek2023 #BrakeSafety #VisionZeroND <https://www.cvsa.org/news/2023-bsw/>

**August 21:** The Deutscher Family tragically lost multiple members of their family in a vehicle crash hit by alcohol was over three times the legal limit. Remind your loved ones to always drive sober. #VisionZeroND #DriveSober

**Operation Airbrake**  
**Brake Safety Week**  
 August 20-26, 2023

During Brake Safety Week, commercial motor vehicle inspectors emphasize the importance of brake systems by conducting inspections of commercial motor vehicle brake system components and restoring commercial motor vehicles found to have brake-related out-of-service violations from our roadways.

**10 Brake Lining and Pad Tips**

1. Inspect brake pads at the ends of the axle for any part of your job, and check the friction.
2. Look for signs of "brake fade," such as grooves in the drum rim, heat cracks.
3. Look at the disc to drum area and check for any scoring or scoring on the drum.
4. Look for any signs of brake fade, such as other components that may be contaminated by a regular rotation.
5. Inspect for a "C" in scoring brake blocks.
6. Check for any cracks or holes in a steel plate.
7. Check for any exposed brake lining that has broken or is loose.
8. If the drum has an indicator attached to the outside of the drum, make sure it is not loose or broken.
9. Make sure the brake pads are in the correct position and are not too far from the drum.
10. Make sure the brake pads are in the correct position and are not too far from the drum.

For more information, visit [www.OperationAirbrake.org](http://www.OperationAirbrake.org)

**CVSA**

tragically lost multiple members of an impaired driver whose blood legal limit. Remind your loved ones #NDCrashMemorialWall

<https://visionzero.nd.gov/memorial/Aaron-Deutscher/>

**August 22:** In 2021, lane departure crashes resulted in 1,393 injuries and 57 fatalities on North Dakota roads. Stay in your lane and help us save lives! #VisionZeroND <https://visionzero.nd.gov/strategies/LaneDeparture/>

**August 23:** Since 2018, we have been on a mission to reduce the number of motor vehicle fatalities to ZERO. But we can't do it without your help. Wear your seat belt. Put your phone down. Drive sober. Join us on our mission to zero fatalities. #VisionZeroND  
[https://www.youtube.com/watch?time\\_continue=1&v=gWN6zZ5bbvY&embeds\\_referring\\_euri=https%3A%2F%2Fvisionzero.nd.gov%2F&source\\_ve\\_path=Mjg2NjY&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=1&v=gWN6zZ5bbvY&embeds_referring_euri=https%3A%2F%2Fvisionzero.nd.gov%2F&source_ve_path=Mjg2NjY&feature=emb_logo)

**August 24:** VZ Coordinator Post

**August 25:** VZ Coordinator Post

**August 26:** Roadway safety is the responsibility of all drivers, but you can take certain steps to ensure you're doing your part. Follow the tips on our website! #CommercialMotorVehicles #SharetheRoadwithTrucks #SharetheRoad  
<https://visionzero.nd.gov/strategies/CommercialMotorVehicles/>

**August 27:** We've come a long way in five years, but we still have work to do. Help us get to zero fatalities and serious injuries by joining the Vision Zero Partner Network!  
[Vision Zero North Dakota \(nd.gov\)](https://visionzero.nd.gov/)

**August 28:** Distracted Driving Press Release

**August 29:** Rideshare/Taxi 🚗 < DUI Costs, including lawyers, fines, court costs and more...  
🚗🚗🚗🚗🚗🚗 The choice is simple. No complicated math needed. #DriveSober or Get Pulled Over. 🚗  
<https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/peak-enforcement-kit/national-mobilization>



**August 30:** VZ Coordinator Post

**August 31:** This Labor Day, celebrate America's workers by planning a safe, sober ride home. If you've been drinking, call a taxi, rideshare or a sober friend to get you home safely. #DriveSober or Get Pulled Over. 🚗 #VisionZeroND #LaborDay #DriveSober #DriveSoberOrGetPulledOver #RideSober #DriveHighGetADUI  
<https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/peak-enforcement-kit/national-mobilization>

