

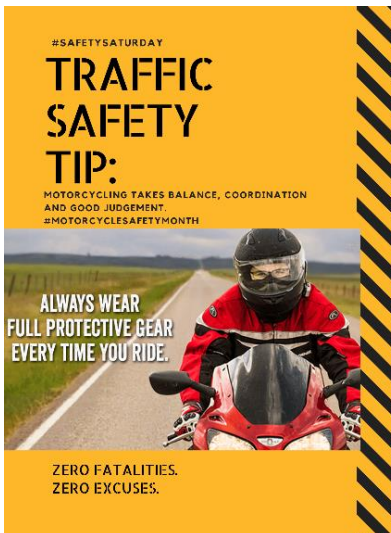


North Dakota Department of Transportation
May 2021 Organic Social Media Post Plan - Facebook, Instagram and Twitter
May 1, 2021

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 May 2021. 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.

May 1: Data shows that motorcyclists are 28 times more likely to die in a motor vehicle crash. Safe motorcycling takes balance, coordination and good judgement. #SafetySaturday #MotorcycleSafetyMonth #VisionZeroND #NDDOT

<https://www.nhtsa.gov/road-safety/motorcycles#topic-motorist-awareness>

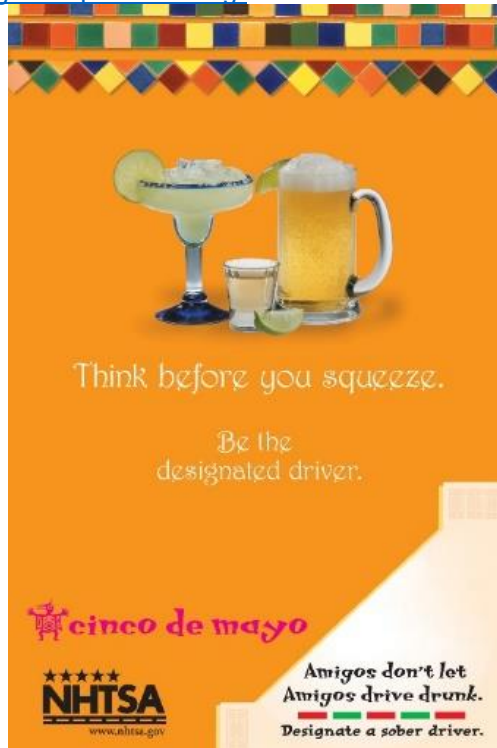


May 2: Every driver and vehicle occupant in North Dakota can help meet the Vision Zero goal of zero fatalities and serious injuries on roads. Drive sober, buckle up, drive distraction-free and follow all posted speed limits. #VisionZeroND #ZeroFatalities #ZeroExcuses #NDDOT
Creative: Updated fatality number

May 3: Are you a coffee fan? ☕ Check out Click it For Coffee! Visit our website and see if a coffee shop is participating near you! #ClickItForCoffee #VisionZeroND #NDDOT
<https://visionzero.nd.gov/events/>

May 4: It's Bike to School Day tomorrow! Use today to teach your children about bicycle safety! 🚲 ⚙️
#BikeToSchool2021 #VisionZeroND
<http://www.walkbiketoschool.org/learn-more/about-the-events/about-bike-to-school-day/>

May 5: Happy Cinco De Mayo! Think and plan for a sober driver before you squeeze! #DriveSober #VisionZeroND #NDDOT #CincoDeMayo
<https://visionzero.nd.gov/strategies/ImpairedDriving/>



May 6: Speed limits are put into place to protect all road users. Follow all posted speed limits and get to your destination safely - day and night! #VisionZeroND #NDDOT #NDHP
<https://visionzero.nd.gov/strategies/SpeedAggressiveDriving/>



Rollover.mp4

May 7: Drive sober or get pulled over. North Dakota Highway Patrol and Vision Zero want to remind you that if you've been drinking alcohol, always designate a sober driver. #VisionZeroND #NDHP #NDDOT

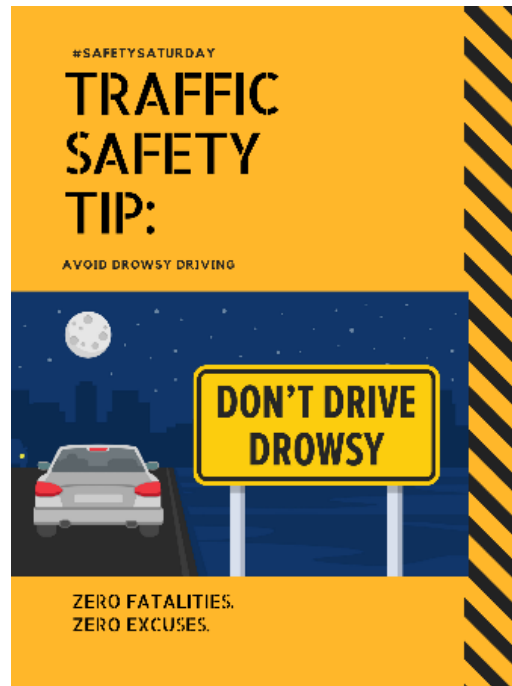


May 8: Have you ever been drowsy while driving? Here are a few tips to avoid falling asleep at the wheel 🤪

- ✓ Avoid peak sleepiness periods such as midnight - 6 am and late afternoon.
- ✓ If you know you will be driving the next day, get an adequate amount of sleep.
- ✓ Check your prescription and over the counter medication and make sure “drowsiness” isn’t a side-effect.

#SafetySaturday #DrowsyDriving #VisionZeroND #NDHP #NDDOT

<https://www.nhtsa.gov/risky-driving/drowsy-driving#issue-tips-drive-alert>



May 9: Happy Mother’s Day to all of you moms out there! Make the right choice for your family and always buckle up ❤️ #DoltForLove #SeatBeltsSaveLives #MothersDay #VisionZeroND #NDDOT



May 10: Make the right choices before it’s too late. #MotorcycleSafetyMonth #VisionZeroND #NDDOT
<https://youtu.be/bj4Pxjl4qIY>

May 11: Vehicle crashes are the leading cause of injury-related teen deaths. Does your teen know what it takes to be a responsible driver? Talk to your teen about the importance of driving sober, buckling up, driving distraction-free and following all posted speed limits. Your influence can save lives.

#TeenDriverSafety #VisionZeroND #NDDOT

<https://www.nhtsa.gov/road-safety/teen-driving>



May 12: Vision Zero Schools gives students the opportunity to be traffic safety advocates and build their resume. Interested in becoming a Vision Zero School? Visit our website to learn more!

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

May 13: This month is Motorcycle Safety Month! 🏍️ Motorcycle safety is for everyone on the road. It's important for both motorists and motorcyclists to do their part to keep North Dakota roads safe.

#MotorcycleSafetyMonth #VisionZeroND #NDDOT

<https://visionzero.nd.gov/strategies/Motorcycle/?fbclid=IwAR0CHmwJgxpfnfAy0tFJ6nGtTpacAdQaJROSLdcIIa9uIT3ogGbhKeoJvOcc>

May 14: @ImpactTeenDrivers is offering a free, interactive online program to prevent the #1 killer of teens - distracted driving. Sign your teens up to bring this lifesaving message to North Dakota's youth! Visit the website for more information.

<https://www.impactteendrivers.org/NorthDakota>

May 15: Does your child bike to school? 🚲 Educate them on these bicycle safety tips:

✓ Choose sidewalks wherever possible. If there aren't sidewalks, ride or walk the bicycle far from motor vehicles.

✓ Minimize street crossings and avoid busy roads. Even if that means the trip will take a little longer.

✓ Choose a route where drivers pay attention.

#SafetySaturday #NationalBikeMonth #VisionZeroND #NDDOT

<http://www.walkbiketoschool.org/plan/how-to-plan/safety-first/>



May 16: It's National Bike Month 🚲 Get outside and take a ride! Remember to wear a helmet, be aware of surrounding vehicles, check your brakes and ride with traffic! #NationalBikeMonth #VisionZeroND #NDDOT
<https://bikeleague.org/bikemonth>



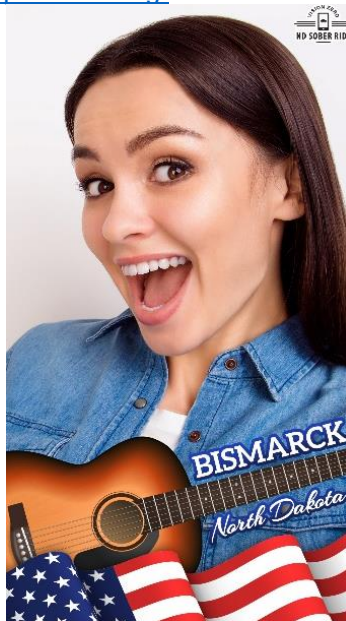
May 17: This week is the 46th annual EMS Week 🚑 Check out the NAEMT website to learn more about how you can participate in appreciation for EMTs and the entire EMS workforce! #EMSWeek #VisionZeroND #NDDOT
<http://www.naemt.org/initiatives/ems-week>

May 18: Want to help us promote traffic safety? Join the Vision Zero Partner Network! #VisionZeroND
<https://visionzero.nd.gov/partner-safety-network/JointhePartnerNetwork/>

May 19: Hey, coffee lovers! ☕ Go through the Broadway Bean and Bagel drive through in Minot and wear your seat belt to get \$1 off your order! This will be happening from 7am - 2pm on Monday, May 24th. #ClickItForCoffee #VisionZeroND #NDDOT
<https://visionzero.nd.gov/events/>

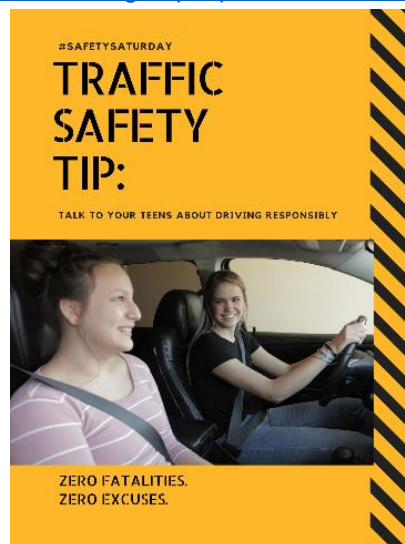
May 20: As a part of National Bike Month, join other bicyclists on Friday, May 21 for Bike to Work Day! Get out and enjoy the fresh air, but remember to ride safely. #BikeToWorkDay #NationalBikeMonth #VisionZeroND #NDDOT
[National Bike Month | League of American Bicyclists \(bikeleague.org\)](#)

May 21: If you're headed to the Toby Keith concert in Bismarck tonight, swipe through your Snapchat filters and find ours! Remember to plan for a sober ride or call a ride-hailing service. #DriveSober #VisionZeroND #NDDOT
<https://visionzero.nd.gov/strategies/ImpairedDriving/>



May 22: Teen driving tips:

- 🚗 Talk to your teens about safe driving early and often - even before they hit the driving age.
 - 🚗 Talking is important, but taking action is better. Model good driving habits in front of your kids at all times.
 - 🚗 We recommend setting ground rules and outlining consequences right away.
- #SafetySaturday #TeenDriverSafety #VisionZeroND #NDDOT
<https://www.nhtsa.gov/road-safety/teen-driving#topic-parental-influence>



May 23: Attention all BisMan coffee lovers! ☕ Go through the Balancing Goat drive through in Mandan and wear your seat belt to get \$1 off your order! This will be happening from 6am to 6pm on Tuesday, May 25th. #ClickItForCoffee #VisionZeroND #NDDOT
<https://visionzero.nd.gov/events/>

May 24: Traffic related incidents continue to be one of the leading causes of death among on duty law enforcement officers. If you see the flashing lights, move over 🚓 🚒 #MoveOverLaw #VisionZeroND #NDDOT
<https://youtu.be/Xfy44LHOtRU>

May 25: Use your head & protect it! #MotorcycleHelmets #MotorcycleSafetyMonth #VisionZeroND #NDDOT
<https://www.nhtsa.gov/road-safety/motorcycles#topic-road>



May 26: Buckle up so you can always be there for them. Seat belts save lives. #BuckleUp #VisionZeroND #NDDOT #NDHP
<https://visionzero.nd.gov/strategies/OccupantProtection/>



Hold_30_4x5_Enforcement.mp4

May 27: Congrats, Grads! 🎓 If your teen is graduating in coming weeks, make sure they celebrate safely. Talk to your teens about the dangers of underage drinking and driving under the influence. #2021Grads #TeenDriverSafety #VisionZeroND #NDDOT



What If_15-A-Enforcement-5

May 28: From 2015-2019, there were 7 motor vehicle fatalities on Memorial Day in North Dakota. If you plan to consume alcohol this weekend, plan for a sober driver or call a ride-hailing service. #MemorialDay #DriveSober #VisionZeroND #NDHP
<https://visionzero.nd.gov/strategies/ImpairedDriving/>

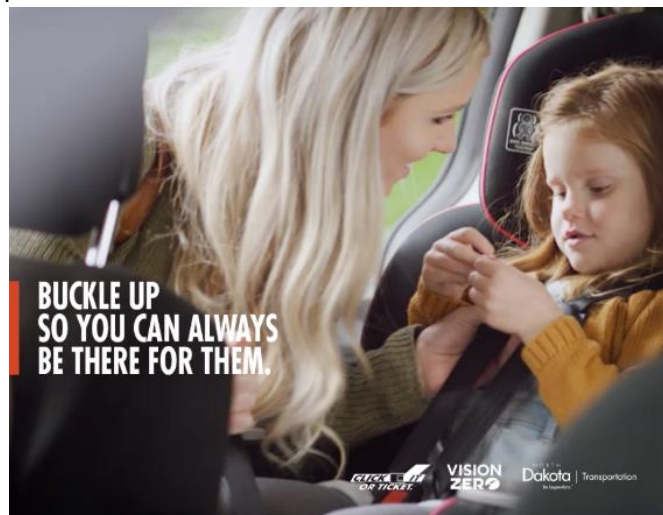
May 29: Speed limits are set for a reason - for your safety. Help save lives on ND Roads. Do your part and follow the speed limit.

#SafetySaturday #VisionZeroND #NDDOT #NDHP

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



May 30: We do everything we can to keep our loved ones safe. Buckle up - for them. #BuckleUp #VisionZeroND #NDDOT



May 31: Have a safe and happy Memorial Day! If you plan to drink alcohol, plan for a sober driver! #MemorialDay #VisionZeroND #NDDOT



Happy Memorial Day
.mp4