



**North Dakota Department of Transportation
July 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 July 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.

July 1: Parents, help your teen become a confident driver. 🚗 Driving Skills for Success is coming to Grand Forks on July 9. This free, hands-on event helps teens learn the skills they need to take personal responsibility to make the right choices every time they get behind the wheel.

📍 Alerus Center

📅 Tomorrow is the last day to register!

<https://visionzero.nd.gov/events/DSFS/>

July 2: It's almost time for the 146th @Mandan Rodeo Days! 🤠 Whether you're headed to the parade or the arena, be sure to buckle up! #SeatBeltsSaveLives #VisionZeroND

<https://mandanrodeo.com/>

July 3: Going to the @Killdeer Mountain Roundup Rodeo this weekend? 🐎 Remind your loved ones to buckle up before hitting the road. #SeatBeltsSaveLives #VisionZeroND

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

July 4: Avoid seeing red and blue in your rearview by driving sober this Fourth of July. 🚗 Don't drink and drive. 🚫 Drive Sober or Get Pulled Over.

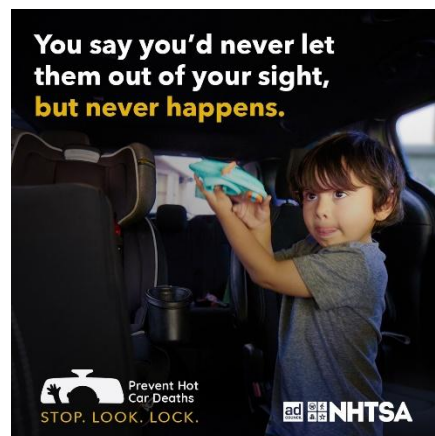
[drunk-enforce-drive-4th-of-july-usa-graphic-anim-1080x1920-en.mp4](#)

July 5: Headed to the Red River Valley Fair? Plan a sober ride before the fun begins. Use Lyft code "VZRRVF25" for \$10 off a sober ride through July 13.

North Dakota's Vision Zero initiative is supported by sponsors, like @AAA – The Auto Club Group.



July 6: Even in temperatures as low as 60°F, the inside of a car can overheat quickly. Accidentally leaving a sleeping child behind could be deadly. Make sure to always check the back seat before you leave the car. #StopLookLock



July 7: In 2023, about 90% of all reported motorcycle crashes resulted in injury or death. Keep yourself safe by wearing All The Gear, All The Time, taking a rider safety course and obeying all traffic laws.
<https://visionzero.nd.gov/strategies/Motorcycle/>

July 8: VZ Coordinator Post

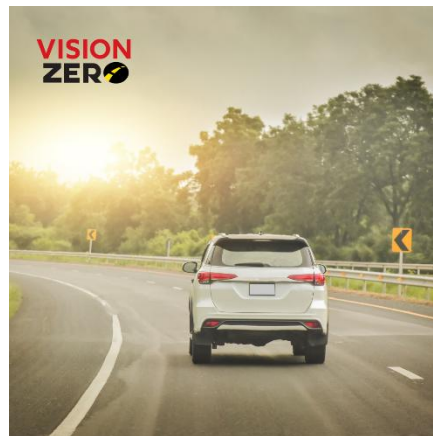
July 9: VZ Coordinator Post

July 10: Country Fest kicks off today! Start the weekend off right. Buckle up and plan for a sober ride.
#DriveSober #SeatBeltsSaveLives #VisionZeroND
<https://www.ndcountryfest.com/>

July 11: Big plans at the Red River Valley Fair this weekend? Get home safe with a sober ride. Use Lyft code "VZRRVF25" for \$10 off a sober ride through July 13.



July 12: Before you pack the snacks and queue the playlist, make sure everyone's buckled up. Safety first, then road trip! 🎵 🚗 #BuckleUp #VisionZeroND



July 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/>

July 14: Sandy Kilde was struck and killed by an impaired driver on her birthday. She was a mother, a grandmother, a sister, a friend, a nurse, a volunteer, and she is deeply missed. Let Sandy be your reminder to always drive sober or find a sober ride home.
<https://visionzero.nd.gov/memorial/Sandy-Kilde/>

July 15: VZ Coordinator Post

July 16: National Vehicle Theft Prevention Month in July is your reminder to add these simple theft-prevention steps to your routine:

- 💡 Park in well-lit areas.
- 🔒 Close and lock all doors and windows.
- 👜 Hide valuables out of sight.
- 🔑 Do not leave your keys in the vehicle.
- 🚗 Do not leave an unattended vehicle running.



July 17: In 2023, 47% of motor vehicle fatalities on North Dakota roads weren't wearing a seat belt. Seat belts are your best defense. Buckle up. Every seat. Every trip. Every time.

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

North Dakota's Vision Zero initiative is supported by sponsors, like @Northern States Fishing Tools.

July 18: VZ Coordinator Post

July 19: VZ Coordinator Post

July 20: In North Dakota, nearly 165 lives were lost in speed-related crashes over the last five years. In 2023 alone, speeding and aggressive driving played a role in 33% of fatal crashes. Slow down. Drive smart. Save lives.

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

July 21: VZ Coordinator Post

July 22: When you see flashing lights on the roadside, Move Over and give space. Protect those who protect us. 🚓 🚑 🚒 🚔 #MoveOverLaw

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

July 23: Parents, have a teen driver? Driving Skills for Success is coming to West Fargo on August 7. This free event helps teens build real-world driving skills and make smart choices on the road.

📍 Veterans Memorial Arena

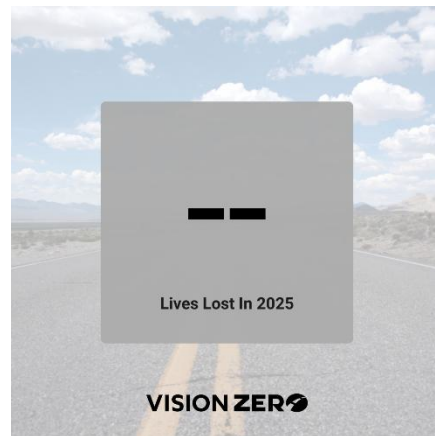
📅 Register by July 31

<https://visionzero.nd.gov/events/DSFS/>

July 24: VZ Coordinator Post

July 25: It's the last weekend of the North Dakota State Fair! If you plan to enjoy an alcoholic drink or two, plan for a sober ride home. Let's all get home safe. #DriveSober @NDStateFair #VisionZeroND
<https://ndstatefair.com/>

July 26: ____ traffic fatalities. ____ families grieving. Every life matters. Buckle up. Every seat. Every trip. Every time.



July 27: You won't win a medal for arriving at your destination first. 🏆 Follow the speed limit and arrive alive! Speeding Catches Up With You. @NHTSA



July 28: In 2023, 88% of motorcyclists who died in crashes in North Dakota weren't wearing a helmet. Before you hit the road, take a moment to run through this 7-point gear checklist:

- ☒ Helmet
- ☒ Face protection
- ☒ Riding suit or jacket and pants
- ☒ Boots
- ☒ Gloves
- ☒ Rain gear
- ☒ Hearing protection

Your safety is worth the extra time. #VisionZeroND #RideSafe



July 29: How many fatalities are acceptable in your family? We're aiming for zero. Buckle up, drive sober, and keep your eyes on the road!

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

July 30: Did you know? North Dakota's Primary Seat Belt Law applies to every seat, front and back, and all ages. No matter how far you're going, be sure to click it.

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

July 31: Heads up, North Dakota drivers! Starting August 1, the interstate speed limit is going up to 80 mph. Let's all do our part to keep our roads safe by following posted speed limits and driving sober and distraction-free. #NewSpeed #SameResponsibility #VisionZeroND

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