

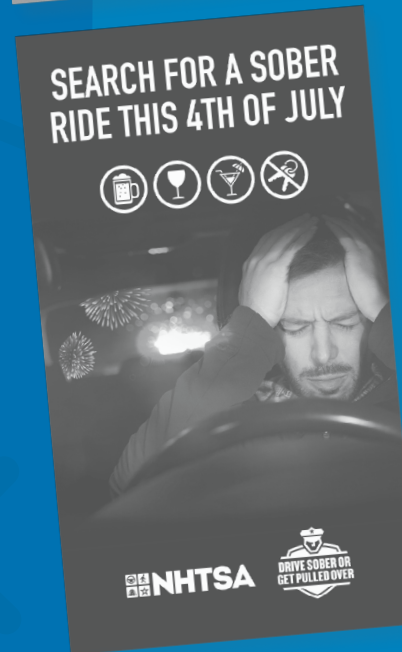


SOCIAL MEDIA PLAYBOOK

4TH OF JULY CAMPAIGN

2024

July 1–July 7



How to Use This Playbook

This document is a social media playbook for the 2024 4th of July Impaired Driving and Riding campaign period. It includes specific content and assets, along with instructions, to address drivers and encourage them not to drive or ride under the influence of drugs or alcohol. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts during this time of the year may help save lives.

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Campaign Overview

Campaign Summary

Every year, the 4th of July is a holiday to celebrate freedom with fireworks while surrounded by family, friends and food.

In conjunction with this holiday, impaired driving-related fatalities spike and the 4th of July is consistently one of the holiday periods with the highest number of impaired driving-related crash fatalities each year. The 2024 4th of July Impaired Driving and Riding campaign seeks to educate drivers and riders about the dangers of alcohol- and drug-impaired driving and motorcycle riding.

Objectives

- Educate individuals about the impacts of motorcycle riding under the influence of alcohol
- Remind individuals of the consequences that come from driving under the influence
- Motivate drivers to not drive under the influence of alcohol or drugs
- Increase awareness of alcohol- and drug-impaired driving law enforcement
- Encourage motorcycle riders to plan ahead and not ride under the influence of alcohol

4th of July Posting Strategy

The 2024 4th of July Impaired Driving campaign period runs from Monday, July 1 to Sunday, July 7. Posting organically on social media during this period will help support the campaign. In addition to posting throughout the campaign, it is recommended to post especially in the days leading up to the holiday, to emphasize the importance of the message when people are likely to be celebrating and partaking.

Below are relevant hashtags to use when posting about the campaign to tap into conversations related to the 2024 4th of July Impaired Driving and Riding campaign:

Social Norming

- **#JulyFourth**
- **#FourthOfJuly**
- **#BuzzedDriving**
- **#FeelDifferentDriveDifferent**

Enforcement

- **#JulyFourth**
- **#FourthOfJuly**
- **#DriveSober**
- **#DriveHighGetADUI**
- **#RideSoberOrGetPulledOver**



Creating Your Own Content

While standard social messages are offered within this playbook, we encourage you to create your own messages to accompany the graphics provided. Over the course of several campaigns, we've seen that messages that localize the campaign and speak to each organization's audience receive significantly more engagements.

There are countless ways to create your own messages or tailor our pre-written messages to your audience, but here are some suggestions to get you started:

- Include the state or city name within the message
- Utilize local crash or traffic stop data
- Mention local celebrations or events to draw a connection to the campaign

Here are some examples of a "create your own" style message:

- Lynchburg, one bad decision can have tragic consequences. Never get behind the wheel after drinking — call a sober friend 🚗, rideshare 🚗 or taxi 🚗 to get home safely. Drive Sober or Get Pulled Over.
- 🎆 or 🚗 Which lights would you rather see this July 4th, Athens? Drive Sober or Get Pulled Over.

Social Media Content

This section contains shareable social media content for the 2024 4th of July Impaired Driving and Riding campaign period. Provided on pages (13-25) are downloadable graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.



Social Story 1080x1920



Social Post 1200x1200

On the left are two sample social media graphics: one for social stories on Instagram and Facebook and one for social feed posts that can be used on any platform.

Content Organization

The social media content is organized into sections based on creative concept and message. Both English and Spanish versions are provided for this campaign.

Social Norming

English - Alcohol

- Revere—p. [13](#)
- Hero—p. [14](#)

Spanish - Alcohol

- Hero—p. [15](#)

English - Drug

- We The People—p. [17](#)

Spanish - Drug

- High July—p. [18](#)

Enforcement

English- Alcohol

- Search—p. [20](#)

Spanish - Alcohol

- Julio—p. [21](#)

Spanish - Alcohol, Motorcycle

- Independence—p. [22](#)

English - Drug

- Spark—p. [23](#)

Spanish - Drug

- Spark—p. [24](#)

On the following pages, you will see additional graphics and post examples for the campaign. Be sure to consider which social media platform your target audience typically uses when you choose the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.

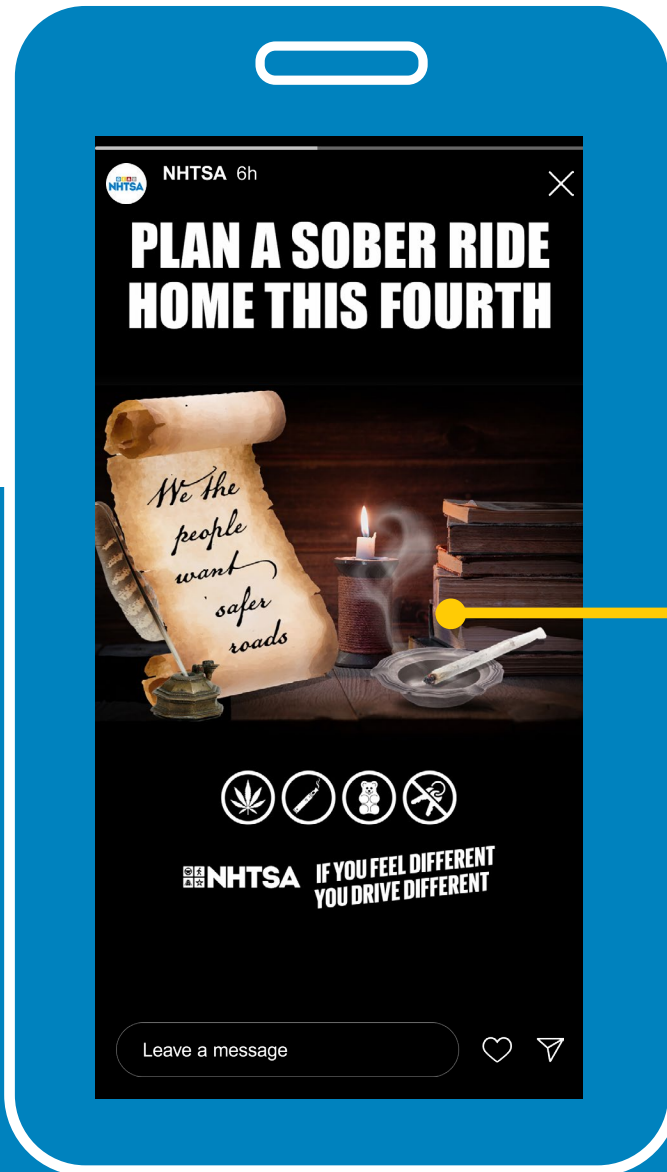
Social Post Example

Here is an example of how a social post should look when published.



1 Suggested copy from this playbook.

2 Downloaded graphic from trafficsafetymarketing.gov.



Social Story Example

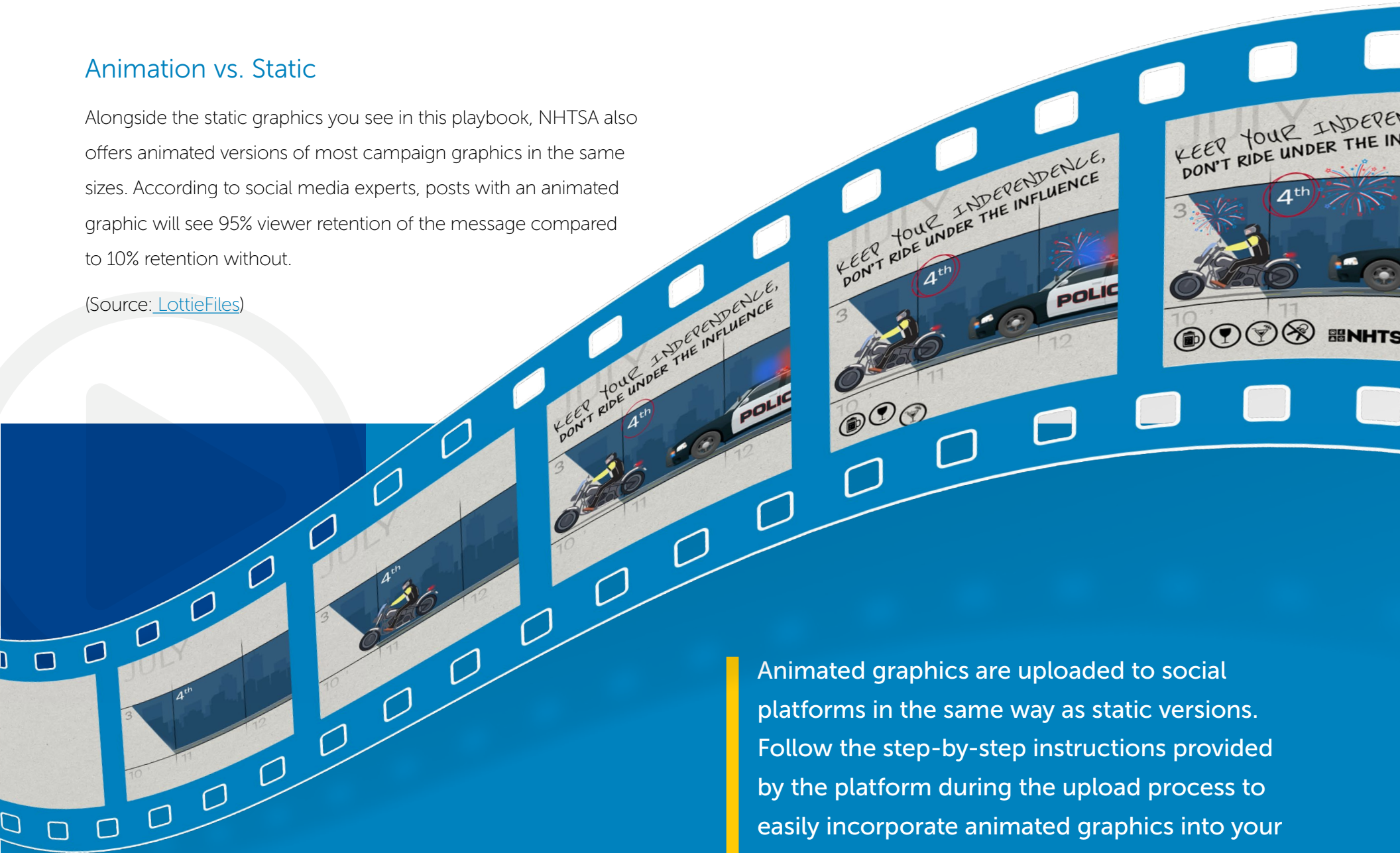
Here is an example of how a social story should look when published.

1 Downloaded graphic from trafficsafetymarketing.gov.

Animation vs. Static

Alongside the static graphics you see in this playbook, NHTSA also offers animated versions of most campaign graphics in the same sizes. According to social media experts, posts with an animated graphic will see 95% viewer retention of the message compared to 10% retention without.

(Source: [LottieFiles](#))



Animated graphics are uploaded to social platforms in the same way as static versions. Follow the step-by-step instructions provided by the platform during the upload process to easily incorporate animated graphics into your content after downloading them from the trafficsafetymarketing.gov website.

Social Media & Accessibility

Creating inclusive content is of increasing priority on social media. To make platforms more accessible, most have implemented the option to include alternative text (or alt text) along with images. This alt text allows for users who utilize screen readers to still understand what the graphics are presenting. In this playbook, you will find alt text provided for each graphic concept that can be used across the various sizes. For how to include alt text on each social media platform, visit these resources:



[Facebook](#)



[Instagram](#)



[X \(Formerly Twitter\)](#)



Alt Text Example

A scroll beside a quill and candle that says, "we the people want safer roads."

Revere—Alcohol— Social Norming

STEP

1 Download graphics.

Download the “Revere—Alcohol” graphic below at: [Traffic Safety Marketing](#)

Alt Text: People standing in front of a pub drinking with 1 person standing next to their safe ride home.



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Think driving yourself home after drinking is cheaper? Think again!
Average rideshare 💰? \$25
Average DUI 💰? \$10,000
The choice is simple — if you've been drinking, call a sober friend 🚗, rideshare 🚗, or taxi 🚕 to get you home safely.
- July 4th festivities planned? Make sure your plans include a sober ride home. 🚗 Designate a driver before the fireworks start. 🇺🇸
- Would you ruin the day? Ruin a year? Ruin a family? Drunk driving ruins lives. If you've been drinking, call a sober friend 🚗, rideshare 🚗, or taxi 🚕 to get you home safely.

Sample X (Formerly Twitter) Messages

- Take a quiz with us! When is it okay to drink and drive?
 - Never.
 - Never.
 - Never.
 - All of the above.**#BuzzedDriving #July4th**
- Celebrate America, celebrate each other — never let a friend drive drunk. Take away the keys 🗝️, call a cab 🚕, or let them stay at your place. Spread the word: Buzzed Driving Is Drunk Driving. **#BuzzedDriving #July4th**
- This Fourth of July, make sure you celebrate the red, white, and blue with a sober ride home. Remember: Buzzed Driving Is Drunk Driving. **#BuzzedDriving #July4th**

Hero—Alcohol— Social Norming

STEP

1 Download graphics.

Download the “Hero—Alcohol” graphic below at: [Traffic Safety Marketing](#)

Alt Text: Man opening his shirt to reveal shirt with image of hands exchanging car keys to a sober driver.



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Think driving yourself home after drinking is cheaper? Think again!
Average rideshare 💰? \$25
Average DUI 💰? \$10,000
The choice is simple — if you’ve been drinking, call a sober friend 🚗, rideshare 🚗, or taxi 🚕 to get you home safely.
- July 4th festivities planned? Make sure your plans include a sober ride home. 🚗 Designate a driver before the fireworks start. 🇺🇸
- Would you ruin the day? Ruin a year? Ruin a family? Drunk driving ruins lives. If you’ve been drinking, call a sober friend 🚗, rideshare 🚗, or taxi 🚕 to get you home safely.

Sample X (Formerly Twitter) Messages

- Take a quiz with us! When is it okay to drink and drive?
 Never.
 Never.
 Never.
 All of the above.
#BuzzedDriving #July4th
- Celebrate America, celebrate each other — never let a friend drive drunk. Take away the keys 🔑, call a cab 🚕, or let them stay at your place. Spread the word: Buzzed Driving Is Drunk Driving.
#BuzzedDriving #July4th
- This Fourth of July, make sure you celebrate the red, white, and blue with a sober ride home. Remember: Buzzed Driving Is Drunk Driving. **#BuzzedDriving #July4th**

Hero—Alcohol— Social Norming

STEP

1 Download graphics.

Download the “Hero—Alcohol” graphic below at: [Traffic Safety Marketing](#)

Alt Text: Superhéroe abre su camisa revelando símbolo de conductor sobrio. Texto refuerza no tomar y manejar.



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- ¿Crees que regresar a casa manejando después de beber alcohol es más barato? ¡Piénsalo dos veces!

¿💰 Costo promedio de un servicio de viaje compartido?: \$25

¿💰 Costo promedio de un DUI?: \$10,000

La decisión es simple: si has estado bebiendo, llama a un amigo sobrio 🚗, a un servicio de viaje compartido 🚗 o a un taxi 🚕 para que te lleven a casa de forma segura.

Translation: Think driving yourself home after drinking is cheaper? Think again!

Average rideshare 💰? \$25

Average DUI 💰? \$10,000

The choice is simple – if you’ve been drinking, call a sober friend 🚗, rideshare 🚗 or taxi 🚕 to get you home safely.
- ¿Tienes actividades planeadas para el Cuatro de Julio? Asegúrate de que tus planes incluyan un viaje seguro a casa. 🚗 Designa a un conductor sobrio antes de que comiencen los fuegos artificiales. ✨

Translation: July 4th festivities planned? Make sure your plans include a sober ride home. 🚗

Designate a driver before the fireworks start. ✨
- ¿Arruinarías un día? ¿Arruinarías un año? ¿A una familia? Manejar bajo la influencia del alcohol arruina vidas. Si has estado bebiendo, llama a un amigo sobrio 🚗, a un servicio de viaje compartido 🚗 o a un taxi 🚕 para que te lleven a casa de forma segura.

Translation: Would you ruin the day? Ruin a year? Ruin a family? Drunk driving ruins lives. If you’ve been drinking, call a sober friend 🚗, rideshare 🚗 or taxi 🚕 to get you home safely.

Hero—Alcohol— Social Norming

STEP

1 Download graphics.

Download the “Hero—Alcohol” graphic below at: [Traffic Safety Marketing](#)

Alt Text: Superhéroe abre su camisa revelando símbolo de conductor sobrio. Texto refuerza no tomar y manejar..



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample X (Formerly Twitter) Messages

- ¡Respondamos una pregunta juntos! ¿Cuándo es correcto beber alcohol y conducir?
 - Nunca.
 - Nunca.
 - Nunca.
 - Todas las anteriores.

Translation: Take a quiz with us! When is it okay to drink and drive?

- Never.
- Never.
- Never.
- All of the above.

- Celebra a los Estados Unidos, celebremos mutuamente. Nunca permitas que un amigo maneje borracho. Qítale las llaves 🗝️, llámale a un taxi 🚖 o déjalo quedarse en tu casa 🏠. Difunde este mensaje: Manejar Entonado Es Manejar Borracho.

Transaltion: Celebrate America, celebrate each other — never let a friend drive drunk. Take away the keys 🗝️, call a cab 🚖 or let them stay at your place 🏠. Spread the word: Buzzed Driving Is Drunk Driving.

- Este Cuatro de Julio, asegúrate de celebrar el rojo, blanco y azul con un viaje sobrio desde cualquier fiesta a casa. Recuerda: Manejar Entonado Es Manejar Borracho.

Translation: This Fourth of July, make sure you celebrate the red, white, and blue with a sober ride home. Remember: Buzzed Driving Is Drunk Driving.

We the People—Drug— Social Norming

STEP

1 Download graphics.

Download the “We the People—Drug” graphic below at: [Traffic Safety Marketing](#)

Alt Text: A scroll beside a quill and candle that says, “we the people want safer roads.”



Sizes Available:



Social Posts

1200x1200

Social Stories

1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- WEED like to remind you — no matter how you say it, high, stoned, or wasted — impaired driving is illegal and deadly. If You Feel Different, You Drive Different.
- You take your 🌿 roll seriously... So why wouldn't you take your 🚗 role seriously? If you're the designated driver — get your friends home safely and don't partake. If You Feel Different, You Drive Different.
- You've waited all year for July 4th fireworks 🎆 and BBQs 🔥🍖. Make sure you're around to enjoy them — don't drive impaired. If You Feel Different, You Drive Different.

Sample X (Formerly Twitter) Messages

- Celebrate Independence Day the right way — with a sober ride home. Never drive impaired. If You Feel Different, You Drive Different. **#ImpairedDriving #July4th**
- If you're partaking in recreational drugs, DOOBIE safe and get a sober ride home. Designate a sober driver, or plan to call a taxi or rideshare to get home safely. If You Feel Different, You Drive Different. **#ImpairedDriving #July4th**

High July—Drug— Social Norming

STEP

1 Download graphics.

Download the “High July—Drug” graphic below at: [Traffic Safety Marketing](#)

Alt Text: Diseño gráfico de dos vehículos chocando. Texto refuerza no manejar high este 4 de julio.



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Nos gustaría recordarte: no importa cómo lo digas, drogado, high o en onda, manejar bajo la influencia de drogas es ilegal y puede ser fatal. Si Te Sientes Diferente, Manejas Diferente.

Translation: WEED like to remind you — no matter how you say it, high, stoned, or wasted — impaired driving is illegal and deadly. If You Feel Different, You Drive Different.
- Tómate tu papel 🚗 en serio: si eres el conductor designado, lleva tus amigos a casa de forma segura y no uses drogas. Si Te Sientes Diferente, Manejas Diferente.

Translation: You take your 🌿 roll seriously... So why wouldn't you take your 🚗 role seriously? If you're the designated driver — get your friends home safely and don't partake. If You Feel Different, You Drive Different.
- Has esperado todo el año para los fuegos artificiales 🎆 y las parrilladas 🍖 del Cuatro de Julio. Asegúrate de estar vivo para disfrutarlas. No manejes bajo la influencia de drogas. Si Te Sientes Diferente, Manejas Diferente.

Translation: You've waited all year for July 4th fireworks 🎆 and BBQs 🍖. Make sure you're around to enjoy them — don't drive impaired. If You Feel Different, You Drive Different.

High July—Drug— Social Norming

STEP

1 Download graphics.

Download the “High July—Drug” graphic below at: [Traffic Safety Marketing](#)

Alt Text: Diseño gráfico de dos vehículos chocando. Texto refuerza no manejar high este 4 de julio.



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample X (Formerly Twitter) Messages

- Celebra el Día de la Independencia de forma correcta: con un viaje sobrio a casa. Nunca manejes bajo la influencia de drogas. Si Te Sientes Diferente, Manejas Diferente.

Translation: Celebrate Independence Day the right way – with a sober ride home. Never drive impaired. If You Feel Different, You Drive Different.
- Si estás usando drogas recreativas, asegúrate de conseguir un viaje sobrio a casa. Designa a un conductor sobrio o planea llamar a un taxi o a un servicio de viaje compartido para llegar a casa de forma segura. Si Te Sientes Diferente, Manejas Diferente.

Translation: If you're partaking in recreational drugs, DOOBIE safe and get a sober ride home. Designate a sober driver, or plan to call a taxi or rideshare to get home safely. If You Feel Different, You Drive Different.

Search—Alcohol— Enforcement

STEP

1 Download graphics.

Download the “Search—Alcohol” graphic below at: [Traffic Safety Marketing](#)

Alt Text: Man upset in the driver’s seat with police lights flashing behind, implying that he got pulled over.



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- One bad decision can have tragic consequences. Never get behind the wheel after drinking — call a sober friend 🚗, rideshare 🚗, or taxi 🚕 to get home safely. Drive Sober or Get Pulled Over.
- 🌟 or 🚗 Which lights would you rather see this July 4th? Drive Sober or Get Pulled Over.
- This Independence Day, keep the red, white, and blue in the sky and out of your rearview mirror. Drive Sober or Get Pulled Over.

Sample X (Formerly Twitter) Messages

- This 4th of July, designate a sober driver. Drive Sober or Get Pulled Over. **#DriveSober #July4th**
- This 4th of July, may the only lights you see be bursting in the sky 🌟 (not in your rearview 🚗). Drive Sober or Get Pulled Over. **#DriveSober #July4th**
- Even one drink can be one too many. This 4th of July, remember to Drive Sober or Get Pulled Over. **#DriveSober #July4th**

Julio—Alcohol — Enforcement

STEP

1 Download graphics.

Download the “Julio—Alcohol” graphic below at: [Traffic Safety Marketing](#)

Alt Text: Hombre detenido por un oficial de la ley expresa preocupación al ser detenido por tomar y manejar.



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Una sola mala decisión puede tener consecuencias trágicas. Nunca te pongas detrás del volante después de beber alcohol. Llama a un amigo sobrio 🚗 a un servicio de viaje compartido 🚗 o a un taxi 🚕 para llegar a casa de forma segura. Maneja Tomado y Serás Arrestado.

Translation: One bad decision can have tragic consequences. Never get behind the wheel after drinking — call a sober friend 🚗 rideshare 🚗 or taxi 🚕 to get home safely. Drive Sober or Get Pulled Over.

- 🌟 o 🚗: ¿Cuáles luces preferirías ver este Cuatro de Julio? Maneja Tomado y Serás Arrestado.

Translation: 🌟 or 🚗 Which lights would you rather see this July 4th? Drive Sober or Get Pulled Over.

- Este Día de la Independencia, mantén el rojo, blanco y azul en el cielo... y no en tu espejo retrovisor. Maneja Tomado y Serás Arrestado.

Translation: This Independence Day, keep the red, white, and blue in the sky and out of your rearview mirror. Drive Sober or Get Pulled Over.

Sample X (Formerly Twitter) Messages

- Este Cuatro de Julio, designa a un conductor sobrio. Maneja Tomado y Serás Arrestado.

Translation: This 4th of July, designate a sober driver. Drive Sober or Get Pulled Over.

- Este Cuatro de Julio, que el único destello de luces que veas sea en el cielo 🌟 (y no en tu espejo retrovisor 🚗). Maneja Tomado y Serás Arrestado.

Translation: This 4th of July, may the only lights you see be bursting in the sky 🌟 (not in your rearview 🚗). Drive Sober or Get Pulled Over.

- Un sólo trago de alcohol puede ser demasiado. Este Cuatro de Julio, recuerda: Maneja Tomado y Serás Arrestado.

Translation: Even one drink can be one too many. This 4th of July, remember to Drive Sober or Get Pulled Over.

Independence—Alcohol, Motorcycle—Enforcement

STEP

1 Download graphics.

Download the "Independence—Alcohol, Motorcycle" graphic below at: [Traffic Safety Marketing](#)

Alt Text: A calendar with a motorcyclist getting pulled over by police on July 4th with fireworks around them.



Sizes Available:



Social Posts

1200x1200

Social Stories

1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- If freedom on the open road is what you're livin' for, don't jeopardize it by riding drunk. Call a sober friend 🚗, rideshare 🚕, or taxi 🚖 to get you home safely. 🚔 Ride Sober or Get Pulled Over.
- Is "convenience" really worth losing your keys, your bike, or potentially your life? We didn't think so. If you've been drinking, get a safe ride home. 🚔 Ride Sober or Get Pulled Over.
- Don't let your friends jeopardize their safety. If they've been drinking, take their keys and make sure they get a safe ride home. 🚔 Ride Sober or Get Pulled Over.

Sample X (Formerly Twitter) Messages

- Celebrate this Independence Day by riding sober. If you've been drinking, call a sober friend, rideshare, or taxi to get you home safely. 🚔 Ride Sober or Get Pulled Over. #RideSober #July4th
- Even one drink can be one too many. Before you ride this July 4th, make plans for a safe ride home. 🚔 Ride Sober or Get Pulled Over. #RideSober #July4th

Spark—Drug—Enforcement

STEP

1 Download graphics.

Download the “Spark—Drug” graphic below at: [Traffic Safety Marketing](#)

Alt Text: A car getting pulled over by a police officer while a man lights drug paraphernalia.



Sizes Available:



Social Posts

1200x1200

Social Stories

1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- WEED like to remind you — no matter how you say it, high, stoned, or wasted — impaired driving is illegal and deadly. If you've been partaking, call a sober friend 🚗, rideshare 🚗 or taxi 🚕 to get you home safely. Drive High, Get a DUI.
- 🌟or🚗 Which lights would you rather see in your rearview this July4th? If You Feel Different, You Drive Different. Drive High, Get a DUI.
- This Independence Day, declare a designated driver. If You Feel Different, You Drive Different. Drive High, Get a DUI.

Sample X (Formerly Twitter) Messages

- This Independence Day, may the only lights you see be bursting in the sky 🌟 (and not in your rearview🚗). If You Feel Different, You Drive Different. Drive High, Get a DUI. **#ImpairedDriving #July4th**
- Marijuana doesn't belong behind the wheel. This July 4th, and every day, if you're high, call a sober friend 🚗, rideshare 🚗 or taxi 🚕 to get you home safely. If You Feel Different, You Drive Different. Drive High, Get a DUI. **#ImpairedDriving #July4th**
- You take your 🌿 roll seriously... So why wouldn't you take your 🚗 role seriously? If you're the designated driver — get your friends home safely and don't partake. If You Feel Different, You Drive Different. Drive High, Get a DUI. **#ImpairedDriving #July4th**

Spark—Drug—Enforcement

STEP

1 Download graphics.

Download the “Spark—Drug” graphic below at: [Traffic Safety Marketing](#)

Alt Text: Un cigarro de marihuana se enciende sobre la imagen de un auto detenido por un vehículo de la ley.



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Nos gustaría recordarte: no importa cómo lo digas, drogado, high o en onda, manejar bajo la influencia de drogas es ilegal y puede ser fatal. Si has estado usando drogas, llama a un amigo sobrio 🚗, a un servicio de viaje compartido 🚗 o a un taxi 🚕 para que te lleven a casa de forma segura. Maneja Drogado y Serás Arrestado.

Translation: WEED like to remind you – no matter how you say it, high, stoned, or wasted – impaired driving is illegal and deadly. If you’ve been partaking, call a sober friend 🚗 rideshare 🚗 or taxi 🚕 to get you home safely. Drive High, Get a DUI.

- 🚗 o 🚗: ¿Qué luces preferirías ver en tu espejo retrovisor este Cuatro de Julio? Si Te Sientes Diferente, Manejas Diferente. Maneja Drogado y Serás Arrestado.

Translation: 🚗 or 🚗 Which lights would you rather see in your rearview this July 4th? If You Feel Different, You Drive Different. Drive High, Get a DUI.

- Este Cuatro de Julio, selecciona a un conductor designado. Si Te Sientes Diferente, Manejas Diferente. Maneja Drogado y Serás Arrestado.

Translation: This Independence Day, declare a designated driver. If You Feel Different, You Drive Different. Drive High, Get a DUI.

Spark—Drug—Enforcement

STEP

1 Download graphics.

Download the “Spark—Drug” graphic below at: [Traffic Safety Marketing](#)

Alt Text: Un cigarro de marihuana se enciende sobre la imagen de un auto detenido por un vehículo de la ley.



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample X (Formerly Twitter) Messages

- Este Día de la Independencia, que las únicas luces que veas destellando sean en el cielo 🌟 (y no en tu espejo retrovisor 🚗). Si Te Sientes Diferente, Manejas Diferente. Maneja Drogado y Serás Arrestado.

Translation: This Independence Day, may the only lights you see be bursting in the sky 🌟 (and not in your rearview 🚗). If You Feel Different, You Drive Different. Drive High, Get a DUI.
- Los conductores bajo la influencia de la marihuana no deben estar detrás del volante. Este Cuatro de Julio, y todos los días, llama a un amigo sobrio 🚗 a un servicio de viaje compartido 🚗 o a un taxi 🚕 para llegar a casa de forma segura. Si Te Sientes Diferente, Manejas Diferente. Maneja Drogado y Serás Arrestado.

Translation: Marijuana doesn't belong behind the wheel. This July 4th, and every day, if you're high, call a sober friend 🚗 rideshare 🚗 or taxi 🚕 to get you home safely. If You Feel Different, You Drive Different. Drive High, Get a DUI.
- Tómate tu papel 🚗 en serio. Si eres el conductor designado, lleva a tus amigos a casa de forma segura y no uses drogas. Si Te Sientes Diferente, Manejas Diferente. Maneja Drogado y Serás Arrestado.

Translation: You take your 🌿 roll seriously... So why wouldn't you take your 🚗 role seriously? If you're the designated driver — get your friends home safely and don't partake. If You Feel Different, You Drive Different. Drive High, Get a DUI.

NHTSA Contact

If you have questions about the 2024 4th of July campaign, please contact Kil-Jae Hong at Kil-Jae.Hong@dot.gov

