



SOCIAL MEDIA PLAYBOOK

420 DRUG-IMPAIRED DRIVING PREVENTION

2024

April 20



How to Use This Playbook

This document is a social media playbook for the 2024 420 Drug-Impaired Driving Prevention campaign. It includes specific content and assets, along with instructions, to address drivers and encourage them not to drive impaired. 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

420 Campaign Summary

While drug-impaired driving is a danger on the road year-round, the 420 celebration period is particularly risky for impaired driving, given heightened celebrations using marijuana.

The goal of the 420 campaign is to encourage positive behaviors while celebrating, like designating a sober driver, calling a ride and ultimately not driving under the influence of marijuana.

Objectives

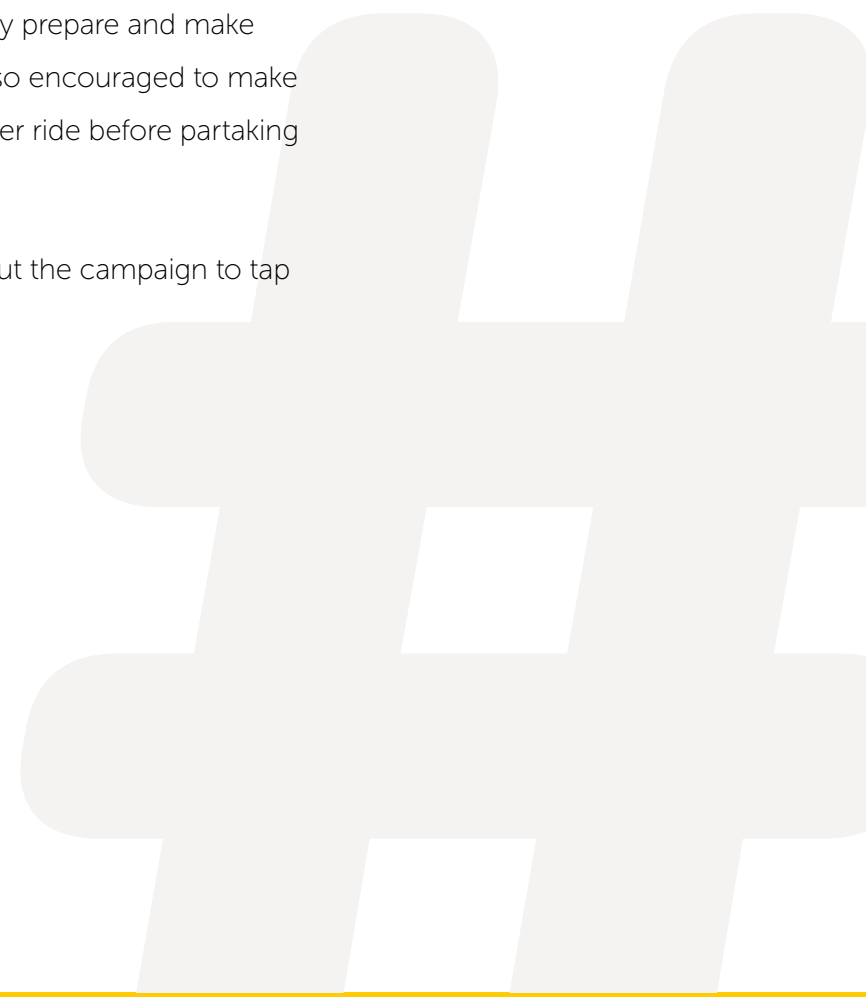
- Motivate drivers not to drive while impaired by marijuana

420 Posting Strategy

420 falls on a Saturday this year, which makes posting during the week leading up to the celebration incredibly important to keep the messaging of not driving impaired at the top of drivers' minds as they prepare and make plans to celebrate. Increasing posting on April 20 is also encouraged to make sure people are remembering to plan ahead for a sober ride before partaking in celebrations.

Below are relevant hashtags to use when posting about the campaign to tap into conversations around the holiday:

- **#420**
- **#ImpairedDriving**
- **#DrugImpairedDriving**
- **#FeelDifferentDriveDifferent**



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 engagement.

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 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:

- 4/20 sees a high rate of marijuana use. We're going to be blunt – stay off the roads if you are impaired, San Diego. 🙄🗣️ = 🚫🚗 If You Feel Different, You Drive Different. **#ImpairedDriving**
- Winston-Salem, we recommend you obey state laws about driving high – don't do it. If You Feel Different, You Drive Different. **#ImpairedDriving**

Social Media Content

This section contains shareable social media content for the 2024 420 campaign. Provided on pages [\(13-14\)](#) 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.

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.

Content Organization

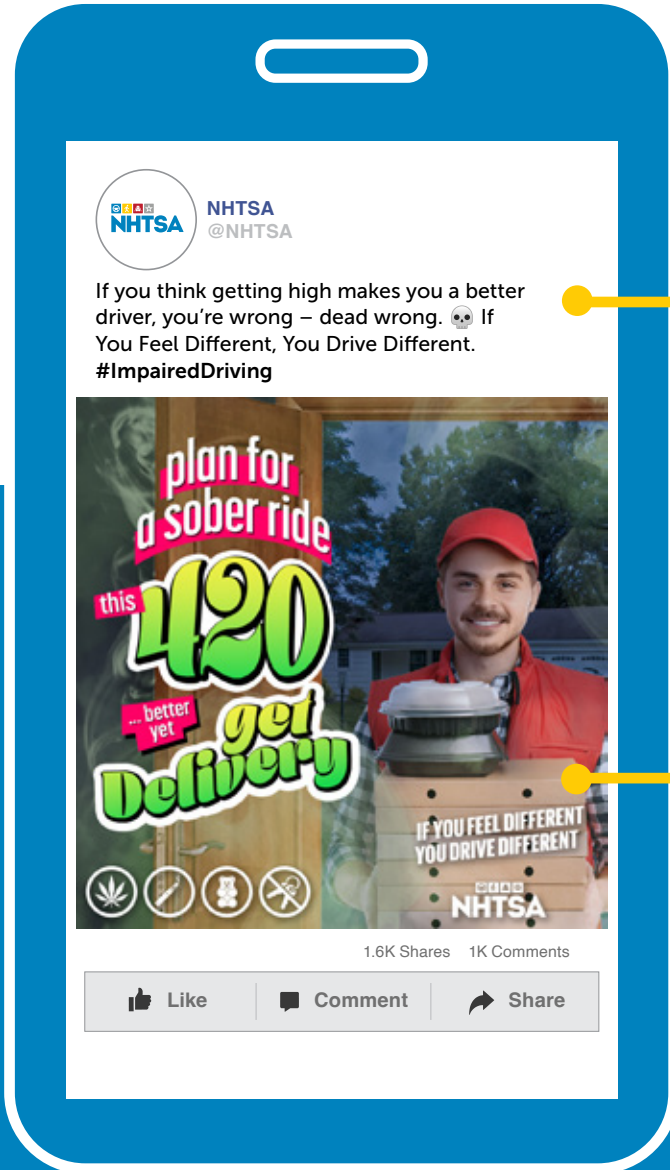
The social media content is organized into sections based on creative concept and social platform. English versions are provided for this campaign.

English

- Delivery—p. [13](#)
- Smoke—p. [14](#)

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

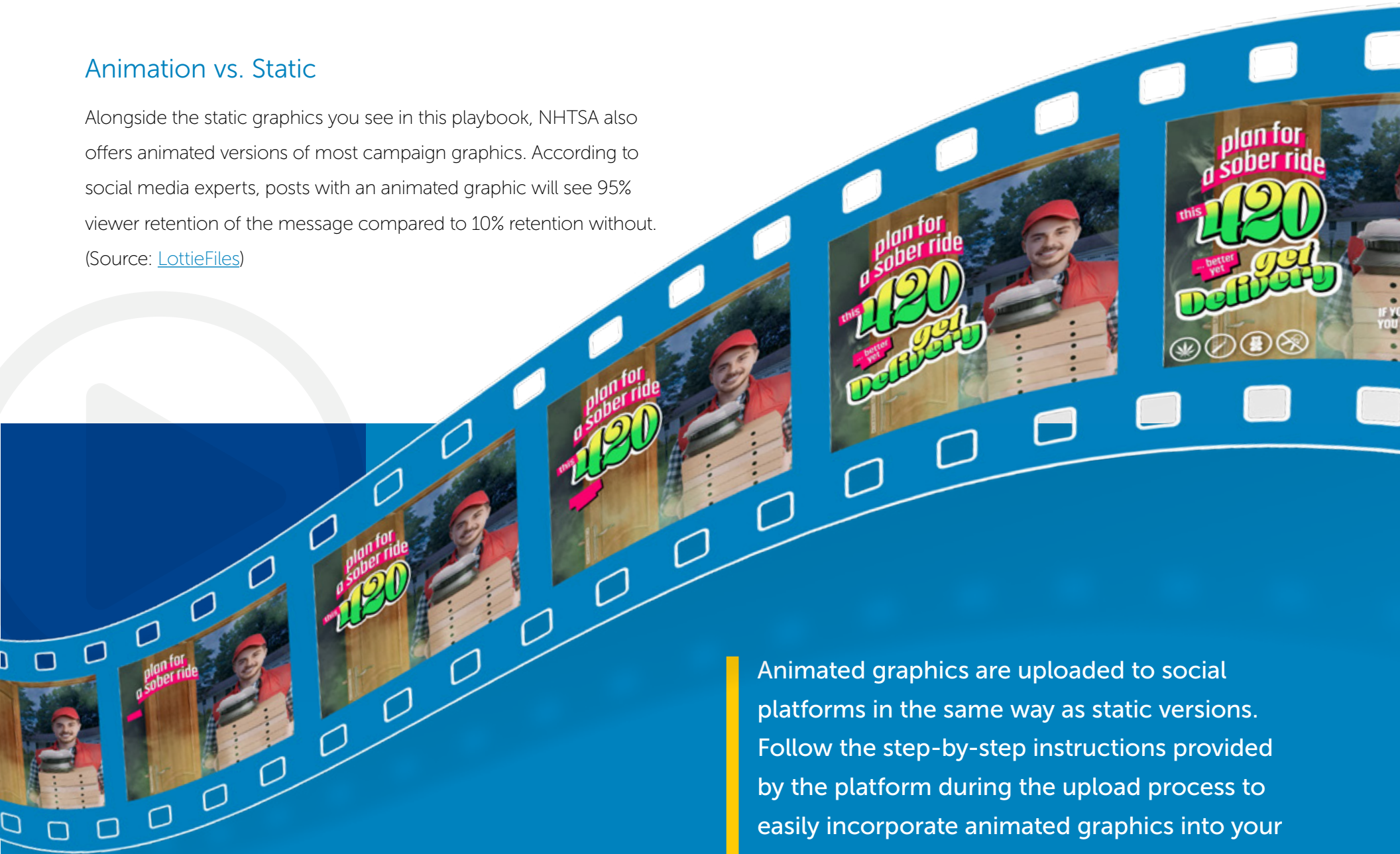
Here is an example of how a social story should look when published.

- 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. 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:



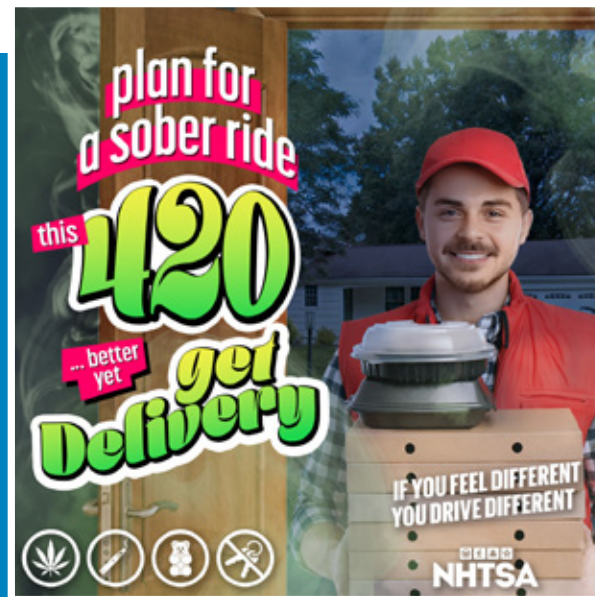
[Facebook](#)



[Instagram](#)



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



Alt Text Example

Food delivery person in house doorway with text encouraging a sober ride on 4/20.

Delivery

STEP

1 Download graphics.

Download the "Delivery" graphic below at:
[Traffic Safety Marketing](#)

Alt Text: Food delivery person in house doorway with text encouraging a sober ride on 4/20.



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 you think getting high makes you a better driver, you're wrong – dead wrong. 🦠 If You Feel Different, You Drive Different. **#ImpairedDriving**
- 4/20 sees a high rate of marijuana use. We're going to be blunt – stay off the roads if you are impaired. 🙄🚗 = 🚫🚗 If You Feel Different, You Drive Different. **#ImpairedDriving**
- Weed recommend you obey state laws about driving high – don't do it. If You Feel Different, You Drive Different. **#ImpairedDriving**

Sample X (formerly Twitter) Messages

- If you think getting high makes you a better driver, you're wrong – dead wrong. 🦠 If You Feel Different, You Drive Different. **#420 #ImpairedDriving**
- 4/20 sees a high rate of marijuana use. We're going to be blunt – stay off the roads if you are impaired. 🙄🚗 = 🚫🚗 If You Feel Different, You Drive Different. **#420 #ImpairedDriving**
- Weed recommend you obey state laws about driving high – don't do it. If You Feel Different, You Drive Different. **#420 #ImpairedDriving**

Smoke

STEP

1 Download graphics.

Download the "Smoke" graphic below at:
[Traffic Safety Marketing](#)

Alt Text: Crashed car in smoke from a joint next to car keys with text encouraging planning a sober 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

- Consuming 🌿 for 4/20? Call a sober friend, ride share 🚗, taxi 🚕 or take public transportation 🚇 to get home safely. If You Feel Different, You Drive Different. **#ImpairedDriving**
- How to drive safely isn't one of life's great mysteries 🤔... If you're impaired, don't get behind the wheel. If You Feel Different, You Drive Different. **#ImpairedDriving**

Sample X (formerly Twitter) Messages

- Consuming 🌿 for 4/20? Call a sober friend, ride share 🚗, taxi 🚕 or take public transportation 🚇 to get home safely. If You Feel Different, You Drive Different. **#420 #ImpairedDriving**
- How to drive safely isn't one of life's great mysteries 🤔... If you're impaired, don't get behind the wheel. If You Feel Different, You Drive Different. **#420 #ImpairedDriving**

NHTSA Contact

If you have questions about the 2024 420 Drug-Impaired Driving Prevention campaign, please contact Kil-Jae Hong at kil-jae.hong@dot.gov.

