Social Media and Highway Safety Lessons Learned

National Highway Traffic Safety Administration
Office of Communications and Consumer Information

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Drive Sober or Get Pulled Over National Crackdown

Paid Media

- Wednesday Dec. 12, 2012 Sunday Dec. 16, 2012 (5 days)
- Thursday Dec. 20, 2012 Tuesday Dec. 25, 2012 (6 days)
- Friday Dec. 28, 2012 Monday Dec. 31, 2012 (4 days)

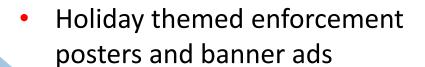
Enforcement

Friday, Dec. 14, 2012 – Tuesday, Jan. 1, 2013



Drive Sober or Get Pulled Over Campaign Enforcement Tools You Can Use

Sample template earned media









 Social norming posts for Facebook and Twitter can be found at:



- http://www.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/ Buzzed+Driving+is+Drunk+Driving/Holiday+Season/Social+Media+Ideas
- Enforcement Facebook posts and Twitter tweets can be found at:
 - www.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/Drive+Sober+ or+Get+Pulled+Over/Holiday+Season/Social+Media+Ideas



What's New



Online Dark of Night Video



Online Consequence Videos



 Drive Sober or Get Pulled Over Website now smartphone-friendly



- December Holiday Paid Media Buy now posted to www.TrafficSafetyMarketing.gov
- Infographics



