MN Toward Zero Deaths’ Impairment Subcommittee and AAA Minnesota-Iowa partnered together to create a few educational pieces that can be used by anyone throughout the state. The goal is for these items to go out starting this weekend and run through Thanksgiving Day, but some of the posts can be adapted to use through the following weekend.

Included in this kit are:

* Social media post ideas and possible schedule
* Graphics that can be used on your social media channels
* An infographic that can go on the company intranet site, sent via email, or printed and hung in the office
* A press release that can highlight your agency’s involvement in the Don’t Drive Impaired messaging.

Feel free to tweak the social media content or press release to what works for your agency and there is space for you to add your organization’s logo on all the social media graphics and the infographic.

Have a fantastic Thanksgiving!

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| **Item** | **What to do with it** |
| Social Media Content Grid | This shows sample social media content, days to post it, and the accompanying graphic. Feel free to tweak the message, change the day it is used, or create your own message. |
| Graphics for Social Media | This contains the graphics so you don’t have to extract them from the social media content grid. Feel free to add your logo in the top left corner. |
| Infographic | This is available as a PDF or JPG so you can use however you please. Add it to an email, the company intranet, or print it out and hang it visibly in the office. Feel free to add your logo in the top left corner |
| Press Release | The press release utilizes data from NHTSA and MN DPS, office of traffic safety. Highlighted are the areas where you should put your company information and spokesperson. Feel free to change the release as you see fit (don’t change the numbers) and send it to your local media whenever makes sense for you. |