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|  | **Drive Sober or Get Pulled Over****SOCIAL MEDIA** **MESSAGES****From the Wisconsin DOT** **Division of State Patrol** **Bureau of Transportation Safety** |  |

**Drive Sober or Get Pulled Over campaign  
December 15, 2023 – January 1, 2024**

Social media is an effective way to build public awareness of enforcement efforts. These social media posts are designed to be customized to your department’s social media outreach strategies.

Feel free to incorporate any data and information that is specific to your community, including photos of your squad cars, dispatchers, officers, etc.

Get a copy of Drive Sober or Get Pulled Over graphics from the [National Highway Traffic Safety Administration website](https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/drive-sober-or-get-pulled-over/holiday-season).

You can also retweet or share the posts developed by WisDOT or other law enforcement agencies. Follow WisDOT on [Facebook](http://www.facebook.com/WisDOT), [Twitter](http://www.twitter.com/WisconsinDOT) and [Instagram](https://www.instagram.com/wisdot).

**Twitter**

* Make sure you make it home for the holidays. 🎄 #DriveSober or Get Pulled Over.
* Celebrate the holiday season with a plan. If you’re heading out to a party, be prepared with a sober ride home. #DriveSober
* Keep your season merry and bright. ✨ Designate a sober driver or plan to call a cab, ride service, or use public transportation to get home safely. #DriveSoberorGetPulledOver
* No one wants to spend their holiday behind bars. 🚔 If you’re planning to drink, also plan a safe and sober ride home. #DriveSoberorGetPulledOver
* It’s never okay to drink and drive. This holiday season, we’re partnering with @WisconsinDOT to encourage everyone to make safe choices during the #DriveSoberorGetPulledOver campaign.
* Here’s a sobering statistic: Someone is injured or killed in an impaired driving crash every two hours in Wisconsin. Never allow someone to drive impaired. #DriveSober
* DYK: Alcohol-related crashes killed 155 people in Wisconsin last year. #DriveSober

**Facebook**

* Planning a New Year’s party? Make sure to also plan for a safe ride home for your guests. You can help save lives by making sure no one drives while impaired. Call a sober friend, ride share, or taxi to get guests home safely. #DriveSober
* Someone is injured or killed in an impaired driving crash every two hours in Wisconsin. Last year, 155 lives could have been saved if a drunk driver had gotten a safe ride home. The Drive Sober or Get Pulled Over campaign continues through New Year’s Day. Do your part and never allow someone to get behind the wheel impaired.
* A rideshare or taxi is much cheaper than an OWI. If you blow a 0.08 or above, you could be out $10k. That’s the average cost when you factor in fines, court costs, attorney fees and higher insurance rates. The **[Your agency]** is joining law enforcement agencies across Wisconsin to stop impaired drivers. Please - Drive Sober or Get Pulled Over.