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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: August 15 – September 1, 2025**

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

Feel free to incorporate data, information, and photos specific to your community or agency.

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/).

The [National Highway Traffic Safety Administration](https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/drive-sober-or-get-pulled-over-peak-enforcement-kit/national) also provides Drive Sober or Get Pulled Over graphics and web content.

**Twitter/X/Instagram**

* Make a safe ride home part of your #LaborDay weekend plans. Schedule a rideshare 🚗 or taxi 🚕, take public transportation 🚌, or ask a sober friend to get you home safely. #DriveSober or Get Pulled Over.
* Celebrate your last weekend of summer responsibly. Choose a designated driver to keep your #LaborDay party safe. #DriveSober
* Stay safe this #LaborDay weekend: #DriveSober or Get Pulled Over.
* Enjoy the long #LaborDay weekend with friends and family 🎉 — just have a plan in place for a safe ride home. #DriveSober or Get Pulled Over. 🚨🚔
* ENJOY #LaborDay to the fullest! 🎉 But PLAN to have a safe, sober ride home. Schedule a rideshare 🚗, call a taxi 🚕, or have a sober friend get you home safely. #DriveSober or Get Pulled Over.
* It’s never okay to drink and drive. This #LaborDay, we’re partnering with @WisconsinDOT to encourage everyone to make safe choices. Designate a sober driver or take a safe ride home. #DriveSober
* 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
* You could save a life. Don’t allow others to drive impaired. Call 911 if you suspect an impaired driver. #DriveSober
* Officers are working extra patrols to watch for impaired drivers. Help them save lives and prevent tragedies on the roads. #DriveSober
* DYK: Alcohol-related crashes killed 153 people in Wisconsin last year. #DriveSober
* Keep your fellow riders safe by always riding sober. 🏍️#RideSober or Get Pulled Over.

**Facebook**

* The Drive Sober or Get Pulled Over enforcement period runs August 15- September 1, covering the end of summertime and the busy Labor Day weekend. Commit to #SoberDriving each and every day!
* Planning a Labor Day celebration? Make sure to also plan for a safe ride home for your guests. As you wrap up the summer season, you can help save lives by making sure no one drives while impaired. Designate a sober driver or find a safe ride home. #DriveSober
* 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. #DriveSober
* Someone is injured or killed in an impaired driving crash every two hours in Wisconsin. The Drive Sober or Get Pulled Over campaign continues through Labor Day. Never allow someone to get behind the wheel impaired. If you suspect a driver is impaired, call 911. #DriveSober