



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 initiative: December 15, 2017 – January 1, 2018

Social media is an effective way to build public awareness of your enforcement efforts and will help engage your followers. These social media posts are designed for you to copy and paste or customize for your own social media feeds.

You can also retweet or share the posts developed by WisDOT or other law enforcement agencies. Follow WisDOT on Facebook at www.facebook.com/WisDOT/ and on Twitter at @WisconsinDOT.

Get a copy of the “Drive Sober or Get Pulled Over” graphic image from the [WisDOT web site](#).

TWITTER:

Below are suggested tweets. You may add a photo or the “Drive Sober or Get Pulled Over” logo.

- Feel the holiday buzz? Our officers are looking for impaired drivers. #DriveSober.
- Impaired drivers endanger everyone. If you see an impaired driver, call 911 immediately. #DriveSober
- ALERT: Statewide crackdown on impaired driving is underway. The goal is voluntary compliance – not to make arrests. #DriveSober
- Feeling buzzed? You’re probably over the 0.08 limit. #BuzzedDriving is drunk driving. Take a bus, taxi, or ask a sober friend to drive you.
- DYK: 143 people were killed in alcohol-related crashes in Wisconsin last year. #DriveSober

FACEBOOK:

Below are suggested Facebook posts that you can personalize with your agency's information. Also, consider photos of a squad car, officers, dispatchers, etc. The "Drive Sober or Get Pulled Over" graphic image can be found on the [WisDOT web site](#).

- Alcohol-related crashes killed 143 people in Wisconsin last year. We're trying to save lives and prevent injuries. [Your agency] is participating in the "Drive Sober or Get Pulled Over" campaign from December 15 through New Year's Day. Please drive safe, sober and alert.
- Feeling buzzed? You're probably over the 0.08 limit. Take mass transit, a taxi, or ask a sober friend to drive you home. We're out looking for impaired drivers during the "Drive Sober or Get Pulled Over" enforcement campaign now through New Year's Day.
- Before you celebrate, make plans to get home safely. WisDOT has a free [Drive Sober mobile app](#). It includes a find-a-ride feature that uses a smart phone's GPS system to locate alternative transportation, a blood alcohol estimator, designated driver selector, and interactive games to help determine whether someone should give up their car keys. Always buckle up, drive sober and alert.
- Whether it's caused by alcohol, prescription medication, or any type of drug, driving impaired is illegal and extremely dangerous. Don't allow someone else to get behind the wheel impaired. Remember, you could be saving their life or someone else's. Please drive safe, sober and alert.