



**RESPONSIBILITY.ORG**

**Responsibility.org Impaired Driving Prevention**  
Digital Communications Toolkit

Responsibility.org would like to extend a warm welcome to all the state legislators at this year's National Conference of State Legislatures (NCSL). Your participation at this session represents a commitment to protecting your community from the ongoing public health challenge of drunk and impaired driving, and your dedication is truly commendable and deserves to be celebrated.

In this Digital Communications Toolkit, you will find a social media kit and press release template to assist you when announcing action taken on drunk and impaired driving legislation. Please feel free to post the sample content provided or use them to inspire your own posts. We ask that you share with us links to any press releases, known local media stories, or social media posts related to this announcement so that we may amplify the great work you do on our social media channels.

Again, thank you for your commitment to ensuring our roadways are safe. We look forward to working with you and your team. If you have any questions, please email us [Kelly.Poulsen@Responsibility.org](mailto:Kelly.Poulsen@Responsibility.org) and [Darrin.Grondel@Responsibility.org](mailto:Darrin.Grondel@Responsibility.org)

All the best,

Kelly Poulsen

Senior Vice President, Government Relations

Responsibility.org

**TEMPLATE PRESS RELEASE**

[INSERT LOGO]

**CONTACT:**

[FIRST NAME, LAST NAME]

[EMAIL]

**For Immediate Release**

Date

**[Member Name] Takes Action Against Impaired Driving**

[LOCATION BYLINE] – Today, [Member Name] took a significant step forward in enhancing public safety by [action taken, e.g., introducing, passing, endorsing] legislation aimed at combating drunk and impaired driving. This initiative aims to [briefly describe the main objectives of the legislation, e.g., enhance penalties for impaired driving, improve prevention measures, etc.].

[QUOTE FROM STATE LEGISLATOR]

Key provisions of the legislation include:

- [List 2-3 key provisions, e.g., increase penalties for offenders, allocate funds for awareness campaigns, etc.]

The introduction of this legislation marks a significant step forward in addressing the dangers of drunk and impaired driving in [STATE]. It reflects [State Legislature Name]'s commitment to public safety and underscores our collective responsibility to protect our community.

[Member Name] urges all residents to support this critical initiative by raising awareness, reporting impaired drivers, and advocating for safer roads.

# # #

[Insert boilerplate]

## SOCIAL MEDIA KIT

To help assist you in announcing the action you're taking against drunk and impaired driving, you can use the following social media posts below or allow them to inspire your own posts! Please include either #EndImpairedDriving or #EndDrunkDriving in your post and follow Responsibility.org on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

### X (TWITTER)

Today, [Member Name] took action against drunk and impaired driving by [action taken, e.g., introducing, passing, endorsing] Bill #, which will [explain what bill does]. This initiative ensures safer roads for all.

Learn more 📖 [\[LINK TO PRESS RELEASE\]](#)

Our roads deserve to be safe! [Member Name] is taking bold steps by [action taken, e.g., introducing, passing, endorsing] legislation aimed at combating drunk and impaired driving.

Learn how these changes will protect our community: [\[LINK TO PRESS RELEASE\]](#)


### LINKEDIN

Exciting news from [Member Name]! 📣

Today, we're proud to announce new legislation aimed at combating drunk and impaired driving. Led by [Member's Name], this initiative [briefly describe the main objectives of the legislation, e.g., enhance penalties for impaired driving, improve prevention measures, etc.].

Together, we're making a significant impact on road safety and community well-being.

Learn more about our commitment to public safety and how you can support this initiative: [\[LINK TO PRESS RELEASE\]](#)

 Important Update from [\[Member Name\]](#)!

Today, [\[Member's Name\]](#) announced the introduction of groundbreaking legislation aimed at combating impaired and drunk driving to ensure our roads are safer for everyone.

"[\[Quote from Legislator about the importance of the legislation and its impact on the community\]](#)," said [\[Member's Name\]](#). This legislation represents our unwavering commitment to public safety and community well-being.

We invite all community members, stakeholders, and partners to support this vital initiative. Together, we can make a significant impact and drive positive change.

Learn more about the legislation and how you can get involved: [\[LINK TO PRESS RELEASE\]](#)

FACEBOOK

Exciting News from [\[Member Name\]](#)! A bold step has been taken to combat drunk and impaired driving with new legislation!

"[\[Quote from the press release from Legislator about the importance of the legislation and its impact on the community\]](#)," said [\[Member's Name\]](#).

Join us in supporting this crucial legislation and making a positive impact on public safety. Learn more about how you can get involved and drive change: [\[LINK TO PRESS RELEASE\]](#)

Update! We're excited to announce new legislation aimed at tackling drunk and impaired driving has been [\[introduced, passed, etc\]](#) in the [\[State Legislature Name\]](#). These new measures [\[briefly describe the main objectives of the legislation, e.g., enhance penalties for impaired driving, improve prevention measures, etc.\]](#) Let's work together to protect our communities and reduce impaired driving incidents.

Learn more about how you can get involved and support this crucial legislation: [\[LINK PRESS RELEASE\]](#)

## GENERAL SOCIAL MEDIA POSTS

The following social posts can be used to remind your constituents to never drive drunk or impaired. We all share the same roads and deserve to arrive home safely.

All Platforms

Impaired driving is illegal & extremely dangerous. If you're over 21 and plan to drink, know your limits and make a plan for a safe ride home. Never drive drunk or impaired and don't let your friends, either! Together, we can end impaired driving.  
#EndImpairedDriving

## X (Twitter)

Drunk driving is a choice that is 100% preventable. If you're over 21+ and plan to drink, always remember to #enjoyresponsibly. Explore @GoFaar's Virtual Bar app before you head out to safely explore how alcohol affects the body!

<https://www.responsibility.org/drink-responsibly/bac-calculator/>

## LinkedIn

Drunk driving is a choice that is 100% preventable. If you're over 21+ and plan to drink, always remember to #enjoyresponsibly. Explore @Responsibility.org's Virtual Bar app before you head out to safely explore how alcohol affects the body!

<https://www.responsibility.org/drink-responsibly/bac-calculator/>

## Facebook

Drunk driving is a choice that is 100% preventable. If you're over 21+ and plan to drink, always remember to #enjoyresponsibly. Explore @GoFaar's Virtual Bar app before you head out to safely explore how alcohol affects the body!

<https://www.responsibility.org/drink-responsibly/bac-calculator/>