



NYS STOP-DWI "I Spy STOP DWI" Social Media Kit 2023 Summer Social Media Scavenger Hunt

Instructions: During the summer of 2023, NYS STOP-DWI will launch a social media scavenger hunt campaign as a way to promote the message about driving while impaired. Joining us in this initiative are statewide STOP-DWI coordinators, members of law enforcement, community leaders, venues, groups, and sports/recreational teams. Your organization can get involved, too.

Use any of the social media posts and fill in the blank with your relevant information. You are welcome to use any of the images for the social post.

We created this Social Media Kit to help you easily get positive, life-saving content out to your fans and community. Have questions? [Contact us here!](#)

Social Media Post #1

Join the NYS STOP-DWI organization in bringing awareness to the important message of NOT driving while impaired.

Participate in the social media scavenger hunt and share a selfie that includes a safe driving message.

See details on how to get involved.

<https://bit.ly/ISpyStopDWI>

#ISpySTOPDWI #HaveaPlan

Social Media Post #2

We believe that sober driving is a Home Run for everyone! Participate in the NYS STOP-DWI social media scavenger hunt campaign, "ISpySTOPDWI" by sharing a selfie with a safe driving message.

Help spread the message with us about safe driving. To learn more, visit:

<https://bit.ly/ISpyStopDWI>

#ISpySTOPDWI #HaveaPlan

Social Media Post #3

In the game of life, you'll lose if you drive while impaired. Show us you're a winner and help the [insert sports venue] and NYS STOP-DWI spread the message about impaired driving.

Learn how with this fun social media scavenger hunt.

<https://bit.ly/ISpyStopDWI>

#ISpySTOPDWI #HaveaPlan

Social Media Post #4

The [insert team name] are on the safe driving team to stop impaired driving! You can join us.

Learn how with this fun scavenger hunt.

<https://bit.ly/ISpyStopDWI>

#ISpySTOPDWI #HaveaPlan

Social Media Post #5

Be a WINNER by helping us promote positive messages about impaired driving this [insert sport] season.

Participate in this social media scavenger hunt with [insert team name] and NYS STOP-DWI.

<https://bit.ly/ISpyStopDWI>

#ISpySTOPDWI #DontDriveImpaired #HaveaPlan

Social Media Post #6

Rethink that drink! What's your plan for getting a safe and sober drive home?

#ISpySTOPDWI #DontDriveImpaired #HaveaPlan

Social Media Post #7

One strike is all you get when it comes to driving impaired. Play it safe by getting a sober ride.

Join us in promoting safe and sober driving this season with the NYS STOP-DWI Social Media Scavenger Hunt.

<https://bit.ly/ISpyStopDWI>

#ISpySTOPDWI #HaveaPlan

Social Media Post #8

Who's your driver? Having a plan to get home safe is always a victory. #HaveaPlan #ISpySTOPDWI

Social Media Images ([Access these images and more here!](#))

General graphic



Fan w/Baseball bat



Fan w/Baseball Glove



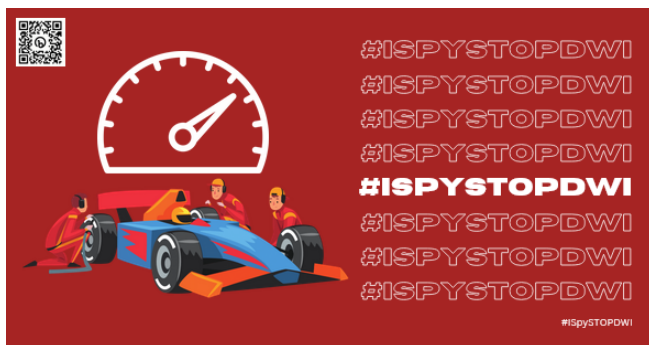
Kid thumbs up



Kids thumbs up



Racing car graphic



Trophy winner graphic



Giant foam fingers graphic



Sports/athletic balls



QR Code



So, will you join us? Help us spread the message of safe driving and NOT driving while impaired as the weather warms up in New York State.

If you have questions, please let us know by [completing our contact form](#).