

St Patrick's Day 2015 Social Norming Social Messages

Instructions and descriptions are in **red** and should not be posted.

FACEBOOK

- Luck will NOT be on your side if you drive drunk this St. Patrick's Day. Make sure to use a #DesignatedDriver and stay safe. Share to remind your friends!
- Don't test your luck this St. Patrick's Day. Use a #DesignatedDriver every time.
- Plan on partying this St. Patrick's Day? No amount of four-leaf clovers will protect you if you drive drunk. Make sure to always use a #DesignatedDriver!

TWITTER

- There's no luck involved in getting home safe. Use a #DesignatedDriver for your St. Patrick's Day celebrations! **[Insert StPatrick_Broken Glass_880x441.gif]**
- Be sure to use a #DesignatedDriver this St. Patrick's Day, or the party will be over before you know it. **[Insert StPatrick_Clover Car Crash_880x441.gif]**
- The luck of the Irish will NOT be on your side if you drive drunk this St. Patrick's Day. Use a #DesignatedDriver. **[Insert StPatrick_Breathalyzer Slots_880x441.gif]**