



Social Media Update

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2019 Traffic Safety Team Member | Training Day

We're All Over Social Media

- Our Biggest Following
 - Facebook – 640 Likes and 176 posts this year
 - Twitter – 706 Followers and 112 Tweets this year
- Growing
 - Instagram – 101 Followers and 52 Posts this year
 - Pinterest – 64 Followers and 59 Posts this year
- Need to Grow
 - YouTube – 38 Subscribers
 - LinkedIn – New weekly postings coming soon!



Thanks for Engaging



Traffic Safety Team
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June through August are as known as the 100 Deadliest Days. Buckle Up. Don't Drink and Drive. Don't Drive Distracted. Be safe.
<https://wesavelives.org/100-deadliest-days-of-summer/>

100 DEADLIEST DAYS
TEEN DRIVER FATALITY CRASH RATE | **43%**

👍 Get More Likes, Comments and Shares
Boost this post for \$2 to reach up to 280 people.

1,648 People Reached **67** Engagements [Boost Post](#)

👍 Jose Morales, Morya Willis and Vanda Frallicciardi 1 Comment 11 Shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for Your Post

1,648 People Reached

36 Reactions, Comments & Shares 🗨️

17 Like	3 On Post	14 On Shares
1 😲 Wow	0 On Post	1 On Shares
2 😞 Sad	0 On Post	2 On Shares
4 Comments	1 On Post	3 On Shares
12 Shares	11 On Post	1 On Shares

31 Post Clicks

4 Photo Views	1 Link Clicks 🗨️	26 Other Clicks 🗨️
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NEGATIVE FEEDBACK

1 Hide Post **0** Hide All Posts
0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

We're Following You Too!

- Facebook: 500
- Twitter: 1,231
- Instagram: 225
- Pinterest: 100



Follow us so we can follow you back!

Cool Campaigns

- Walt's Wise Words safety campaign
 - Developed in 2018
 - Includes 14 original safety messages to date
 - Safety messages are all original
 - Created by D2 CTST team member Walt Duffany
 - Messages focused on distracted driving, texting and driving, drinking and driving, tailgating, turn signals, buckling up, and more
 - New look coming soon!



Be our next campaign!

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Cool Campaigns

- Seasons of Safety
- Developed in 2018
- Original safety messages for different holidays and celebrations
- Each message typically includes one social media graphic as well as a printable card



Cool Campaigns

- More fun TBT postings – coming soon!
- Seasonal/Monthly Recipes for the Road animation postings – coming soon!
 - Summer Sangria



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summer sangria



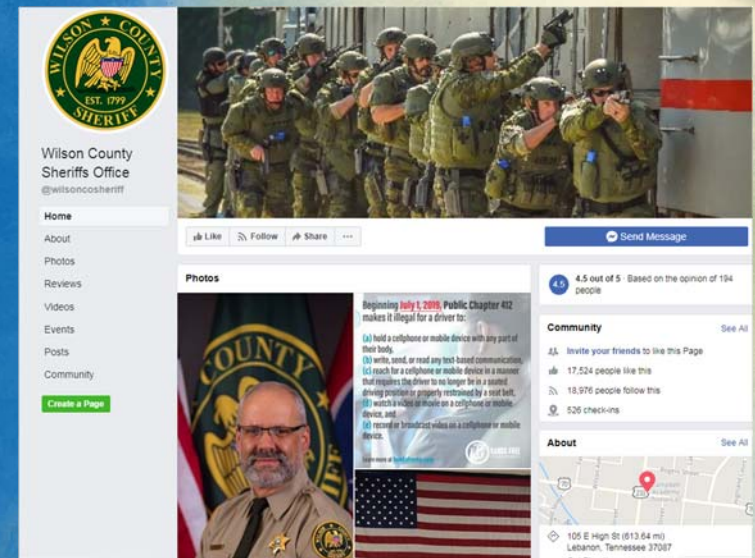
We Shared It!

- St. John's County Sheriff's Office: Golf Cart Safety
- City of Austin, TX Transportation Dept: Scooter Summit
- Jacksonville Sheriff's Office: #DuvalTrafficTruths (2018)
- University of Florida Public Safety: Scooter/motorcycle/RideShare safety messaging
- Neptune Beach PD: Pedestrian Safety Tips
- Texas Farm Bureau: Tractor Safety



Law Enforcement on Social Media Case Study

- 2019 Lifesavers Conference
 - PIO from Wilson County Sheriff's Office (Tennessee)
 - What Works for Them
 - Facebook reaches general public (video, press releases, community engagement)
 - Twitter is their go-to for reaching the media quickly (road closures, police presence)
 - Instagram reaches younger generation (pictures with officers, promotions)
 - Establish a social media presence
 - Work with the media
 - Know your community
 - Step out and communicate with citizens
 - Be transparent



Benefits of Social Media in Law Enforcement

- Twitter and Facebook frequently used to inform public about criminal incidents in real-time
- Enlist the public's help
- Get information
- Interact with the public
- Improve responsiveness
- Facebook and Twitter helpful in locating missing children
- Building relationships and community trust
- Online sites valuable for intelligence gathering and convicting sex offenders



Article Resources: inpublicsafety.com/2018/03/why-social-media-plays-an-important-role-in-law-enforcement and chicomm.com/blog/why-law-enforcement-and-social-media-go-together

Social Media for EMS

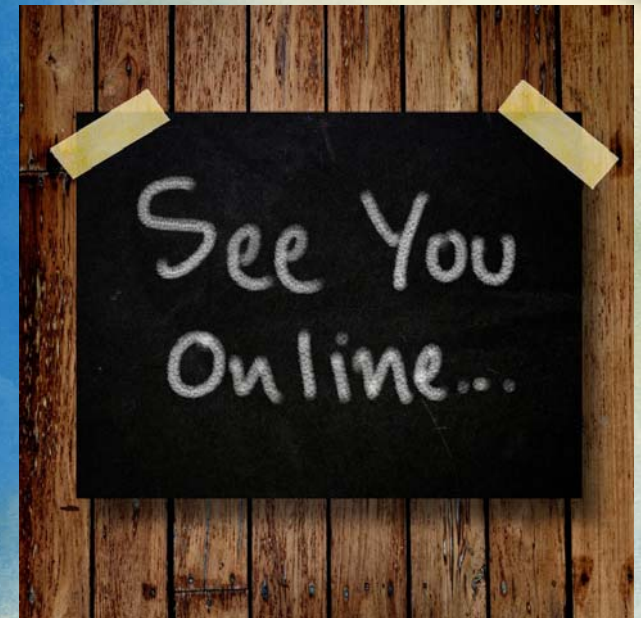
- Educational tool – stay updated on safety protocol and procedure
- Recruitment – connect with others in the field to build camaraderie
- Community announcements, updates and events
- Solicit for large-scale disaster aid
- Personalize your agency – share achievements, stories, photos and blogs



Article Resource: [ems1.com/ems-social-media/articles/601956-5-ways-to-use-social-media/](https://www.ems1.com/ems-social-media/articles/601956-5-ways-to-use-social-media/)

Wrap Up

- We're active on social media
- We want to connect with you
- Connecting means sharing
- What's trending in your neck of the woods? Tell us about it so we can share it!
- Tell us your campaign ideas – we will create it!



Join Us

- Facebook: facebook.com/trafficsafetyteam
- Twitter: twitter.com/TrafficSafetyfl
- Pinterest: pinterest.com/trafficsafetyfl
- Instagram: instagram.com/trafficsafetyteam
- YouTube: youtube.com/user/trafficsafetyteam
- LinkedIn: linkedin.com/groups/8100472/

Social Media Questions? Campaign Ideas?

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