



## Grantee Social Media Guide



### What Guide Should Be Used For

- Building a social media presence
  - As a government agency, your safety messages have a significant impact on the public.
  - Using social media, these messages can reach more people and have an even greater impact on the public.
- Informing the public of awareness, education and enforcement campaigns
  - Social media platforms like Facebook and Twitter can be effective tools to highlight how state and local government agencies are addressing key safety issues through traffic safety programs.
  - Keeping the public informed on social media encourages action, engagement and interaction.
- Staying connected in a constantly connected world
  - Social media is king. It is a main communication channel for people, particularly millennials (Ages 18-34).
  - According to a 2015 Pew Research Center [study](#) on the use of social media, 81 percent of millennials check Twitter once a day and 72% of adults online use Facebook.
  - Social media is a key component of personal and professional lives
- Developing content that is informative, and grabs the attention of audience
  - The challenge of social media is that there is an oversaturation of information. Users skim topics and browse feeds to determine what to focus on; social media platforms do not contain one subject in one place.
  - Communicating messages that answer, “What’s in it for me?” or “Why does this matter?” helps ensure users will take the time to read your message.

### Social Media and Communication Strategy

- Know your audience: Develop messages that are specific to the concerns and needs of specific demographics.
  - For example, a post about rewards programs being offered to designated drivers at area bars and businesses could be incorporated into message about DUI enforcement and the dangers of drunk driving.
- Sharing is Caring: Being open and transparent about what your agency does resonates with the public. It justifies an agency’s existence and shows that you have the public’s best interests in mind.
- Watch Your Tone: People respond to people who sound like them. Determine your tone (professional, professional but casual, passionate or quirky).
  - You can take a professional and/or passionate tone while still being human. Think about the way you would tell something to a friend versus your mother or significant other.

### Writing for Twitter

- Less is more: You have 280 characters to get your message across, but it used to be 140 characters. We recommend keeping tweets to 120 characters or less including a shortened link that people can go to for more information. (Bitly is a great free resource

that auto creates a short link to a document like a press release, or to a webpage: [https://bitly.com/.](https://bitly.com/))

- Keeping post to 120 characters or less leaves room to mention other twitter accounts in post who may be agency partners or share the same mission or goals as your agency. Tagging another Twitter account allows you to expand your reach to new audiences since it will reach accounts who do not follow you.
- **Messaging**
  - Easy to understand and share.
  - Friendly, conversational and action-oriented
    - Engage viewers at beginning of post. It can be in the form of a question, a statement or statistic that provides context and grabs a viewer's attention.
    - Use contractions and avoid colloquial language (ya'll, ain't, you guys)
    - Write in active, not passive, voice
    - Use action verbs like "watch," "join," or "check out."
  - Use a hashtag by putting the # symbol before a word (#DUI, #DriveSober, #IndependenceDay #Thanksgiving)
    - Hashtags allow people to join in on a larger conversation about the topic or find information about a topic quickly.
  - **Tagging/Retweet/Sharing:** Retweeting posts and tagging accounts from agency partners into your posts helps expand your reach to new audiences that may not otherwise know about, or follow, what you do.
    - **Tagging:** Keep a log of agency partner accounts that you follow and add them to posts using @ symbol. They will then be notified of your post and can then retweet or share.



- **Retweeting:** By clicking the retweet button on a post (next to reply, conversation bubble button at bottom of post), you can share a post from an agency partner you are working in collaboration with for consistent messaging

You Retweeted

 **CaliforniaABC** @CA\_ABC · May 11

For more on ABC's #TRACE Program watch this video funded thanks to a @OTS\_CA Traffic Safety grant. [youtube.com/watch?v=4\\_jyGG...](https://youtube.com/watch?v=4_jyGG...)



**ABC TRACE STKHLDRS REV 720p**  
California Alcoholic Beverage Control Training Video for the TRACE Program.  
[youtube.com](https://youtube.com)

  1 

- Sharing: Similar to Facebook, you can share a post from an agency partner and add your own comment/post.

 **CA Traffic Safety** ✓  
@OTS\_CA

Happy to support our friends in #SF who share the same goal of zero traffic deaths. Great tips for 🏍️riders who face unique topography in SF! #ShareTheRoad

**Vision Zero SF** @VisionZeroSF  
Are you a motorcyclist in San Francisco? 🏍️ We ❤️SF, but motorcyclists have special situations to deal with... fog and steep hills, anyone? Here are some tips to ride safe in the city. #MotorcycleSafetyMonth...

9:12 AM - 17 May 2018

1 Retweet 3 Likes 

  1  3 

 **brian annis**  
@brianannis Follow ✓

Thank you @JerryBrownGov for recognizing the Golden State's public servants. I add a special thanks to those at: @CaltransHQ @CaHSRA @CA\_DMV @CHP\_HQ @OTS\_CA @California\_CTC @CA\_Trans\_Agency NMVB and BOPC



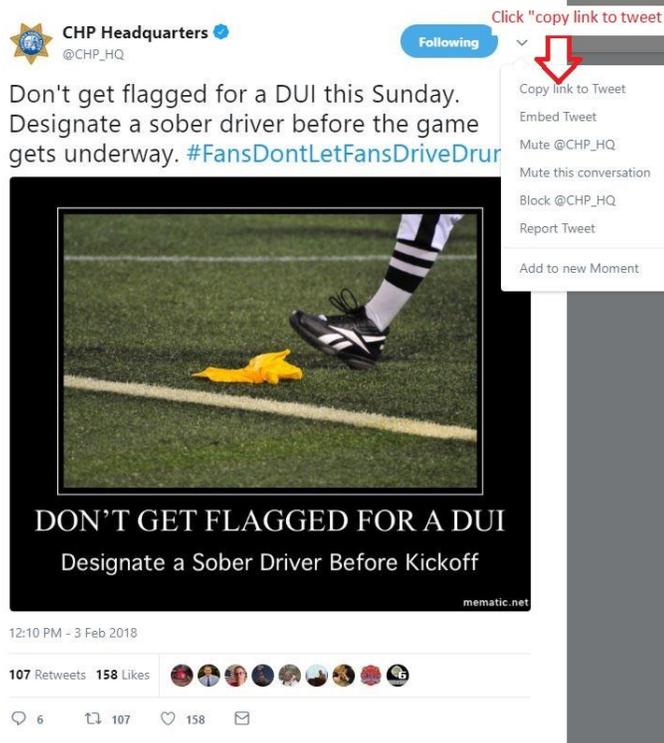
**CalHR** @CalHR\_gov  
"This week, I encourage all Californians to take a moment to thank our state's public servants for their vital contributions to the Golden State." @JerryBrownGov #PSRWCA #PSRW

2:40 PM - 7 May 2018

8 Retweets 28 Likes 

 2  8  28 

- To “share” a tweet, click the dropdown arrow at the top right corner of post and select “Copy link to Tweet.”



- Paste the link in new tweet, adding comment IN FRONT of the link



- Example posts
  - Distracted Driving (Awareness Month is in April)



CA Traffic Safety @OTS\_CA - now

Going for a ride and hear a ding from your phone? That text can wait. Keep your eyes on the road and away from the phone! #JustDrive. #ItCanWait #DistractedDrivingMonth



OTS\_CA

**CA Traffic Safety** @OTS\_CA · now

 Sending or reading a text behind the wheel can take your eyes off the road for at least five seconds. At 65 MPH, that's like driving the length of a football field with your eyes closed! You wouldn't drive blindfolded so don't text and drive! #JustDrive

← ↻ ❤️ ⋮



**CA Traffic Safety** @OTS\_CA · now

 A \$162 minimum fine, your life and the lives of others is not worth sending a text behind the wheel. #PutYourPhoneDown and #JustDrive.



← ↻ ❤️ ⋮



**CHP North Sac**  
@CHPNSac

Following

Texting and driving? CELL NO!! 📱 Join us this month in eliminating distracted driving. You too can make a difference! 👍 #CHP

- Click It or Ticket (2 to 3-week period from May to June)



CA Traffic Safety @OTS\_CA - now

It takes 2 seconds to save a life. Buckle up. It's not only your best defense in the event of a crash, it's the law. #ClickItorTicket #WearASeatBelt



- “When it comes to not wearing a seat belt, there are no second chances. Don’t play games with your life. #BuckleUp #ClickItorTicket”
  - “Don’t wait until ‘next time’ to wear your seat belt – there might not be a next time. #BuckleUp now.”
  - “There’s no good excuse for not wearing your seat belt. Always #BuckleUp. #ClickItorTicket”
- DUI/Holiday DUI Enforcement
- “Going for a night out where the drinks will be flowing without a plan for getting home safely? We’re looking for you! #DriveSober or get pulled over. No excuses. Find a safe way home that isn’t behind the wheel.”
  - “Think you’re ‘okay to drive’ after the party is over? Think again. Don’t be a party foul. We’re out in force looking for impaired drivers. You don’t want to wind up behind bars. Avoid the DUI. #GetaDD. #DriveSober or get pulled over”
  - Super Bowl



- “Don’t follow a night of cheers with a chorus of boos. We are looking for impaired drivers. The penalty for a #DUI is a lot worse than 15 yards or a loss of down. Get the “W” even if your team doesn’t by having a DD! #DriveSober or get pulled over.”

- Cinco de Mayo



- “When the tacos and margaritas start flowing, be sure to get a DD before you get going. We will be out in force looking for impaired drivers (insert link to release here). Don’t spoil #CincoDeMayo by getting behind the wheel when you shouldn’t. Avoid a DUI and find a safe way home!”

- NBA Playoffs



- “Watching the NBA playoffs from the bar? Experience the thrill of victory without the agony of us pulling you over for a #DUI (link to enforcement operations here). Use a ride-hailing app or a DD to get you home safely. No excuses. #DriveSober or you will get pulled over.”

- 4<sup>th</sup> of July



- “Heading out to see the fireworks? If you plan to drink, plan a safe ride home. We’re out tonight looking for impaired drivers. #DriveSober or get pulled over. No excuses! “

- “Don’t lose your Independence on this Independence Day by drinking and driving. We will be out in full force tonight, and if you don’t #DriveSober, you will get pulled over.”

○ Motorcycle Safety (Awareness Month is in May)



- Remember to look twice before changing lanes. There may be someone on a motorcycle right behind you. We all have places to go. Let's #ShareTheRoad! #MotorcycleSafetyAwarenessMonth

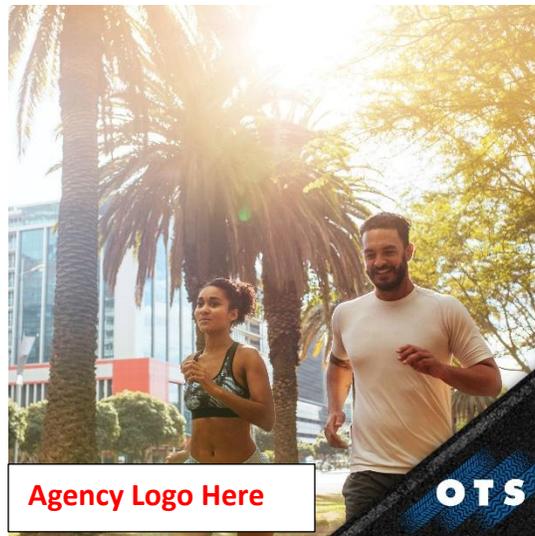


- Motorcyclists have places to go too. Let's keep an eye out for one another and #ShareTheRoad together. #MotorcycleSafetyAwarenessMonth

○ Pedestrian Safety

- "Exercise caution when out for a roadside run. Keep an eye on the traffic driving by. #PedestriansDontHaveArmor #PedestrianSafetyMonth."
- When the "walk" signal says go, put the phone away and look up! Your post can wait once you safely cross the street. #PedestrianSafetyMonth #ItCanWait #EyesUpPhonesDown"



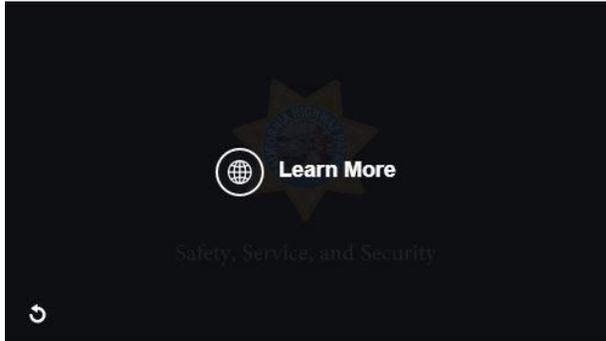


### Writing for Facebook

- The No. 1 source: With 1.45 [billion](#) active users daily, or nearly 20 percent of the world population, Facebook is the main platform for people to share what is going on in their lives, but also a source for information from public agencies.
- Define Who You Are: What is your objective? To highlight content? Raise awareness about an issue? Your level of commitment to posting (number of posts and frequency) is important to engaging users and keeping them in the “know how.”
- Keep it Short and Sweet: Like Twitter, users are scrolling through a feed filled with different posts. Your posts should be no more than 250 characters to allow the post to be viewed completely in the newsfeed.
  - The posts should be interesting, compelling and include a call to action. Be professional, but casual and conversational. Provide viewers the ability to join the conversation.
  - Every post should include a link to a press release or other web page with more information, or a photo or captioned video.
- Tagging and Sharing Posts: Like Twitter, add the @ symbol, which automatically pulls up a link that adds an agency partner’s Facebook page. The post will then display on the partner’s page, reaching new audiences.
  - Share posts from partnering agencies and add comments about your agency’s role.
  - To “share” a Facebook post, click on the “share” button

**California Highway Patrol**  
May 9 at 4:21pm · 🌐

Did you know that the 2018 Amgen Tour of California is coming to an area near you? To help relieve congestion and some frustration during the necessary road closures we have established a website and will be utilizing social media to help you plan your day during the race. For more information visit your local CHP Facebook page and visit our website at [www.chp.ca.gov/Amgen](http://www.chp.ca.gov/Amgen) for dates, times and route maps in your area.



**2018 Amgen Traffic Information** [Learn More](#)

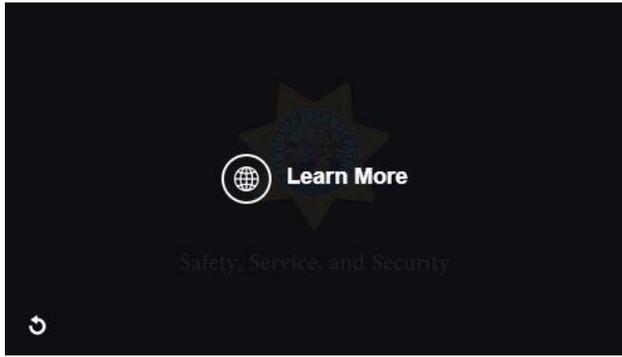
89K Views

Like Comment **Share** 

- By clicking “Share” the post will be added to your page as is.

**California Highway Patrol**  
May 9 at 4:21pm · 🌐

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**2018 Amgen Traffic Information** [Learn More](#)

89K Views

Like Comment Share 

 Share...  
Share to a Page

153 Shares

- By clicking “Share to a Page,” you can embed the shared post and add your own post above it.

Say something about this...



↑ Collapse



#### 2018 Amgen Traffic Information

Learn More

89,805 Views

California Highway Patrol  
May 9 at 4:21pm · 🌐

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Cancel

Post

- Example posts

- Motorcycle Safety

- “Never ride while impaired or distracted—it is not worth the risk of killing or injuring yourself or someone else. Always remember to ‘Share the Road.’” (add link to press release or other web page for further information here)
    - “27% of motorcycle riders involved in deadly crashes in 2015 were riding without valid motorcycle licenses. Ride safe and ‘Share the Road!’” (insert link to more statistics or link to California Motorcyclist Safety Program offered by CHP)

- Click It or Ticket

- “Any drive could be your last if you don’t buckle up. We will be out in full force making sure you are properly restrained. It takes two seconds and will literally save your life. (add link to press release or information about Click It or Ticket enforcement).”
    - “Buckle up people! It doesn’t matter how far you’re going. Don’t make excuses: always wear your seat belt. It is the best defense in the event of a crash.” (add link to press release or information about Click It or Ticket enforcement)

- Pedestrian Safety

- “Drivers, bicyclists and pedestrians can’t all rule the road. Watch out for each other. We all have places to go so let’s share the road together!” (link to pedestrian safety month campaign or pedestrians don’t wear armor campaign or pedestrian safety enforcement operation information).
    - “Put the phone away and look both ways before crossing the street. Ditch the distractions. That text can wait.”

- Child Passenger Safety

- “Carrying precious cargo? Come to (location) and have your child safety seat checked. Let’s make sure your children are safe for every road trip.” (link to child seat laws, press release with event information, or post a picture with event information).
- “One size doesn’t fit all. Make sure you have the right car seat for your child’s current size and age. Join us for a free car seat safety check. We are here to help your most precious cargo!” (link to car seat safety tips, release on car seat installation program).



- “Know the right car seat for your child? We’re here to help make sure your precious cargo is ready to ride safely! If you need help installing your child safety seat, we’re happy to show you how to do it so you’re prepared. Call your local CHP office (number) and set-up an appointment.”



### Tracking Social Media Metrics (Facebook and Twitter)

- There are free tools offered by both Facebook and Twitter that track metrics, helping determine the effectiveness of a social media campaign. After all, the main goal of public agencies using social media is to raise awareness and reach as many people as possible.
  - The main social media metrics are reach, impressions and engagement.
    - **Reach** is the number of people who **see** your post while scrolling through a news feed.



- The summary also includes your top tweet, top follower, top mention and has a summary of metrics for each month (same as 28-day summary).

May 2018 - 17 days so far...

**TWEET HIGHLIGHTS**

**Top Tweet** earned 5,550 impressions  
Trade in four wheels for two! It's #NationalBikeToWorkWeek! Tell your friends and start a bikepool! pic.twitter.com/QmgVpV1Jo3

**Top mention** earned 257 engagements  
**Murrieta Police Dept** @MurrietaPD May 18  
Catching our officers having playful interactions with our citizens is something pretty special, especially the kids. No kids were actually ticketed. @CityOfMurrieta @OTS\_CA @NHTSAgov #CommunityEngagement #MurrietaPD #police #murrieta #Traffic #KeepMurrietaStrong pic.twitter.com/LiCVNqyZ1

**Top Follower** followed by 13.4K people  
**Z.E.N. Foods** @ZENfoods FOLLOWERS YOU  
Z.E.N. (Zero Effort Nutrition) delivers delicious, nutritionally balanced, calorie controlled meals to your door daily - all catered to your dietary needs!

**Top media Tweet** earned 2,805 impressions  
It's #BikeToSchoolDay! Keep an eye out for those little cyclists on your morning commute! pic.twitter.com/DTrnytdLFL

**MAY 2018 SUMMARY**

Tweets	15	Tweet impressions	32K
Profile visits	623	Members	65
New followers	7		

- Top Tweet: The tweet that received the highest number of impressions
- Top Mention: A tweet that mentioned your @handle and had the most impressions.
- Top follower: An account with the most followers that follows your account.
- Top media tweet: The tweet with photo or video that received the most impressions.
  - With any top tweet, reshare the following month with new language on the post. This is an indicator that this type of post is resonating with the public.
- Top media tweet: The tweet with photo or video that received the most impressions.
- To look at an individual tweet, click on the “View Tweet Activity Button” next to the “like” button on the post.

**CA Traffic Safety** @OTS\_CA

If the #graduations come with some smooth libations, be sure you get a DD to take you and the fam home after the festivities! Congrats, grads!

12:00 PM - 18 May 2018

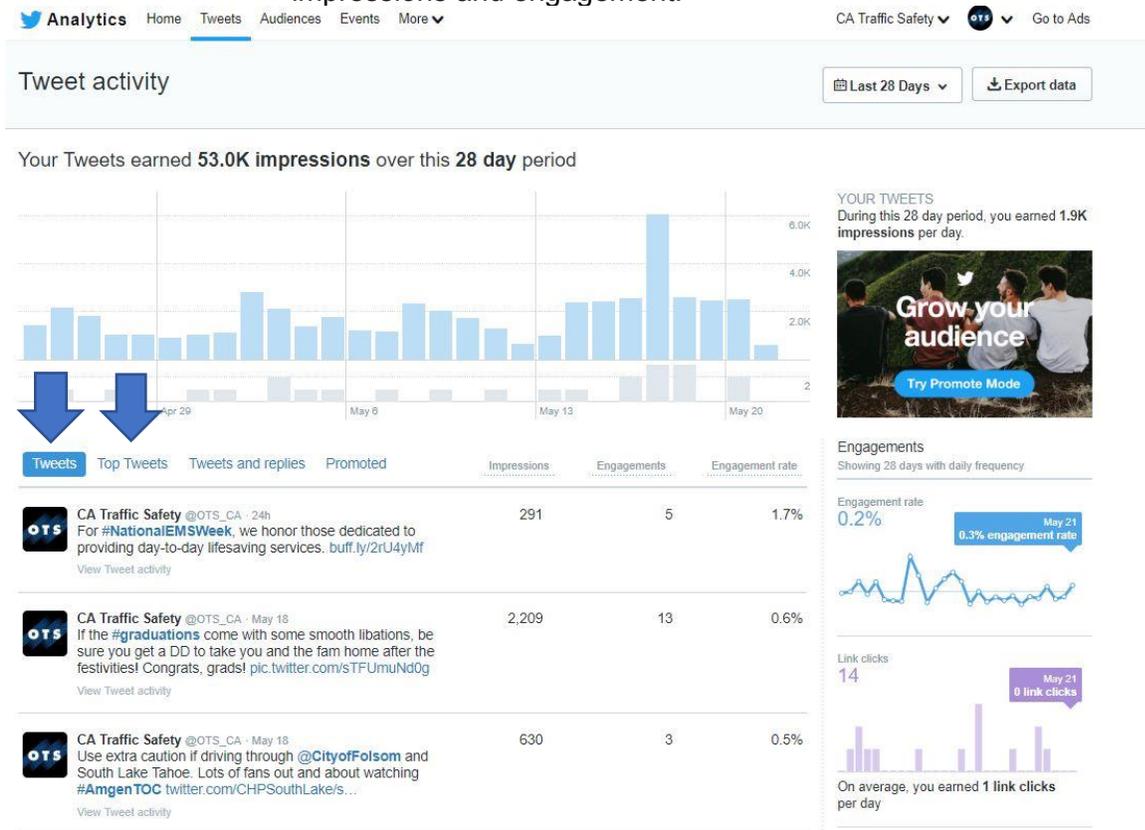
4 Likes

View Tweet activity



Impressions	489
Total engagements	4
Likes	4

- You can also look at how each of your posts performed from the Twitter analytics page by clicking on the “tweets” tab.
- You can search by date range and see which posts received the most impressions and engagement.



- Keep track of campaign-focused posts (likes, comments, retweets, and impressions) so you can go back and see how they performed. The key markers will always be engagement, or how many retweets, likes and comments you receive.

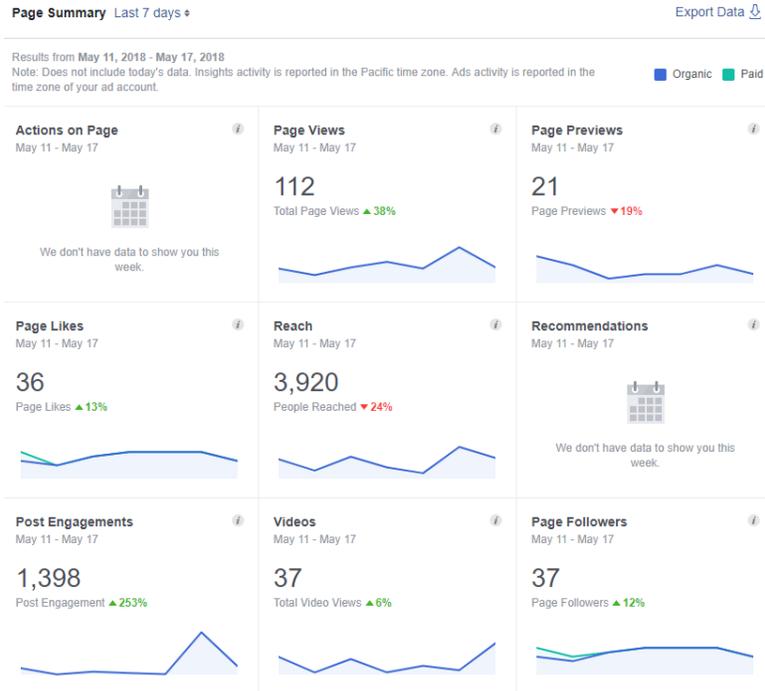
• **Facebook Insights**

- To access Facebook metrics, click on the “Insights” tab



- You will be taken to the page summary section, which shows you the key metrics from your page for the past seven or 28 days, including page views, followers,

likes, engagement and reach. It also shows you how much it has changed from previous periods.



- The bottom of the page shows you information from your five latest posts, including date and time, post type, reach and engagement.

Your 5 Most Recent Posts >

■ Reach: Organic / Paid 
 ■ Post Clicks 
 ■ Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach <sup>i</sup>	Engagement	Promote
05/18/2018 12:00 pm	Join the Tour de Work! It's #NationalBikeToWorkDay so keep an	Text	Public	0	0 0	<a href="#">Boost Post</a>
05/18/2018 10:40 am	This is a tragic reminder to drivers that "DUI Doesn't Just Mean B	Image	Public	0	0 0	<a href="#">Boost Post</a>
05/18/2018 9:32 am	Start your Saturday morning by tuning in to 97.5 KDEE tomorrow	Text	Public	0	0 0	<a href="#">Boost Post</a>
05/18/2018 9:28 am	Did you ditch four wheels for two? It's Bike to Work Day! Share y	Text	Public	0	0 0	<a href="#">Boost Post</a>
05/17/2018 12:00 pm	Let the #DDVIP App be your bar crawl guide this weekend! Downl	Text	Public	0	0 0	<a href="#">Boost Post</a>

[See All Posts](#)

- You can click on each post to get details about how it performed.

**Post Details**

California Office of Traffic Safety shared a post.  
Published by Timothy Weisberg · 6 hrs ·

This is a tragic reminder to drivers that "DUI Doesn't Just Mean Booze." While recreational marijuana use is legal for anyone over 21, marijuana use can impair your driving, especially in combination with alcohol or other drugs, and can end in an arrest or the loss of life.

**CHP - Contra Costa**  
May 16 at 9:21pm · Like Page

**DUI - MARIJUANA ARRESTS**

A message from our CHP - Golden Gate Division Chief Ernie Sanchez (as posted from Golden Gate's FB page. Tap link for full video story)

See More

**KRON4.COM**  
**CHP: Arrests for driving under influence of marijuana up in Bay Area**

Get More Likes, Comments and Shares  
Boost this post for \$10 to reach up to 5,500 people.

378 people reached

Lisa Duarte, Joanne Rooney and 32 others · 3 Comments · 14 Shares

**Performance for Your Post**

0 People Reached

53 Reactions, Comments & Shares

21 Like	21 On Post	0 On Shares
1 Love	1 On Post	0 On Shares
3 Wow	3 On Post	0 On Shares
9 Sad	9 On Post	0 On Shares
2 Angry	2 On Post	0 On Shares
3 Comments	3 On Post	0 On Shares
14 Shares	14 On Post	0 On Shares

0 Post Clicks

0 Photo Views  
0 Link Clicks  
0 Other Clicks

**NEGATIVE FEEDBACK**

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

Reported stats may be delayed from what appears on posts

- You can get a breakdown of each individual post under the “posts” tab on the left-hand side.

Page · Inbox · Notifications · **Insights** · Publishing Tools · Settings · Help

Overview · Promotions · Followers · Likes · Reach · Page Views · Page Previews · Posts on Page · **Posts** · Branded Content · Events · Videos · Stories · People · Messages

**All Posts Published**

Reach: Organic / Paid · Post Clicks · Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/18/2018 12:00 pm	Join the Tour de World It's #Hail onABikeToWorkDay so keep an	Image	Targeted	0	0	Boost Post
05/18/2018 10:48 am	This is a tragic reminder to driver s that "DUI Doesn't Just Mean B	Image	Targeted	0	0	Boost Post
05/18/2018 9:32 am	Start your Saturday morning by t wning in to 97.5 KODEE tomorrow	Image	Targeted	0	0	Boost Post
05/18/2018 9:28 am	Did you ditch four wheels for tw o? It's Bike to Work Day! Share y	Image	Targeted	0	0	Boost Post
05/17/2018 12:00 pm	Let the #GOVIP App be your bar crawl guide this weekend! Down	Image	Targeted	0	0	Boost Post
05/16/2018 9:02 am	Street racing, speed and hit and run crashes continue to impact t	Image	Targeted	0	0	Boost Post
05/14/2018 12:00 pm	Trade in four wheels for twof it's #RationalBikeToWorkWeek! Test	Image	Targeted	0	0	Boost Post

- The “posts” tab under Facebook Insights provides the number of people reached, post clicks, comments, reactions (emojis), and shares.

## Conclusion

- Information can be shared through social media at a fast-pace.
- Users are turning to social media to receive information in real-time.
- Utilizing social media allows agencies to solidify their work by interacting with the public and keeping them informed.
- We hope these tools help builds a strong social presence for your agency, ultimately expanding your role serving the public.
- Questions? Contact OTS! Phone: 916-509-3030, email: [pio@ots.ca.gov](mailto:pio@ots.ca.gov). Let's work together to showcase how we are working together to save lives through traffic safety.