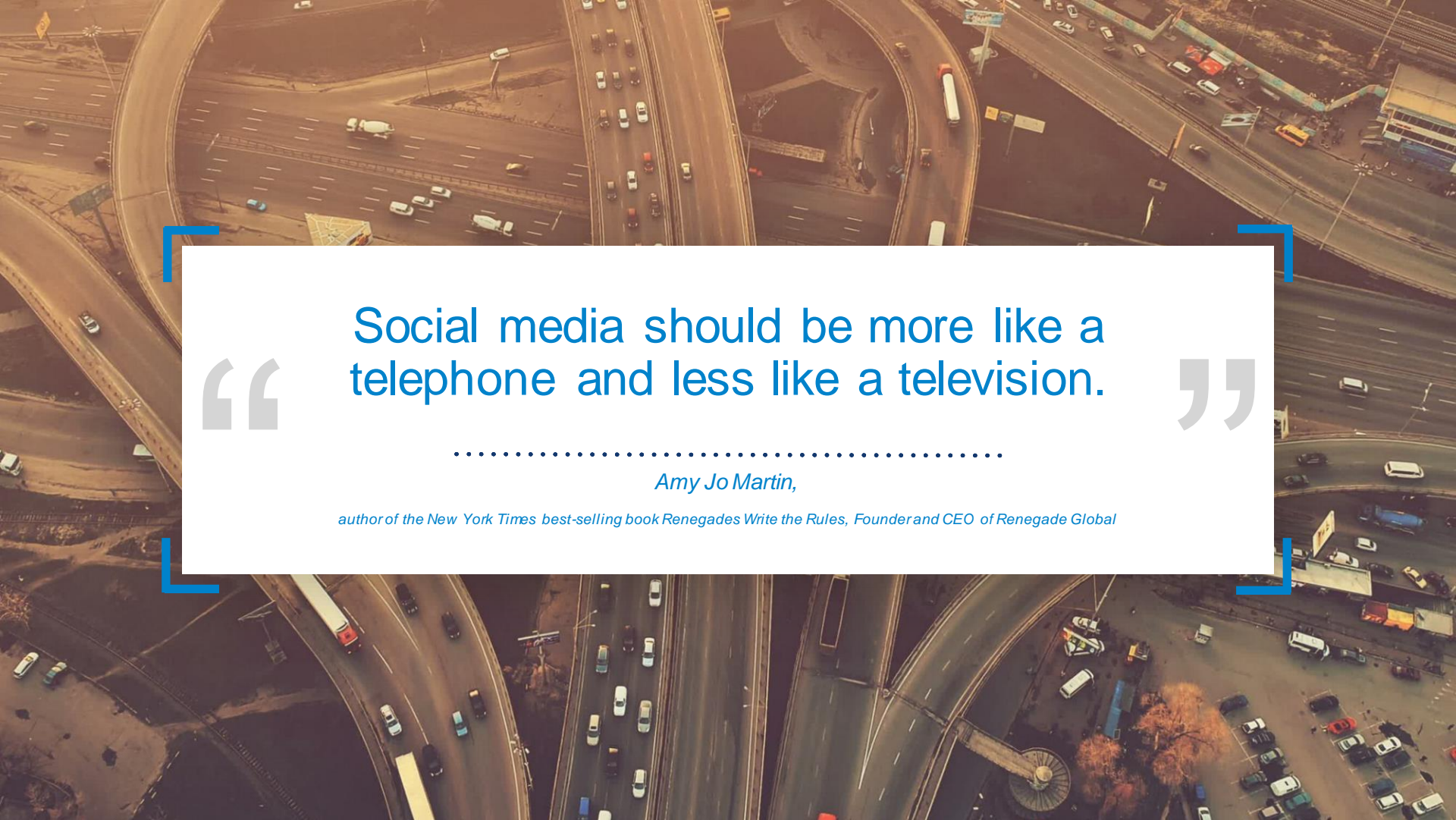




# Social Media Resources

*2024 Nebraska Highway Safety Conference*

*Jeff Halloran, NHTSA Region 7 Program Team Lead*



“

Social media should be more like a telephone and less like a television.

”

.....

*Amy Jo Martin,*

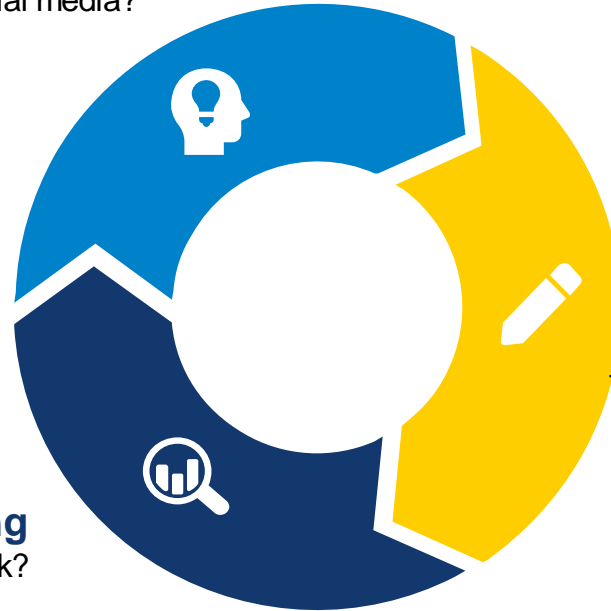
*author of the New York Times best-selling book Renegades Write the Rules, Founder and CEO of Renegade Global*

.....

## Social Media: The Process

### Brainstorm

So you want to  
post something on  
social media?



### Reporting

Did it work?

### Writing

It's time to put  
pen to paper or  
find it authored to  
fit your need

# Brainstorming

---



- Be relevant.
  - Give people what they need, when they need it.
- You don't exist in a bubble,
- So stay outside your bubble!

# Be relevant.

**nhtsagov** @NHTSAGov · Dec 19, 2023

Millions of people are hitting the road in the next couple weeks for holiday travel. Keep yourself and fellow road users safe by securing items in and on top of your vehicle! Learn more: [nhtsa.gov/drive-safe-sec...](https://nhtsa.gov/drive-safe-sec...)

**Secure Your Load**

ALL 50 STATES AND THE DISTRICT OF COLUMBIA  
HAVE LAWS IMPOSING SOME LEVEL OF  
**Fines or Penalties**  
FOR CARRYING UNSECURED LOADS.

ALT

1 9 9 10K

**nhtsagov** @NHTSAGov

Millions of people are hitting the road in the next couple weeks for holiday travel. Keep yourself and fellow road users safe by securing items in and on top of your vehicle! Learn more: [nhtsa.gov/drive-safe-sec...](https://nhtsa.gov/drive-safe-sec...)

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ALT

1:02 PM · Dec 19, 2023 · 10.2K Views

View post engagements

1 9 9 1

# Be relevant.

**nhtsagov** @NHTSAGov · Dec 13, 2023

Tie it down! 🌲 Objects on the road cause thousands of injuries each year. Always drive safely and secure your load. Learn more: [nhtsa.gov/drive-safe-sec...](https://www.nhtsa.gov/drive-safe-secure-your-load)



ALT

2 62 70 18K

**NHTSA** Published by Sprout Social · December 15, 2023

Tie it down! 🌲 Objects on the road cause thousands of injuries each year. Always drive safely and secure your load. Learn more: <https://www.nhtsa.gov/drive-safe-secure-your-load>



See insights and ads **Boost post**

40 2 comments 48 shares

Like Comment Share

# Be relevant.



Michigan Office of Highway Safety Planning @MIOHSP - Jul 20, 2022

It's going to be HOT HOT HOT this week! A child's body temperature rises 3x to 5x faster than an adult's. Never leave them alone in the car and always check the backseat when exiting your vehicle. [bit.ly/3RMZsg3](https://bit.ly/3RMZsg3)  
#HeatstrokeKills #CheckForBabygoing



nhtsagov @NHTSAGov

School is back in session! Slow down and take extra precautions when driving in school zones. ⚠️

## Slow Down!



nhtsagov @NHTSAGov · Dec 18, 2023

Anticipate putting a 2-wheeled present under the tree this year? 🎄 Don't forget safety! Ensure your new rider can ride in style with a helmet. Learn more: [NHTSA.gov/BicycleSafety](https://NHTSA.gov/BicycleSafety)



11

44

36

12K

Bookmark and Share icons

4, 2024 · 21.4K Views



10

10



Bookmark and Share icons

Bookmark and Share icons

# Get outside your (traffic safety) bubble.

 MD\_MVA  
@MD\_MVA

Happy #NationalBeachDay! If you're celebrating by visiting one of Maryland's beaches, remember to Walk Smart, Drive Smart and Bike Smart. #MDOTSafety



10:15 AM · Aug 30, 2023 · 834 Views

  1  3  

 U.S. FDA  
@US\_FDA

One thing we're shore  about, if you're looking for good vibrations this #NationalBeachDay , don't forget these key  safety tips: [fda.gov/drugs/understa...](https://www.fda.gov/drugs/understa...)



0:10

National Beach Day

8:00 AM · Aug 30, 2023 · 11.7K Views

 1  4  9  



## Write it or find it from good source ([trafficsafetymarketing.gov](https://trafficsafetymarketing.gov))

---

- **Know your audience.** Who are you talking to?
- Be genuine.
- Be consistent.
- Don't waste words.
- Don't create click bait.
- EDIT and PROOFREAD.
- And then have someone else check your work.

# Writing

---

- Know your audience.
- **Be genuine.** Be yourself! Anything else might make you lose credibility.
- Be consistent.
- Don't waste words.
- Don't create click bait.
- EDIT and PROOFREAD.
- And then have someone else check your work.

# Writing

---

- Know your audience.
- Be genuine.
- **Be consistent.** In posting schedule and in voice.
- Don't waste words.
- Don't create click bait.
- EDIT and PROOFREAD.
- And then have someone else check your work.

# Writing

---

- Know your audience.
- Be genuine.
- Be consistent.
- **Don't waste words.** You have seconds to grab followers' attention.
- Don't create click bait.
- EDIT and PROOFREAD.
- And then have someone else check your work.

# Writing

---

- Know your audience.
- Be genuine.
- Be consistent.
- Don't waste words.
- **Don't create click bait.** Click bait equals loss of credibility.
- EDIT and PROOFREAD.
- And then have someone else check your work.

# Writing

---

- Know your audience.
- Be genuine.
- Be consistent.
- Don't waste words.
- Don't create click bait.
- **EDIT and PROOFREAD.** Mistakes live online... forever.
- And then have someone else check your work.

# Writing

---

- Know your audience.
  - Be genuine.
  - Be consistent.
  - Don't waste words.
  - Don't create click bait.
  - EDIT and PROOFREAD.
  - **And then have someone else check your work.**
- Can what you wrote be interpreted in an unintended way?

# Reporting

---

- Gauge interaction
- Track Likes and Shares
- Read and interact with comments





# Current Samples

---

# Static vs Animated





[www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov)

## Communication Resources

For States, Partner Organizations and Highway Safety Professionals

I want communication material for

Safety Topic ▾

View

Bicycle Safety

Distracted Driving

Drunk Driving

Motorcycle Safety

Pedestrian Safety

School Bus Safety

Speeding

Child Safety

Drug Impaired Driving

First Responder Safety

Older Driver Safety

Rail Grade Crossing

Seat Belt Safety

Teen Driver Safety

# Campaigns By Date

Safety Topic: - Any -



Month - Any -



Year - Any -

Mar 4 - Mar 10 2024

UPCOMING

## Vehicle Safety Recalls Week

Vehicle Safety



Mar 11 - Mar 17 2024

UPCOMING

## St. Patrick's Day | Buzzed Driving Is Drunk Driving

Drunk Driving



Apr 1 - Apr 30 2024

UPCOMING

## National Distracted Driving Awareness Month

Distracted Driving



Apr 1 - Apr 8 2024

UPCOMING

## National Mobilization | High-Visibility Enforcement

Distracted Driving



# NHTSA Free Image Library



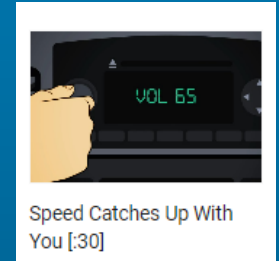
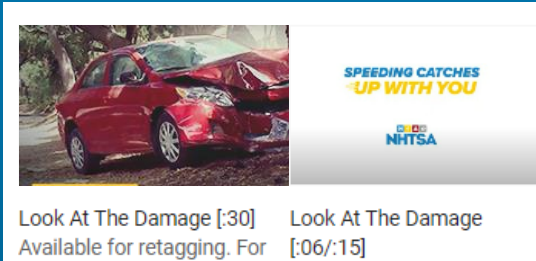
# NHTSA Free Image Library



# Types of Assets Available

# Ads

- Video: TV & Digital
- Audio: Radio
- Banner: Digital Display



# Types of Assets Available

# Videos

## Web Videos



Fitting a Bike Helmet  
Multilingual

[PREVIEW](#) | [DOWNLOAD](#)



Bike Riding Safety  
Multilingual

[PREVIEW](#) | [DOWNLOAD](#)



Rules Of The Road  
Multilingual

[PREVIEW](#) | [DOWNLOAD](#)



Driving Safely  
Multilingual

[PREVIEW](#) | [DOWNLOAD](#)



# Types of Assets Available

# Graphics

## Graphics

English

Spanish



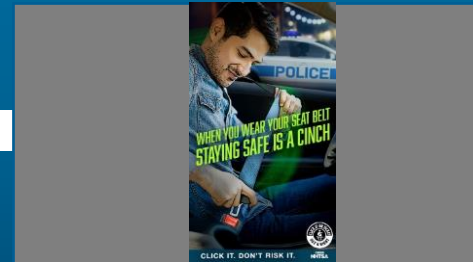
1200 x 675  
Static

English



1200 x 1200  
Static & Animated  
Facebook, X, Instagram

English & Spanish



1080 x 1920  
Animated  
Vertical Video

English

# Types of Assets Available

## Additional Materials

- Media Plan
- Media Buy
- Letter to Law Enforcement

### Executive Summary

Each year, an increase in impaired driving fatalities coincides with celebrations and travel during the summertime. The National Highway Traffic Safety Administration (NHTSA) has identified time periods that are especially dangerous for national paid media campaigns—those that target males—those that target females—those that target risks and consequences—those that separate messages from the risks and consequences of the risks and consequences.

### Campaign Summary

Vendor	Estimated	Added Value	Estimated
English and Spanish			
Adtheorent			
YouTube TV - Spor			
Simulmedia- Spar			
Telemundo - Spar			



### 2023 Click It or Ticket

#### Products for Enforcement Action Kit: Welcome Letter

The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) is proud to work with local and state law enforcement across the country to protect road users and help save lives. The Memorial Day holiday weekend is an especially dangerous time on America's roads, as it is the first long holiday weekend of summer. To keep our nation's roads safe during this busy season, NHTSA will be conducting the 2023 national *Click It or Ticket* seat belt enforcement mobilization from May 22-June 4 [2023](#).

# Types of Assets Available

# Spanish Materials



#### Sample Facebook Messages

- Tú no eres una momia, un vampiro 🧛 ni Frankenstein 🧛; una vez que mueres, no hay regreso a la vida. Tienes una sola vida; no la desperdicies manejando borracho. #ManejarEntonado Es Manejar Borracho.

*Translation: You're no mummy, vampire 🧛 or Frankenstein 🧛 — once you're gone, there's no coming back from the dead. You have one life — don't waste it by driving drunk. #BuzzedDriving is drunk driving.*

manejar  
entonado  
es manejar  
borracho

2023 HALLOWEEN MANEJAR ENTONADO ES MANEJAR BORRACHO  
MUESTRA DE COMUNICADO DE PRENSA  
VERSIÓN DE NORMAS SOCIALES

PARA DIVULGACIÓN INMEDIATA: [Fecha]  
CONTACTO: [Nombre, Número de Teléfono, Correo Electrónico]

Nota: Antes de llenar los espacios en blanco con los nombres de la organización y del portavoz de la organización, DEBES comunicarte con ellos para obtener permiso para usar sus nombres en este comunicado de prensa, y obtener su aprobación del lenguaje utilizado en las citas, así como para incorporar cualquier cambio o adiciones que ellos requieran. Sólo puedes enviar el comunicado de prensa si has cumplido plenamente con este requisito.

**Planifica un Viaje Sobrio Este Halloween**


**Comparte este Mensaje: Manejar Entonado Es Manejar Borracho**

[Ciudad, Estado] — Este Halloween, la Administración Nacional de Seguridad del Tráfico en las Carreteras (NHTSA) del Departamento de Transporte de los Estados Unidos se unirá con [Organización Local] para recordarles a todos que *Manejar Entonado Es Manejar Borracho*. Los conductores deben ser más cautelosos en Halloween, ya que más personas salen durante la noche a recolectar caramelos y más personas conducen hacia y desde fiestas. Si tus planes para la noche incluyen dirigirte a una fiesta o celebración, asegúrate de planificar un viaje seguro y con un conductor sobrio a casa. Si tú eres el conductor designado, cumple el compromiso de no beber alcohol, por tu seguridad, la de tus pasajeros y de los otros conductores y peatones en la carretera. Recuerda: nunca es seguro manejar borracho.

# Types of Assets Available

# Social Media

- Social Media Playbook
- Social Media Posts

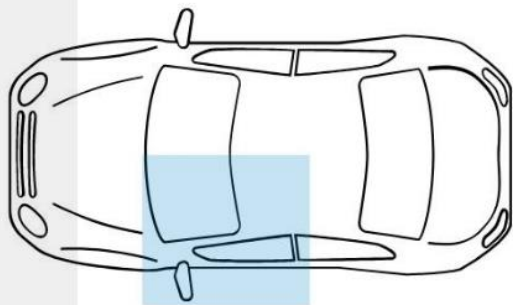


**Social Post Example**

Here is an example of how a social post should look when published.

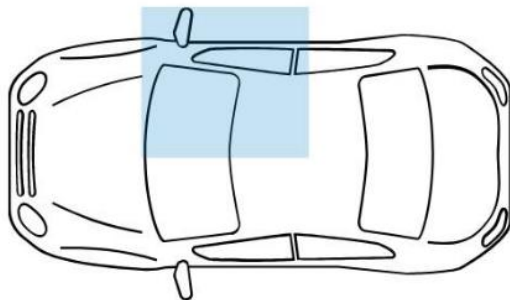
- 1 Suggested copy from this playbook.
- 2 Downloaded graphic from [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).

What has been one of NHTSA's highest shared social media posts?



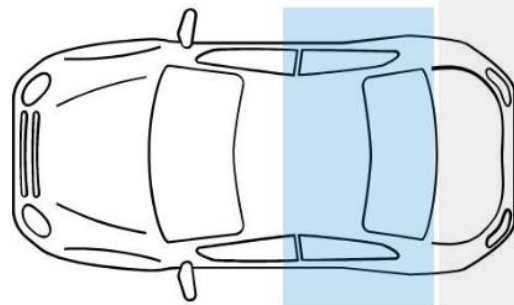
## DRIVER

- Drive
- Focus on the road
- Be sober
- Obey speed limits



## PASSENGER

- Mad DJ skills
- Official navigator
- Temperature control guru
- Designated texter



## BACK SEAT

- Snack distributor
- Occasional napper
- Asker of "Are we there yet?"



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Thank you for your attention.

Jeff Halloran

[jeff.halloran@dot.gov](mailto:jeff.halloran@dot.gov)