

# NHTSA/GHSA National Strategic Communications Forum 2011

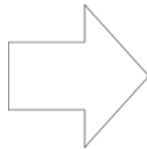
## From *Facebook* to *YouTube*: Reaching the Post-Broadcast Generation

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Trozzolo Communications Group

**Phyllis Marotta**  
KDOT Bureau of  
Transportation Safety & Technology



## How Long Have We Been Using Social Media?



## Success Stories



2011 Strategic  
Communications  
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## Success Stories



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## Lessons Learned



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