

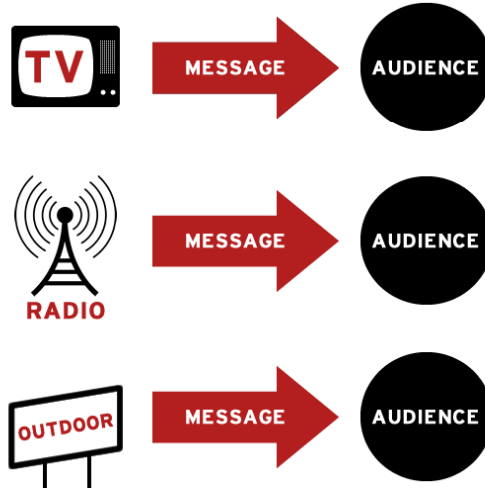
TxDOT Traffic Safety Social Media



OVERALL STRATEGY



OVERALL STRATEGY



Save a Life
Texas Department of Transportation

2011 Strategic
Communications
forum
ATLANTA, GA

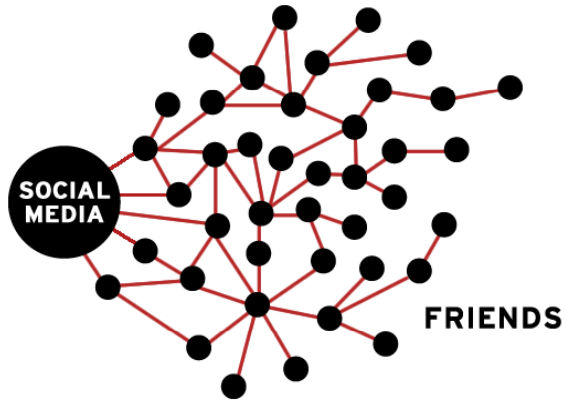
OVERALL STRATEGY



Save a Life
Texas Department of Transportation

2011 Strategic
Communications
forum
ATLANTA, GA

OVERALL STRATEGY



CASE STUDY



CASE STUDY

SOCIAL MEDIA OBJECTIVES:

1. Engage users with interactive content focusing on DWI-prevention messages.
2. Entice visitors to pass along DWI-prevention messages to their friends.



CASE STUDY

SOCIAL MEDIA STRATEGY:

Provide **seasonal** and **entertaining** content that users can engage with, **personalize** and **share** with their friends.



CASE STUDY



The top right screenshot shows a MySpace page for 'Santa Claus Santa Claus' with a post titled 'Still need to get on my Nice List? Everyone Loves a Designated Driver.' Below it is a 'Letters from Santa' graphic. The bottom left screenshot shows the Facebook page for 'Santa in Texas' with a post from January 1st, 2011, titled 'Make a New Year's resolution to always drive sober (and get on my list for early's)'. The post has 6,186 impressions and 1,186 feedback. A poll is visible in the post: 'How do you get home after a party?' with options: 'I take a cab' (20%), 'I call a friend' (35%), and 'I'm the designated driver' (45%).



CASE STUDY

Tipsy, buzzed or Blitzen?
Just a friendly reminder to plan a sober ride when you celebrate.

Everyone Loves a Designated Driver.

Santa in Texas Season's greetings, y'all on Wednesday clear

Wall Info Polls Reindeer Quiz Video Photos

How do you get home after a party?

- 20% I take a cab
- 35% I call a friend
- 45% I'm the designated driver

17,438 people voted, including Sarah Muyskens Zirkel, Nigel Lowrie, and 7 other friends.
See how your friends voted.



CASE STUDY

The image shows a screenshot of a Facebook page for 'Santa in Texas' featuring a quiz titled 'Which Reindeer Are You?'. The quiz asks 'How do you get home after a night of holiday revelry?' and lists several options: 'My crowd always makes sure to designate a sober driver ahead of time.', 'A limo - I like to ride in style.', 'The bus, it's environmentally friendly!', 'Taxi rides are always an adventure in and of themselves, so I tend to bar tabs.', 'I like to hoof it home.', 'I'm usually the hostess, but I make sure all my guests have safe rides home.', and 'Helicopter. Yeah, I'm that cool. Ok... really, I call a friend.' A 'Next' button is visible below the options. An overlay on the right side of the screenshot features a cartoon reindeer named 'Prancer' and the text: 'Happy Holidays! Designate a driver when you celebrate.' Below this, a paragraph reads: 'The party is always sweeter when you're there, thanks to your pleasant disposition and your homemade cinnamon-sugar cookies. You don't always drink, but you've been known to have a couple of candy cane martinis on special occasions. Whenever you decide to drink, you make sure to designate a deer friend as your sober ride home, or you hop in a cab. You're Prancer!'



CASE STUDY

The illustration depicts two cartoon elves on a stage decorated with Christmas lights and garlands. One elf is holding a gift box. At the top of the scene, a green banner displays 'Keys Taken: 5 of 7' and 'Time: 09:26'. A grey filing cabinet is visible in the background. A green overlay at the bottom of the illustration contains the text: 'Party Planning Tip: Suggest designated drivers beforehand.'



CASE STUDY

RESULTS:

- 9,000+ friend requests/“likes”
- 380,000+ user interactions
- 40,000+ “shared” impressions



CASE STUDY

[facebook.com/knowwhentopass](https://www.facebook.com/knowwhentopass)



CASE STUDY

SOCIAL MEDIA OBJECTIVES

1. Provide ongoing engagement with visitors (year-long messaging)
1. Utilize interactive features to encourage social behavior changes



CASE STUDY

SOCIAL MEDIA STRATEGY

Provide **ongoing** and **relevant** content that users can engage with, **personalize** and **share** with their friends.



CASE STUDY

facebook

Know When to Pass Mobile Truck - Arlington
By In Texas We Know When to Pass (Album) - Updated about 6 months ago - Taken at Arlington, TX | [Edit Album](#)

Save a Life
Texas Department of Transportation

2011 Strategic Communications Forum
ATLANTA, GA

CASE STUDY

facebook

In Texas We Know When to Pass
Cause - Austin, Texas

PERSON APPOINTED TO STAY SOBER
WEEK P.A.S.S. END TO STAY SOBER

facebook
Sign Up Facebook helps you connect and share with the people in your life.

In Texas We Know When to Pass
Cause - Austin, Texas

Create an official Weekend P.A.S.S. and e-mail it to a friend. They can use it to call you for a safe ride home.

YOUR PHOTO HERE
CLICK TO UPLOAD YOUR PHOTO!

Save a Life
Texas Department of Transportation

2011 Strategic Communications Forum
ATLANTA, GA

CASE STUDY

Know someone who likes to party?

Give 'em a Weekend Pass.
Person Appointed to Stay Sober.

Click here to create an official Weekend Pass and send it to a friend.



CASE STUDY

Your Friend will be your Weekend P.A.S.S.



PERSON APPOINTED TO STAY SOBER

GOOD FOR 1 RIDE HOME

GOOD FOR 1 RIDE HOME

WEEKEND P.A.S.S. - WEEKEND P.A.S.S.

WEEKEND P.A.S.S. - WEEKEND P.A.S.S.



CASE STUDY

RESULTS

- 87,000 user interactions
- 574 “Likes”
- 7,400 monthly average users



LESSONS LEARNED

- Evaluate your audience and messages
- Plan ahead
- Create and engaging content strategy
- Measure your success
- Adapt to your surroundings



THANK YOU!

Tracie Mendez
Texas Department of Transportation
Tracie.Mendez@txdot.gov

