

2012



Crackdown

Social Media Intro

Social media channels provide an entirely new toolbox for reaching and influencing consumers. Historically, NHTSA has used television, radio, magazines, and newspapers to talk to its “customers.” We will continue to use those tools, but we also have to use the power and leverage of social media and blogs that accelerate the process. In today’s world, pushing out information is no longer enough—we also need to interact with the consumer.

Social media use Web-based and mobile technologies to turn communication into interactive dialogue online. It’s important to engage these tools now as the potential of the Web is still evolving and we want to be current in our ability to deliver our message.

You should consider doing the same. Which tool might be right for you? You may find you’d like to use more than one. For example, with Twitter, a micro-blog, you can send quick recommendations or news bits to your network of followers. Those messages can include links to important information or images.

Did you know that Twitter has more than 106 million users with roughly 300,000 users joining the service daily?

Before you do start tweeting, take time to set up Twitter’s user guidelines, responsibilities, and roles for your organization and employees. Establish clear content guidelines and make sure your employees understand that once something is posted to the Internet it’s there to stay.

Define expectations for your followers. If you don’t have the manpower to monitor Twitter 24/7, then make sure they know. If you will only be checking tweets once a day and responding, retweeting, or tweeting one hour a day, be sure to make that clear. By establishing clear expectations, your followers will know what to expect from your organization.

Included in this Action Kit are sample tweets and a page of Twitter tips to help you get started.