

2011 Strategic
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NEW MEDIA—THE SHINY NEW TOOL IN THE TOOLBOX

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**KATIE FALLON
PUBLIC INFORMATION OFFICER
GOVERNOR'S OFFICE OF HIGHWAY SAFETY**

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GOHS
GOVERNOR'S OFFICE OF HIGHWAY SAFETY IN GEORGIA

WHAT'S NEW AT THE GOVERNOR'S OFFICE OF HIGHWAY SAFETY IN GEORGIA

GOHS Child Passenger Safety Headquarters
mattmontgomery at: 5/27/2011



Categories:
Announcements
Announcements2
Announcements
April 2004
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August 2005
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February 2005

NEW GOHS CHILD PASSENGER SAFETY HEADQUARTERS
With Georgia's new Booster Seat Law taking effect on July 1, 2011, GOHS has consolidated all

EARLY ADAPTATION: RSS FEEDS

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twitter

what's new. You can still access old Twitter for a limited time.

Home Profile Messages Who To Follow

GOHS
GA Highway Safety
@gohsgeorgia Georgia
Governor's Office of Highway Safety in Georgia
http://www.gahighwaysafety.org

Edit your profile →

Tweets Favorites Following Followers Lists

gohsgeorgia GA Highway Safety
New from GOHS: Georgia's Child Passenger Safety Headquarters:
<http://tinyurl.com/3pew4bt>
2 hours ago

gohsgeorgia GA Highway Safety
CBS Atlanta Article on Click It or Ticket: <http://tinyurl.com/3qsjzwo>
20 hours ago

About @gohsgeorgia
317 Tweets 1,209 Following 1,488 Followers 54 Listed

Following 1,209 Followers 1,488

Similar to you view all
tjpmann Baker Owens
FultonCoSchools FultonCountySchools
GAPublicHealth GeorgiaPublicHealth
AtlanticStation Atlantic Station

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TWITTER FEEDS GENERATE EARNED MEDIA



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**GOVERNOR'S OFFICE
OF HIGHWAY SAFETY**
LAW ENFORCEMENT

Georgia GOHS Like

Government Organization · Atlanta, Georgia



Wall Georgia GOHS · Top Posts

Georgia GOHS
New from GOHS: Georgia's Child Passenger Safety Headquarters:
<http://tinyurl.com/3pew4bc>

What's New at the Governor's Office of Highway Safety in Georgia
www.gahighwaysafety.org
2 hours ago · Share

Georgia GOHS
CBS Atlanta Article on Click-It or Ticket: <http://tinyurl.com/3qspwvo>

What's New at the Governor's Office of Highway Safety in Georgia
www.gahighwaysafety.org
It's Click-It or Ticket time in Georgia. Georgia traffic enforcement officers are again launching their statewide strategy to crack down on drivers and passengers who don't buckle-up. All across Georgia, hundreds of police agencies will run road checks day and night beginning May 23rd and run...

20 hours ago · Share

You and Georgia GOHS

6 friends like this.

People You May Know

Chuck Treadway
Add as friend

Keith Addis
Add as friend

Sponsored

Class of 1988
Look Up profiles from your high school class now. Reconnect with friends from high school today.

Browse Yearbooks
yearbook
Chat (3)

FACEBOOK ENCOURAGES ACTIVITY AND SUPPORT FROM THE GENERAL COMMUNITY



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Gohs Georgia

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All Ads

Pages

Reports

Settings

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Creative Library

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Help

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- Campaign performance glossary
- How can I start or stop my ads, or set new run dates?
- How can I edit my ad status or bid?
- Can I make changes to multiple ads at once?
- I have questions about my ad campaign.

Last 7 Days All Except Deleted Select rows to edit Full Report 7 results

Ad Name	Campaign	Status	Reach	Freq.	Social Reach	Connections	Clicks	CTR	Bid	Price
Click-It or Ticket in GA	Click-It or Ticket-- Memorial Day 2011	▶	413,261	15.5	0	0	499	0.008%	\$0.46 CPM	\$0.14 CPM
Click-It or Ticket in GA	2010 Rural Roads(CDOT Campaign)	✔	0	0.0	0	0	0	0.000%	\$0.42 CPM	\$0.00 CPM

Ad Preview Edit

Click It or Ticket in GA
gahighwaysafety.org

CLICK IT OR TICKET! Night or Day, if you don't Click-It, expect a ticket. Safety belts save lives in Georgia. Learn more at gahighwaysafety.org

This ad targets 3,083,180 users:

- who live in the United States
- who live in Georgia
- between the ages of 18 and 34 inclusive

Suggested Bid: \$0.40 - 0.61 USD

Performance

CTR



0.010%
0.005%
0.000%

05/07 05/14 05/21

View on Profile · Create a Similar Ad

Close

Ad Preview Edit

Click-It or Ticket in GA

This ad targets 1,179,620 users:

CTR

FACEBOOK IS ALSO THE CHEAPEST, MOST RELIABLE FORM OF ONLINE ADVERTISING

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facebook

Gohs Georgia

Ad Name Campaign Status Reach Freq. Social Reach Connections Clicks CTR Bid Price

Ad Name	Campaign	Status	Reach	Freq.	Social Reach	Connections	Clicks	CTR	Bid	Price
Click It or Ticket in GA	Click It or Ticket-- Memorial Day 2011	▶	413,261	15.5	0	0	499	0.008%	\$0.46 CPM	\$0.14 CPM
Click It or Ticket in GA	2010 Rural Roads/CIOT Campaign	▶	0	0.0	0	0	0	0.000%	\$0.42 CPM	\$0.00 CPM

A RECENT HOLIDAY CAMPAIGN NETTED OVER 40 MILLION IMPRESSIONS TO OUR CORE AUDIENCE FOR A FRACTION OF THE COST OF TRADITIONAL TV.

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You Tube

GOHSGEORGIA's Channel

Uploads (16)

- Return of the Creeps-GOHS Public 129 views - 3 months ago
- The Creeps--GOHS/NHTSA Drunk 62 views - 3 months ago
- Buzzed Driving is Drunk Driving 75 views - 3 months ago

YOUTUBE AUGMENTS TRADITIONAL AD CAMPAIGNS AND PROVIDES A FORUM FOR BOTH NEWS OUTLETS AND THE PUBLIC TO VIEW GOHS EVENTS

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NON-TRADITIONAL ADVERTISING HITS HARD TO REACH AUDIENCES AND HELPS TO DRIVE ONLINE DISCUSSION

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YouTube

Twitter

Facebook

SOCIAL MEDIA DRIVES AUDIENCES TO WHERE YOU WANT VIEWERS

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GOVERNOR'S OFFICE OF HIGHWAY SAFETY

Welcome

VIEWERS ATTRACT ATTENTION TO ALL OF YOUR PROGRAMS AND THOSE OF YOUR SAFETY PARTNERS

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YAHOO!

highway safety

Also try: [insurance institute for highway safety](#), [more...](#)

Car Safety Reviews
Get Car Reviews, Ratings & Research Unbiased Info at Kelley Blue Book
[www.kbb.com](#)

Traffic Safety Vests
ANSI & OSHA compliant orange & lime safety vests
[www.asc-safetyvests.com](#)

More Sponsors: [highway safety](#), [electric vehicle](#), [automobile safety ratings](#)

BHS-HLDE Crash Testing & Highway Safety
The Insurance Institute for Highway Safety, headquartered in Adlington.
[www.iihs.org](#) - Cached

Governor's Office of Highway Safety in Georgia
The mission of the Governor's Office of Highway Safety in Georgia is to educate the public on traffic safety and to facilitate the implementation of programs that...
[www.ga-highwaysafety.org](#) - Cached

Home | National Highway Traffic Safety Administration (NHTSA)
National Highway Traffic Safety Administration ... Enhanced Safety of Vehicles Conference Will Run June 13-16 "Modern Vehicle Safety in a Global Society: Celebrating
[www.nhtsa.gov](#) - Cached

Roll-Up Signs
More Signs & Stands in stock than anyone. Order on-line. Same Day Ship
[www.TrafficSafetyStore.com](#)

Highway Safety Kits
Compare Prices at Yahoo! Shopping
Highway Safety Kits At Low Prices
[shopping.yahoo.com](#)

Highway Safety Cones
Explore 500+ Home Safety Choices. Save on Highway Safety Cones!
[SafetyProTech.BizRate.com](#)

Highway Safety
Looking For Highway Safety? Find It Nearby With Local.com!
[Local.com](#)

SOCIAL MEDIA=PAGE HITS=SEARCH ENGINE OPTIMIZATION (SEO)=NATIONAL ATTENTION

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Governor's Office of Highway Safety

LESSONS LEARNED

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LESSONS LEARNED

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CONTENT IS KING!

Current daily information and content helps to give you credibility both to the media and the general public. In addition to gaining you more followers, it will make it more likely that you will get traditional earned media and that others will use their social media to broadcast your message.

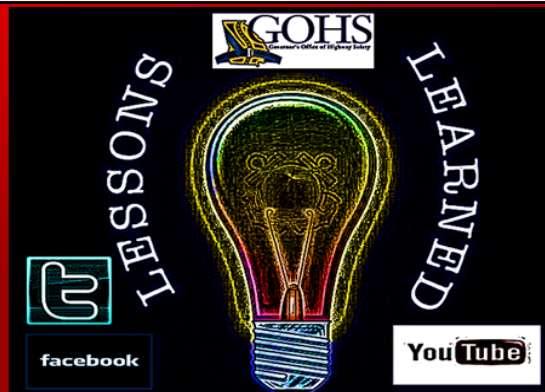
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HAVE A PLAN!

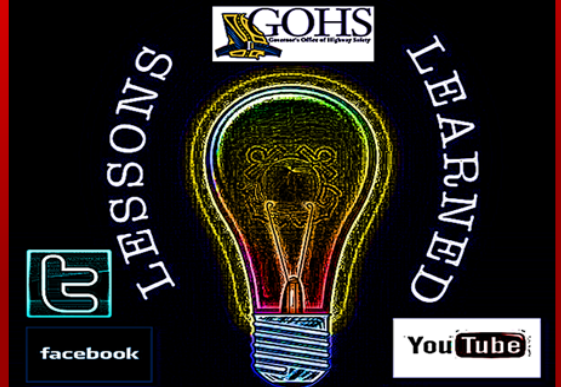
Have one or two people able to update your social media on a daily basis following certain guidelines set by your office. While you don't want to be informal in your tweets/posts/videos, social media values immediacy over bureaucracy.

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DON'T BE SHY!

Social Media Golden Rule: Follow Others as You Would Like Others to Follow You. Audience begets audience. If you want your message to be seen, reciprocate follows/friends to build your viewership.



JUMP IN, THE WATER'S FINE!

Social media is a low-cost solution to dwindling budgets and reduced resources. Further, the impact and benefits are immediately seen and experienced. By incorporating social media into your daily routine, you will be able to maximize your highway safety message to all your targeted audiences.



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