

Using Organic Social Media to Promote Traffic Safety

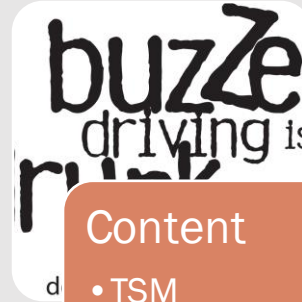


STRATEGIC SOCIAL PLANNING



Calendar

- NHTSA Waves
- Holidays
- Theme Days
- Partner Initiatives



Content

- TSM
- Original
- Shared



Schedule

- Meta
- Twitter/X
- Best Days/Times

Today < > February 2024 Washington, D.C. Today 49° F / 34° F Tomorrow 45° F / 30° F Thursday 52° F / 37° F Month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Jan 28	29 Bubble Wrap Appreciation Day	30 Distracted	31 Impaired	Feb 1	2 Groundhog day	3
4	5 Super Bowl	6 FCCLA Day at Capital	7 Super Bowl	8	9	10 Super Bowl
11	12 Valentine's Day	13 Mardi Gras	14 Valentine's Day	15 Boy's Wrestling	16	17
18 Daytona 500	19 President's Day	20 Love Your Pet Day	21	22	23	24
25	26	27	28	29 Leap Year	Mar 1 Girls Basketball	2

All folders are up to date. Connected to: Microsoft Exchange

DOW -1.06%

10:54 AM
2/13/2024

CALENDAR



Iowa Governor's Traffic Safety Bureau

Published by Colleen Kelly Powell · February 5 at 6:00 AM ·

Making plans for this weekend's big game? Plan for a sober driver, it's a 'Purdy' good idea 🤝🍷
#superbowl #buzzeddrivingisdrunkdriving



Iowa Governor's Traffic Safety Bureau

Published by Colleen Kelly Powell · December 13, 2023 ·

According to preliminary data, 35% of Iowa's traffic crashes in 2022 involved an impaired driver! This month is filled with holiday gatherings, if you plan to consume alcohol, plan for a sober driver.

December 15 - January 1, 2024, the GTSB is partnering with law enforcement across the state to spread the message, "Drive Sober or Get Pulled Over".



Localize

Traffic TRIVIA TUESDAY

What percentage of Iowa's 2022 traffic fatalities were unbelted/unknown?

- A) 8%
- B) 55%
- C) 27%.



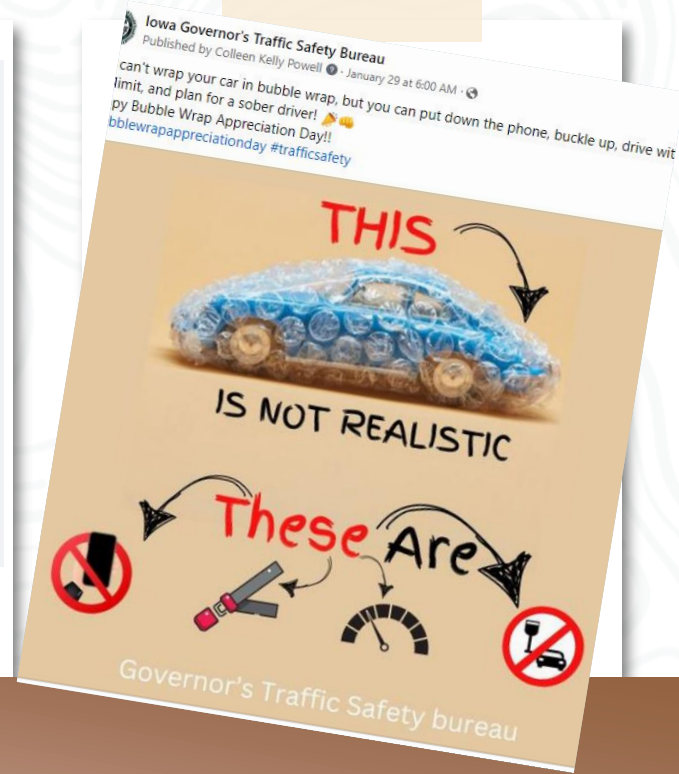
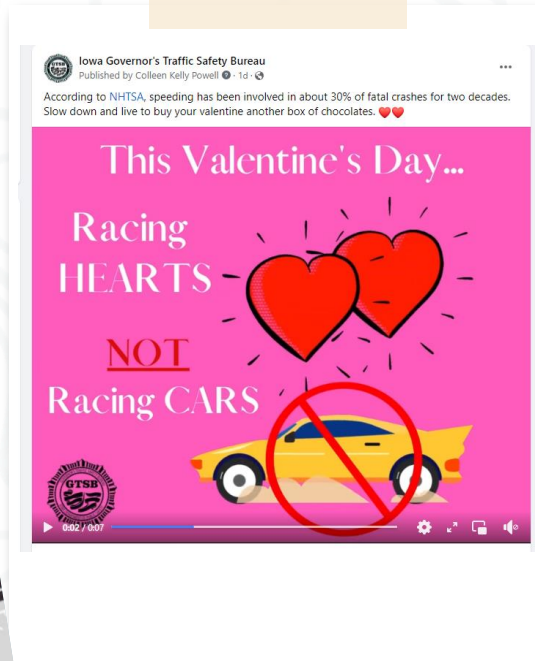
Motivational Quotes

“Whenever you find yourself doubting how far you can go, just remember how far you have come!”

Also... Pay Attention to the Road!



Develop Theme Days...



Have Fun with 'National Days' or Holidays



Iowa Governor's Traffic Safety Bureau

Published by Colleen Kelly Powell · January 22 at 6:00 AM · 🌐

It's National Passenger Safety Week. [We Save Lives](#) and the [The National Road Safety Foundation](#) are encouraging all of us to speak up! Take the pledge at the link below.
<https://nationalpassengersafety.org/index.php/take-action/>



Iowa Governor's Traffic Safety Bureau

Published by Colleen Kelly Powell · December 11, 2023 · 🌐

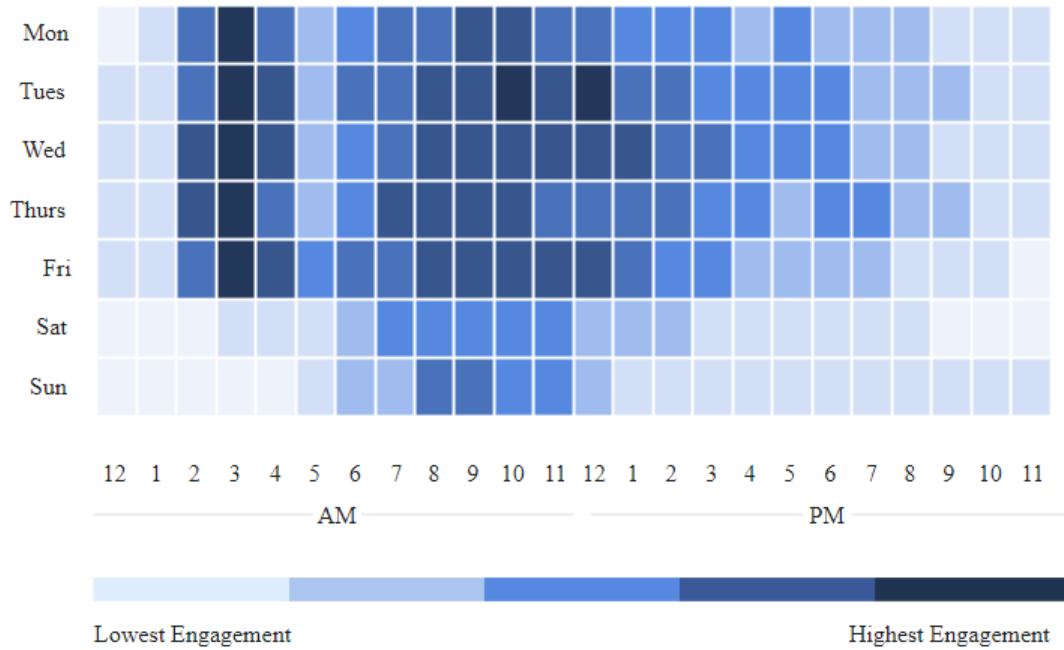
December is busy. Shopping, gatherings, kids' events... we spend a lot of time in the car. The Do Not Disturb function is an effective way to limit distractions while driving.
[End Distracted Driving](#)
[#JustDrive](#) [#holidaytravel](#)



Use Partner Posts/Content

Facebook Global Engagement







sproutsocial



Tuesday at Noon!

Sprout Social

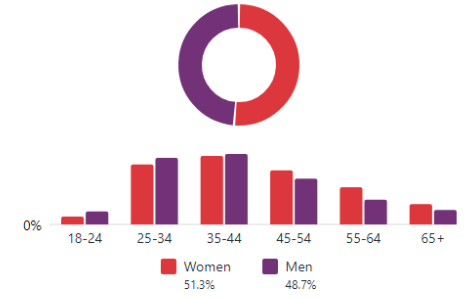
Best Times To Post

Title	Date published ↑↓	Reach ⓘ ↓	Likes and reactions ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
 You've spent hours researching a winning dip for this weekend's part... Iowa Governor's Traffic Safety Bureau	Boost post Wed Feb 7, 6:00am	7K Reach	15 Reactions	0 Comments	21 Shares
 Six more weeks of winter isn't as scary as not wearing a seat belt. Buc... Iowa Governor's Traffic Safety Bureau	Boost post Fri Feb 2, 6:00am	5.9K Reach	14 Reactions	1 Comments	10 Shares
 You can't wrap your car in bubble wrap, but you can put down the ph... Iowa Governor's Traffic Safety Bureau	Boost post Mon Jan 29, 6:00am	5.6K Reach	5 Reactions	1 Comments	11 Shares
 Celebrating Mardi Gras? Plan for a sober driver 🍷 #mardigras #buzz... Iowa Governor's Traffic Safety Bureau	Boost post Tue Feb 13, 6:00am	5.4K Reach	11 Reactions	0 Comments	0 Shares
 Making plans for this weekend's big game? Plan for a sober driver, it'... Iowa Governor's Traffic Safety Bureau	Boost post Mon Feb 5, 6:00am	5K Reach	3 Reactions	1 Comments	0 Shares
 Error on the side of caution. If your weekend plans include alcohol, pl... Iowa Governor's Traffic Safety Bureau	Boost post Fri Jan 19, 6:00am	4.2K Reach	10 Reactions	0 Comments	0 Shares

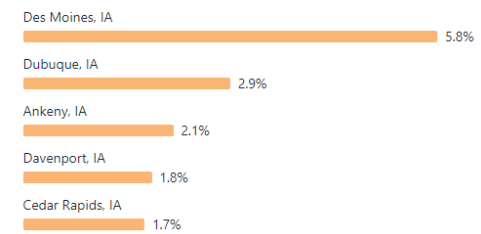
Facebook followers ⓘ

4,483

Age & gender ⓘ



Top cities



Analytics



We empower government professionals to achieve mastery in social media through conferences, online training, and professional association membership.



Download the 2024 Observance
Calendar Roundup

Download your free fillable PDF*

First Name

Download the free Government Social Media®

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