



# Social Media + Digital

**Susan Booth**

National Safety Council – Nebraska Chapter  
Senior Vice President, Mission Growth

# About Us

- Mission: Reduce injuries and save the lives of Nebraskans through education, training, partnerships, and advocacy.
- Non-profit organization
- Since 1924 – 100 YEARS OLD!
- Part of the National Safety Council that provides a plethora of support, content and research

# Establish your goal

- Branding
- Increase traffic to your website
- Disseminate information (1-way communication)
- Community Engagement – connecting with your audience and growing your community (2-way communication)
- Lead generation or sales conversions (including email sign-ups/downloads)

# Alignment

- Strategies and tactics are aligned
  - Search engine marketing
  - Social media + promotions
  - Digital display ads
  - Email marketing
- Voice
- Brand image

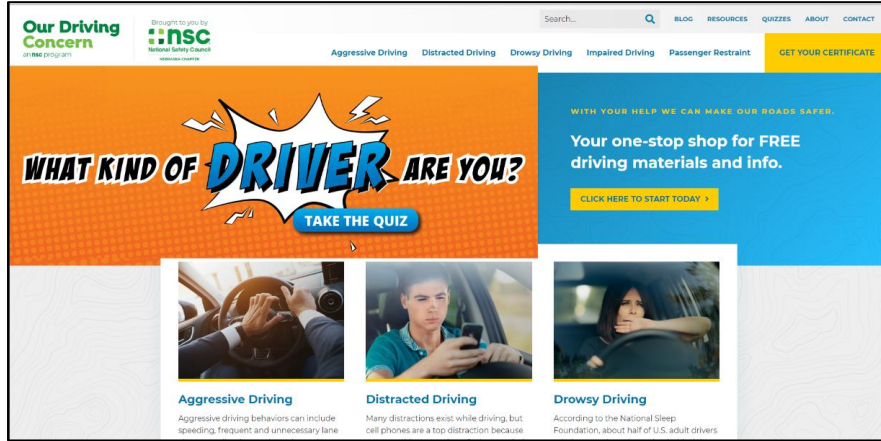
Don't start unless you have a plan that includes consistency

# Track Results, Revise, Rinse & Repeat

- Review your Results – Remember your Goals
  - Impressions
  - Click Thru Rate
    - Digital display ads – avg CTR .1 - .3% depending on offer and placement
- Revise your visuals, update your messaging
- Rinse and Repeat

# Consistency

Goal – Drive traffic to website for free driving resources



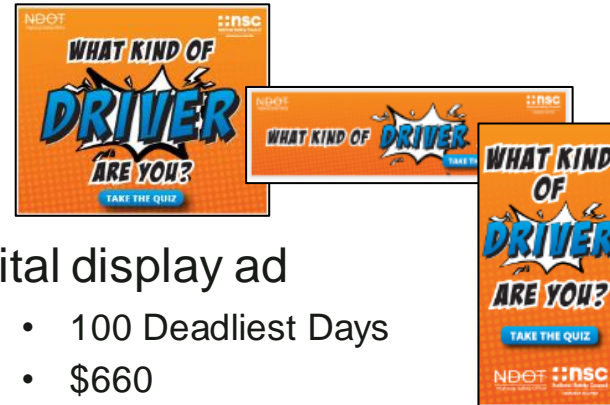
Website



Social post



Billboards

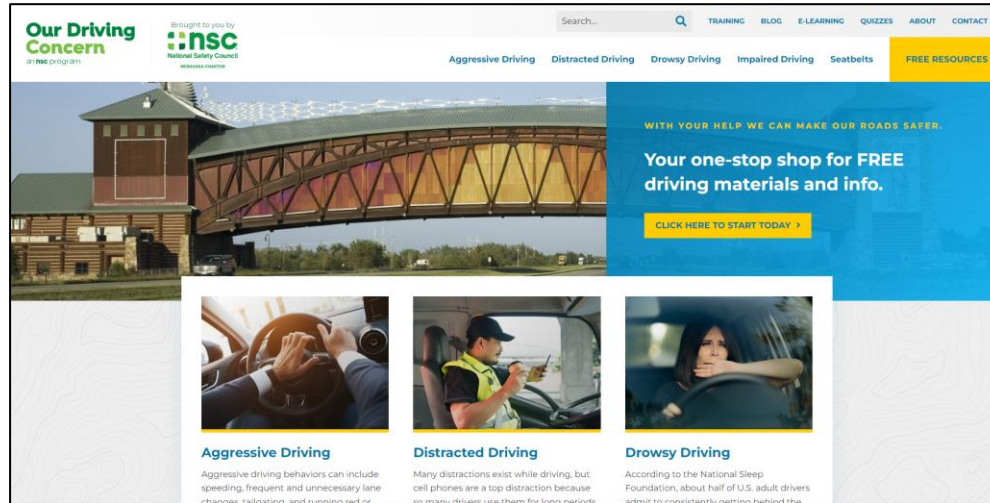


Digital display ad

- 100 Deadliest Days
- \$660
- 105,000 impressions
- Avg .25% CTR

# NeDrivingConcern.org

- Free Resources
- Marketed to B2B and B2C
- Some of the resources developed by NSC
- Call to action offers free presentations



# Questions?

Susan Booth

Sbooth@SafeNebraska.org