

# Road Safety Social Media Campaign Guidance

Using social media to compliment a mass media (TV, radio or print) campaign can help you reach a larger audience, build an online following and take advantage of real-time feedback on your campaign messaging.

Below are some best practices to keep in mind when running a road safety social media campaign together with a mass media campaign.



## Posting channels:

The most widely used social media channels include Facebook, Instagram and Twitter. Find the most widely used social channels in your location from We Are Social. It is always preferable to use an existing Facebook page or Instagram/Twitter account that already has a following, such as that of your city or ministry of transport. If this isn't possible, you'll need to establish new accounts to post and promote the content through.



## Campaign content:

Social media campaign content should be a mix of still images, images with text, illustrations, animations or video (e.g. the TV campaign PSA). Shortened versions of the PSA video can also be used. Text will also need to accompany any visual content. Keep this short and engaging.



## #Hashtags

Use hashtags in campaign post text to link your content to an existing theme or event. E.g. link posts promoting road safety to a local religious holiday, by including a hashtag related to the event, to encourage your audience to take care on the roads over the holiday. This also increases the likelihood your post will be seen, as people searching for that hashtag may see your content.



## Posting timeline and frequency:

A social media campaign should run at the same time and for at least as long as a mass media campaign, but can start beforehand and continue running afterwards. Content should be posted at least 3 times per week during the social media campaign period. Consult social media channel analytics to find out when followers are most active (Eg. Posts Insights on Facebook). Include a mix of different campaign content types (eg. images, video) when posting.



### Organic vs Paid content:

There are two ways to promote content on social media – organic and paid. Organic content is posted to a channel but not promoted in any way. Paid content is promoted with a paid boost targeting a specific audience. Note if you are starting out with new social media channels and building a following, organic content will not be seen by many people (organic content reach is about 5% on Facebook. If you have 1,000 followers, only 50 of them are likely to see your post). Always develop a paid social media strategy during a specific campaign period and boost all content to your specific target audience. Start by boosting all posts for \$100 USD and use more budget to promote key content such as the PSA video. Paid content can be targeted to your specific audience, based on location, age, gender and personal interests.



### Real-time feedback:

A social media campaign gives you the unique opportunity to gather real-time feedback from your audience on your post content. You can monitor comments and feedback on your posts from your audience and see which posts are getting the most engagement (likes, comments and shares) and adjust future campaign content or subject matter accordingly. Ensure you respond to any questions quickly and delete inappropriate comments when necessary.



### Analytics:

Social media campaigns also give you access to detailed analytics on your campaign performance. These analytics are available from within the platform. Some key analytics to monitor to track post content performance:

**Impressions:** Number of times your content was shown to someone

**Reach (on Facebook/Instagram):** Number of unique people who saw your content (note the same person can see a piece of content more than once)

**Engagements:** Number of times someone engaged with your content (eg. liked, commented, shared)

**Video views:** Number of times your video was viewed. Facebook/Instagram also allows you to see how much of your video was viewed, for example how many people watched 25% of your video, 50%, 95% etc.

**Link clicks:** Number of times people clicked on your post to visit your website/landing page.

**Cost per impressions or video views:** This shows you how much it cost to show your campaign to people (impressions) or cost per video view.

Remember, when developing your road safety mass media campaign, ensure you plan a social media campaign component as well. Include this planning in your timeline and budget and consider hiring a local agency to run the social media campaign for you, to develop, post and promote content and report back to you with analytics on campaign performance.