

# Social Hour

**Jen Longaecker**

Public Information Officer

Social Media Coordinator

DPS Office of Communications

**Dave Boxum**

Public Information Officer

DPS Office of Communications

# Where is Everybody?

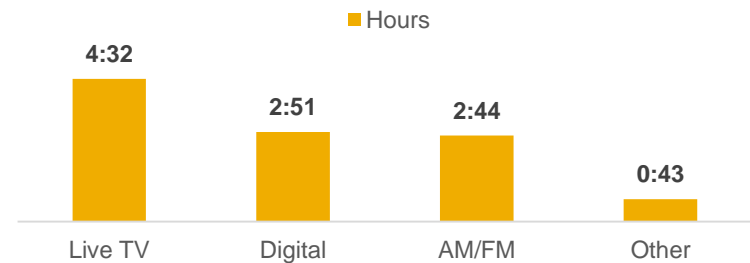
Live TV, radio and digital continue to lead media consumption shares per day for adults 18+

18-34 use of digital far exceeds other demos, with heaviest use observed on mobile devices\*\*

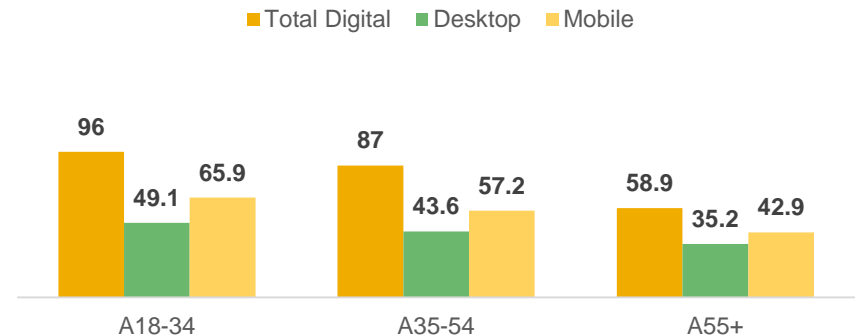
In 2017, 67% of men are active on Facebook, with younger ages indexing even higher for use\*\*\*

*\*via Nielsen  
\*\*via comScore  
\*\*\*via pewinternet.org*

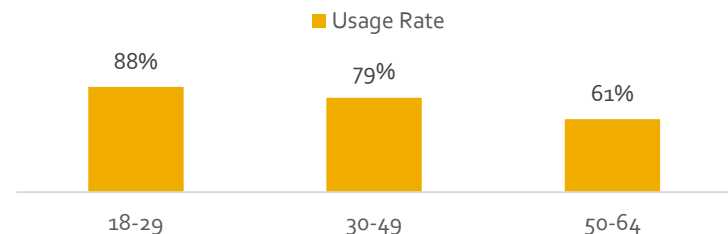
Consumed Hours By Media Type



Avg. Monthly Hours Per User By Platform



Male Facebook Usage Rate



# The Good and the Bad

## Good

- Lots of potential.
- Free.
- Immediate.
- Direct.
- Built-in content.

## Bad

- Mistakes happen and they can last forever.
- Something can backfire.
- Trolls and nasty comments.

# Is Social Media Right For You?

- Do you have the time/resources?
  - The answer is yes!
- Determine what channels are best for your organization.
- What sort of voice or image do you want to project?

# You Decide Social is for You ...

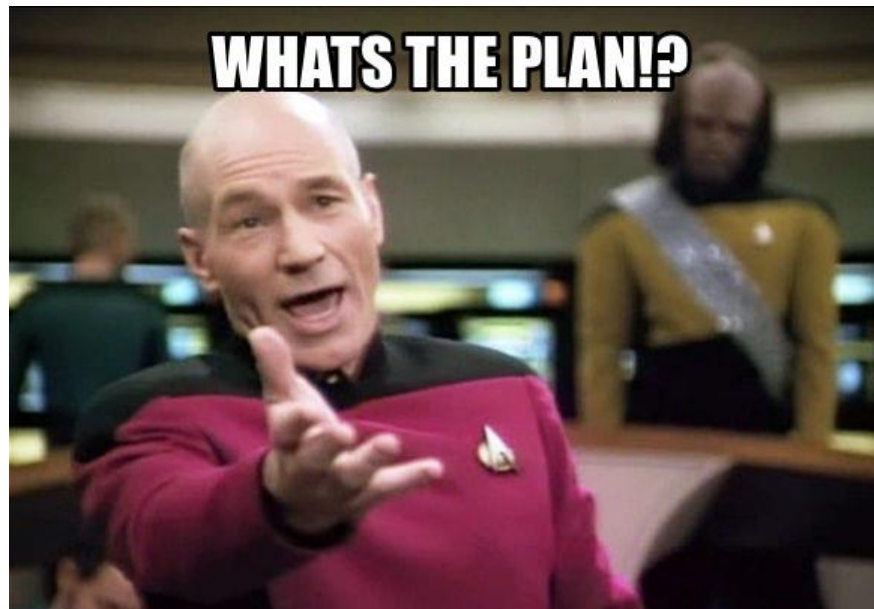


# Now What?



# Before You Do Anything

- Develop a policy.
  - Rob Boe, League of Minnesota Cities.
    - [rboe@lmc.org](mailto:rboe@lmc.org)



# First Steps

- Have a policy.
- Have a plan.
- Have a “guru.”
- Have buy-in.
- Promote it!
  - Get people excited.
  - Cross promote.



# How Often?

## ■ Facebook

- Make sure your audience doesn't forget about you.
- Don't force it.

## ■ Twitter

- Daily – as much as you want.

## Instagram

- Daily.
- Mornings are better.

# What Works?

- Social media should be, well, social.
  - Interact with your audience. It shows them you care.
- Creativity – mix it up!
  - Watch what other police departments are doing.
  - What's going on in the world? What's trending?
- Make it about them or how they can help.
  - If it affects me, I am interested.
- Behind the scenes access.
  - Take them places they have never seen.

# What Works?

- Facebook Live
  - It is not: One-way blabbing, rehearsed, boring, sales pitch.
  - It IS: Authentic, helpful, educational, inspiring, human, high-value content.
- How do I make FB Live work for me?
  - Have a plan and promote your FB Live.
  - Decide your topic & have 3-5 points.
  - Involve the audience.

# What Works?

- What works for the Wyoming Police Department may not work for you.
- Stay true to your agency's values and mission but don't be afraid to re-evaluate from time to time.
- Don't get too cute. People still need to know they can count on you.

# Resources for content

- NHTSA
- OTS
- Partner agencies
  - State Patrol
  - BCA
  - DPS blog
  - Other sheriff's departments, police departments
- MNDOT

# Examples



**Minnesota State Patrol**

Published by Jen Longaecker [?] · January 30 · 🌐

We hate to sound like a broken record here but some people just aren't getting it.

If you see flurries, we need to see your headlights.

It's the law in Minnesota.



809,974 people reached

[Boost Post](#)

# Examples

 **Olmsted County Sheriff's Office** shared Sheriff Kevin Torgerson's post.  
October 21 at 4:06pm · 🌐

Please buckle up...

 **Sheriff Kevin Torgerson** Like Page  
October 21 at 4:05pm · 🌐

Please buckle up ...everyone. Make it a safe weekend.  
<https://www.youtube.com/watch?v=YYr11VkkQy0&feature=youtu.be>

 **Unbelted Heartbreak: A Grieving Mother's Plea to Always Buckle Up**  
YOUTUBE.COM

Like Comment Share

👍 😞 10

 **Breitung Police Department** Like Page  
April 10 at 10:00am · 🌐

In 2015, distracted driving contributed to 7,666 injuries and 74 deaths in the state.

For the first time, law enforcement across the state is extending the extra enforcement period to two weeks to conduct overtime patrols for distractive driving. Starting April 10, Breitung Police Department will take part in the extra enforcement along with more than 300 law enforcement agencies across Minnesota. The distracted driving campaign that runs through April 23 is coordinated by the Minnesota Office of Traffic Safety



Like Polly McDonald, Kammy Fox Huneke and 6 others 👍



# Examples

 **Chisago County Sheriff's Office** ✓  
December 7, 2016 · 🌐 Like Page

Last night CCSO assisted the Wyoming Police Department in looking for a domestic assault suspect. Deputies and [officers](#) set up a perimeter in the area and Deputy Stenson and his partner got to work.

The weather was cold and windy. The terrain was not the best for picking up a scent. Yet Stryker worked at it and eventually started a hard track toward the suspect that was hiding in a construction area. Thanks to their hard work they were able to flush the suspect out towards a waiting squad car on perimeter.

Nice work and good find by Deputy Stenson and his K9 partner Stryker!



 1K

51 Comments 57 Shares 

 **Shakopee Police Department** ✓ added 5 new photos.  
February 27 · 🌐 Like Page

Maybe you didn't know, but in addition to protecting our community from criminals, we're pretty good cooks. #justsayin Thanks to our [officers](#) and staff who helped cook and serve at a [Shakopee Loaves & Fishes](#) dinner last week.



 233

8 Comments 3 Shares 



# Examples


 **Baxter Police Department** Like Page  
March 18 · 🌐

Congratulations to the 2017 State Champion Brainerd Warriors Adaptive Floor Hockey Team! The Warriors are on their way home now and will be arriving at the High School around 7:30pm. Show your support as we escort the team in to town along Business Hwy 371/South 6th St.





👍❤️ 201 10 Comments 20 Shares 

👍 Like 💬 Comment ➦ Share

 **Breitung Police Department** Like Page  
May 24, 2016 · 🌐

Yesterday Officer Nylund saw some kids out riding their bikes while wearing helmets. This earned each of them an ice cream cone from Dairy Queen.



👍❤️ 109 6 Comments 

# Examples

 **Motley Police Department** shared Ohio State Highway Patrol's video.  
August 4, 2016 · 🌐

Folks, this is why we have move over laws. This is why we continually harp on people to slow down and move over when they see flashing lights. Everyone seems to think it won't happen to them. Then, they're shocked when it is them that has this accident. Please pay attention to your driving. Please slow down and move over when you see flashing lights. Please!



990,444 Views

**Ohio State Highway Patrol** ✓  
August 4, 2016 · 🌐

👍 Like Page

A sergeant with the Chardon Post was struck by a vehicle last week during a traffic stop on U.S. Route 322 near Chardon, Ohio. Thankfully, his injuries weren't life threatening. But dash cam video of the incident shows the dangerous nature of these crashes.



**Motley Police Department**

April 12 at 2:44pm · 🌐

👍 Like Page

Anyone know who this dog belongs to? She is at the Staples Vet Clinic waiting for her owner to claim her.



👍❤️ 17

7 Comments 72 Shares





# Examples

**abc 6 NEWS** ABC 6 News - KAAL TV added 3 new photos. July 25, 2014 · Like Page

Two local "All-Stars" of law enforcement were honored at the Twins game last night. They were among the state's leading DWI enforcers. Congratulations to Jeff McCormack with the Austin Police and Chad Myers with Winona County Sheriff's Office!



323 37 Comments 25 Shares Like Comment Share

**Winona County Sheriff's Office** April 25 at 8:30pm · Like Page

Here is the answer to our earlier trivia post!

The decals listed (clockwise) belong to the MN State Patrol, St. Charles Police Dept., Winona County Sheriff's Office, and Lewiston Police Dept.

Thanks for your answers!



15

# Twitter examples

- Timely reminders about driving behaviors.
- Live tweets during enforcement.
- Ride-alongs.
- Twitter polls.

# Resources for content

## DPS Facebook

- Department of Public Safety — <https://www.facebook.com/MnPublicSafety/>
- Office of Traffic Safety — <https://www.facebook.com/DPSTrafficSafety/>
- Minnesota State Patrol — <https://www.facebook.com/MnStatePatrol/>

## DPS Twitter

- MnDPS\_DPS
- MnDPS\_OTIS
- MnDPS\_MSP

# What to Expect

- Media will call about interesting posts.
  - Be available.
  - Putting something on Facebook or Twitter is like sending out a news release.
- Start to prep sooner rather than later.
  - Have your talking points, data, photos, video ready before you hit send.

# How to Manage It

- Don't have too many cooks.
- Have a go-to person (or two).
  - Consistent voice.
  - Good grammar, clever, good writer.
- More than one set of eyes.
  - Think about the bigger picture for every post.
- Build a calendar (TZD campaigns, community events, holidays).

# How to Manage It

- Trolls
  - Don't feel like you have to respond to everything. Pick your battles.
  - Your fans will stand up for you.
  - Be patient. It takes a while to build up a fan base.
- Revisit your strategy periodically.
- Consider promoted posts.



# Tips and Tricks

- Share/retweet/follow.
- Have a photo/video for every post (even if it is canned or staged).
- Use hashtags.
- Just do it.
  - You think it's more intimidating than it actually is.
- Have fun!

# OTS Campaign Content Resources



# OTS Campaign Content Resources

**OTS** Office of Traffic Safety  
A Division of the Minnesota Department of Public Safety

Search this site...



## Tell the Driver: TEXTING WHILE DRIVING IS ILLEGAL

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## WHAT'S NEW?

### Before they get behind that wheel, show them this one.

Imagine your teen driving alone during the day without any distractions. Safe, right? Now imagine your teen picks up a friend. Doesn't seem like a big deal, but your teen's risk of a crash just increased by 139 percent.



That's how a new program in Kandiyohi County is helping teen drivers and their parents learn not to drive distracted: by using a probability wheel.

By lining up various factors such as day/night, number of passengers, adjusting hair or makeup, and talking on the phone, teens can see how the decisions they make can affect their chances of getting in a crash.

Learn more on how well-child checkups at a Willmar medical clinic are influencing teens to make safe choices on the road.

### "You can't make this stuff up."

That's what we heard from several troopers, officers and deputies over the past few weeks as they shared their distracted driving stops with us. April is distracted driving awareness month. Here are a few of the most memorable stops during the extra enforcement campaign.

- Female, 21, stopped by trp. Texting mom she was going to be late for Facetime chat. At least she wasn't doing THAT while driving. #JustDrive
- Double whammy! Male, 18, by trooper near Little Falls. Texting and not wearing a seat belt. #JustDrive



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- [DWI Enforcer All-Stars](#)

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## LAW ENFORCEMENT

### What's New

#### Distracted Driving Short Report - Due April 28

Law enforcement agencies participating in the April Distracted Driving campaign should submit a [short report](#) of their enforcement activity from April 10-23. Reports are due by Friday, April 28. OTS enforcement grantees are required to complete the report. Make sure to [View Responses](#) to ensure your report was submitted successfully.

#### Pedestrian Safety and Enforcement-Specific Media Materials

Pedestrian deaths and have remained constant over the years. Minnesota law enforcement agencies are encouraged to conduct publicized pedestrian law enforcement activity to educate communities — and the back-to-school period is a good opportunity to conduct a campaign. Available to promote an enforcement effort, or general pedestrian safety are: [pedestrian safety news release](#) (with option for back-to-school message); [general pedestrian safety radio PSA scripts](#); [enforcement-specific news release](#); and [enforcement-specific radio PSA script](#).

#### Strengthened DWI Sanctions and Ignition Interlock Law Information

Repeat DWI offenders, and first-time offenders arrested at 0.16 and above alcohol-concentration level, must use ignition interlock or face at least one year without a license. Offenders with three or more offenses are required to use ignition interlock for three to six years, or they will never regain driving privileges. Find [interlock resources for law enforcement](#), including a [roll-call video](#) at [MinnesotaIgnitionInterlock.org](#).

#### Reducing Teen Crashes, Injuries and Deaths

Traffic crashes are the second leading killer of teens in Minnesota, and the greatest risk is during their first year of licensure. Enforcing Minnesota's Graduated Driver's License (GDL) laws can help save teen lives and prevent crashes that devastate families statewide. The [12-minute webinar — "Reducing Teen Crashes, Injuries and Deaths"](#) — covers teen driving risks, GDL laws for teen drivers, the important role law enforcement plays in reducing teen crashes and helpful resources.

#### Enforcement Mobilizations

[Speed Enforcement](#)

[Click It or Ticket Seat Belt](#)

[Drive Sober or Get Pulled Over](#)

[Distracted Driving Enforcement](#)

#### Related Links

[25 Counties Targeted for Enhanced DWI Patrols](#)

[2011 Law Enforcement Survey](#)

[Minnesota State Patrol](#)

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[Links](#)

[Contact](#)

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- [Enforcement Grant Programs](#)
- [Enforcement Mobilizations](#)
- [Traffic Safety Partner Materials](#)
- [Public Service Announcements](#)
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## DISTRACTED DRIVING ENFORCEMENT MEDIA/OUTREACH MATERIALS

**Distracted Driving Campaign: April 10 - 23**

### Media/Outreach Materials

- [Pre-enforcement news release](#)
- [Post enforcement news release](#)
- [Traffic Safety Partner Materials](#)
- [Sample social media posts](#)

### Promotional Materials

Order distracted driving promotional materials (window clings, hand-outs) in the "Distracted Driving" section of the [online catalog](#).

### Distracted Driving PSAs

The Minnesota Department of Public Safety (DPS) hopes this [public service announcement](#) encourages drivers to put the phone down and passengers to speak up about distracted driving.

### Enforcement Mobilizations

- [Speed Enforcement](#)
- [Click It or Ticket Seat Belt](#)
- [Drive Sober or Get Pulled Over](#)
- [Distracted Driving Enforcement](#)

### Related Links

- [25 Counties Targeted for Enhanced DWI Patrols](#)
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# OTS Campaign Content Resources

Social Media  
April 2017

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**For Facebook:**

A man reading a newspaper. While smoking a cigarette. While driving.

A woman putting on mascara while merging into traffic.

Distracted driving is a leading factor in crashes in Minnesota. Pay attention, put down the phone and just drive.

Extra distracted driving enforcement statewide is April 10-23.

**For Facebook:**

Distracted driving is a growing problem; it contributes to one in four crashes in Minnesota.

Get your thumbs off the phone and your eyes on the road. Extra distracted driving enforcement statewide is April 10-23.

**For Facebook:**

Pay attention behind the wheel and put the phone down. Stop fiddling with the radio or adjusting your GPS.

No distraction is worth a life.

Extra distracted driving enforcement will be on Minnesota roads April 10-23.

**For Facebook:**

You may not be looking at the road — but we'll be looking for you.

Extra distracted driving enforcement will be on Minnesota roads April 10-23.

**For Facebook:**

Do you text and drive?

Then consider this: At 55 mph, texting and driving is like traveling the length of a football field without looking up.

Scary thought. If that's not enough to get you to stop texting and driving, maybe this is: (NAME OF YOUR AGENCY) will be joining other agencies across the state to crack down on distracted driving April 10-23.

No distraction is worth a life.

**For Facebook:**

Distracted driving contributes to dozens of people losing their lives each year in Minnesota.

We want to stop this dangerous and deadly habit — but we need your help.

Put the phone down if you're driving, and speak up if you're with a driver who's distracted.

(NAME OF YOUR AGENCY) will be joining other agencies across the state to crack down on distracted driving April 10-23.

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**For Twitter:**

Have a friend who won't stop texting & driving? #[SpeakUp](#) and be a designated [texter](#).

# OTS Campaign Content Resources

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**2017 APRIL DISTRACTED DRIVING CAMPAIGN: PRE-ENFORCEMENT NEWS RELEASE**

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**PARTNER WITH SURROUNDING AREA AGENCIES OR SAFE COMMUNITY COALITIONS ON NEWS RELEASES TO AVOID DUPLICATION WHEN ISSUING TO MEDIA**

**EMBARGOED UNTIL MONDAY, April 3, 2017 (weekly papers only)**

**EMBARGOED UNTIL THURSDAY, April 6, 2017 (all other outlets)**

CONTACT:

PHONE:

**NOW IS THE TIME TO SAY ENOUGH IS ENOUGH: SPEAK UP ABOUT DISTRACTED DRIVING**

*Extra Enforcement on Minnesota Roads April 10 – 23*

[INSERT YOUR CITY/COUNTY NAME], Minn. — Reaching down for an item that fell on the floor, turning around to settle the kids down, and picking up the cell phone for an incoming call. They all seem harmless until a driver with their eyes off the road leads to a crash.

Too many people are dying on Minnesota roads because drivers are not 100 percent committed to keeping their eyes on the road. In 2015, distracted driving contributed to 7,666 injuries and 74 deaths in the state.

For the first time, law enforcement across the state is extending the extra enforcement period to two weeks to conduct overtime patrols for distractive driving. Starting April 10, [INSERT YOUR AGENCY NAME] will take part in the extra enforcement along with more than 300 law enforcement agencies across Minnesota. The distracted driving campaign that runs through April 23 is coordinated by the Minnesota Department of Public Safety Office of Traffic Safety (DPS-OTS).

# OTS Campaign Content Resources

## Distracted Driving Talking Points

### Key Messages

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#### 1) Distracted driving is a leading factor in crashes in Minnesota.

- More than 86,000 crashes were distracted driving-related from 2011 – 2015, contributing to one in four crashes in Minnesota.
- In 2015, distracted driving contributed to 7,666 injuries and 74 deaths.
- Distracted driving contributes to an average of 65 deaths and 215 life-changing injuries a year (2011 – 2015).

#### 2) It's a myth to think we can multitask behind the wheel.

- At 55 mph, texting and driving is like traveling the length of a football field without looking up.
- Too many Minnesota drivers are letting distractions take their focus off the road — a gamble that's wrecking lives and causing pain, loss and regret for too many people.
- No one intends to seriously injure or kill someone by driving distracted. But good intentions don't prevent crashes — smart choices do.

#### 3) Put the phone down if you're driving, and speak up if you're with a driver who's distracted.

- With Minnesota's "No Texting" law, it's illegal for drivers to read, send texts and emails, and access the web while the vehicle is in motion or a part of traffic. That includes sitting at a stoplight or stop sign.
  - \$50 plus court fees for a first offense.
  - \$275 plus court fees for a second and/or subsequent offense.
- If you injure or kill someone because of texting and driving, you can face a felony charge of criminal vehicular operation or homicide.
- Before heading out, do what you can to eliminate distractions — set your music, put your phone out of reach and figure out your directions.

## Background Information

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### Distracted Driving — Disturbing Data

- Numbers show there were 3,200 citations for violating Minnesota's texting-while-driving law in 2014.
- Drivers in their 20s make up 27 percent of the distracted drivers in fatal crashes (National Highway Traffic Safety Administration).
- During daylight hours, approximately 666,000 drivers are using cell phones or electronic devices while driving (National Occupant Protection Use Survey).
- Five seconds is the average time your eyes are off the road while texting (Virginia Tech Transportation Institute).
- A quarter of teens respond to a text message once or more every time they drive (University of Michigan Transportation Research Institute).
- Reaching for a phone, dialing or texting increases the risk of getting into a crash by three times (Virginia Tech Transportation Institute).
- Distracted driving crashes are likely under-reported due to law enforcement's challenge in determining distraction as a crash factor.
- Using a cell phone while driving, whether hands-free or hand-held, delays a driver's reactions as much as having an alcohol-concentration level of .08 percent. (University of Utah)
- Ten percent of all drivers 15 to 19 years old involved in fatal crashes were reported as distracted at the time of the crashes. This age group has the largest proportion of drivers who were distracted at the time of the crashes (National Highway Traffic Safety Administration).
- One-third of drivers admitted to texting while driving, and three-quarters said they've seen others do it (2015 Erie Insurance survey).
- If you text while driving, on average you take your eyes off the road for up to 4.6 out of every six seconds. That's like traveling the length of a football field at 55 mph hours without looking up.



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## PRODUCTS

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## Home

The Minnesota Department of Public Safety Office of Traffic Safety develops and distributes educational materials to the public at no cost. Use this website to order. Quantities for these items are limited; not all requests will be filled in full.

If this is your first time using this site you will be asked to create your own username & password, this is done [after](#) you have placed your order and are ready to address as your username and to keep your password to 8 characters or less.

If you have difficulties with your username or password please call **Customer Service at 218-565-6100**.

[Logon for returning customers](#)

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## Products by Subject Area



# Final Thoughts?

- It is important that we provide accurate and timely information to the media and the public.
- There is no other way to reach as many people for free and with little effort.
- The public expects and wants you to interact and be on social media.

**Questions?**

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