

How You Can Help Reduce Rider Crashes Through Effective Communication

Texas Motorcycle Safety Forum

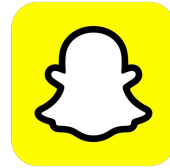


How to Become A Social Media Superstar

Texas Motorcycle Safety Forum

POLL

What Social Platforms
Do You Use?



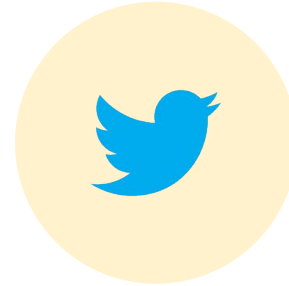
WHAT IS SOCIAL MEDIA?

The Medium is The Message



Facebook

The most popular social network, Facebook is more intimate than the other services often used for connecting with **friends** and **family** or participating in **Groups** with like-minded people.



Twitter

The fast-pace of Twitter makes it a great social network for following **news**, **live events**, or connecting with **influential people** within your area of interest.



LinkedIn

This **business** focused platform is a great way to connect with **co-workers** and other **professionals** within your industry.



Instagram

A **quick** and **short** way of sharing **videos** and **pictures**, Instagram is great for showing a glimpse of your **life** and generating quick content for sharing as a post or as a Story.

You May Have Heard of...



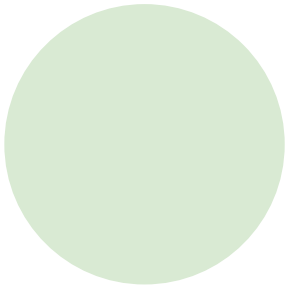
Snapchat

Originally used to send videos and pictures between friends that **disappear after watching**, Snapchat also originated the popular **Story** format. Initially catering to **teens**, Snapchat's audience is quickly maturing.



Tik Tok

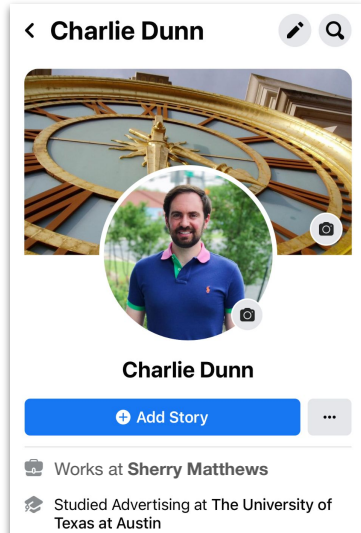
Popular among **Gen Z teens**, Tik Tok is for sharing **short-form videos** (15 sec - 1 min), in a variety of genres like dance, comedy, and education.



Clubhouse

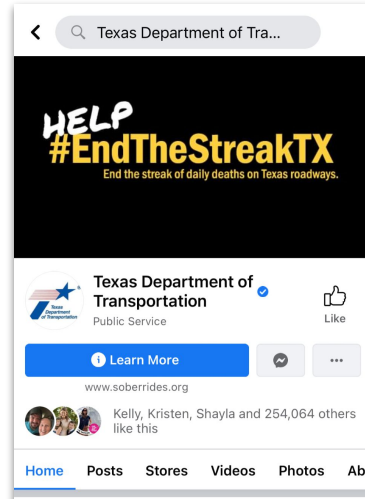
The newest social network, Clubhouse users gather in **audio-only chat rooms** (divided into presenters and spectators) to discuss various topics, whether it's sports, wellness, art, or Bitcoin.

Facebook Profile vs. Page vs. Group



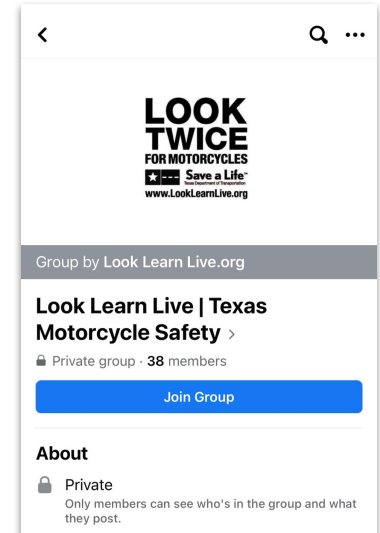
Facebook Profile

Your Facebook Profile is your individual personal account, where you can post updates, upload photos, share videos, maintain a friends list and provide personal information.



Facebook Page

A place on Facebook where a public figure, business, brand, or organization can connect with their fans or customers. When someone likes or follows a Page on Facebook, they can start seeing updates from that Page in their News Feed.



Facebook Group

A space on Facebook for friends, acquaintances, or people with similar interests to discuss or share about broad or narrow topics.

What Are Hashtags Good For?



Hashtag	Volume
#motorcycles	29.2M
#bikelife	27.7M
#biker	13.3M
#bikersofinstagram	6.9M
#instamotorcycle	2.5M

Use hashtags on Twitter and Instagram to include your post in a larger topic or conversation.



Extremely important on Instagram, hashtag use boosts the reach of your post displaying it to more people

Going Viral vs. Becoming a Meme

Viral



Meme



HOW DO YOU MANAGE IT ALL?

Do's and Don'ts of Social Media

Do's:

- Be your true, authentic self
 - How do you want to be portrayed online?
- Be respectful to differing opinions
 - If you read something you disagree with, is it really worth engaging in a public dialogue?
- Let your voice be heard
 - Share what you're passionate about!

Don'ts:

- Engage with trolls and other negative influences online
- Post abusive content
 - "Profanity"
 - Negative messaging targeted at one specific person or group
- Spread misinformation

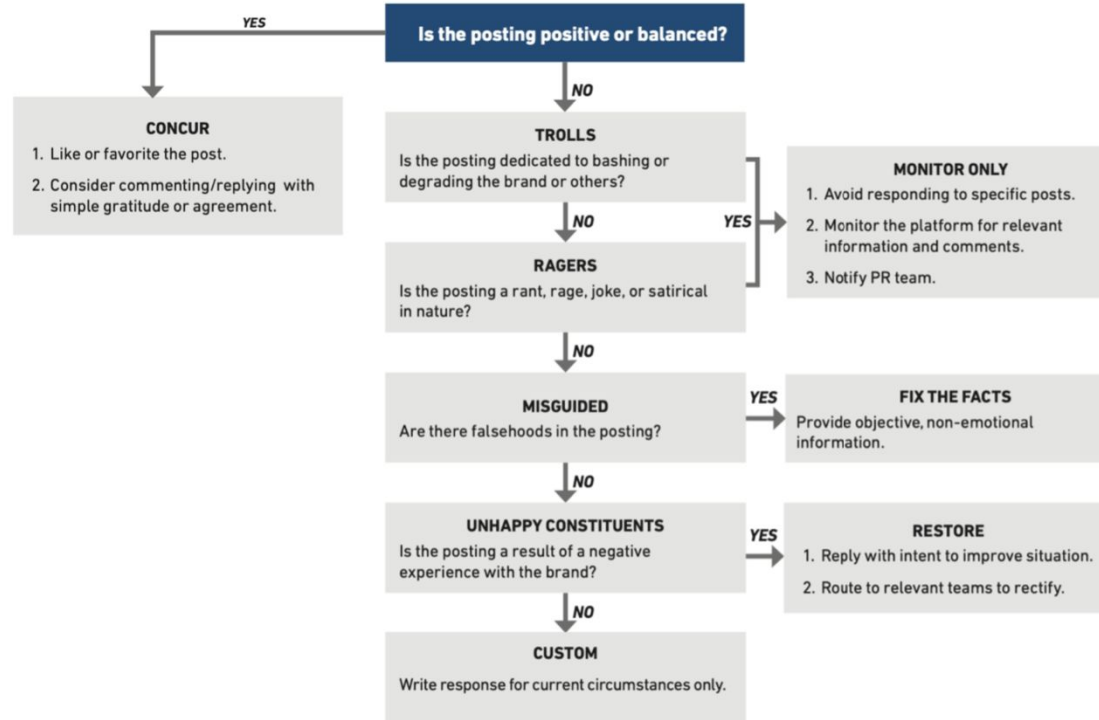
Social Media Etiquette

- Refers to the guidelines companies and individuals use to preserve their reputation online
- Before writing or sharing a post, think:
 - Is this appropriate to share on a social platform?
 - Am I choosing the correct social media medium?
 - Will anyone care about this content besides me?
 - Will I offend anyone with this content? If so, who?
 - Do I really want to share this?



How to Respond

MANAGEMENT PROCESS TO MONITOR AND RESPOND TO SOCIAL MEDIA



Look Learn Live



What is Look Learn Live?

- Texas statewide motorcycle safety and awareness campaign developed by Texas A&M Transportation Institute and Texas Department of Transportation.

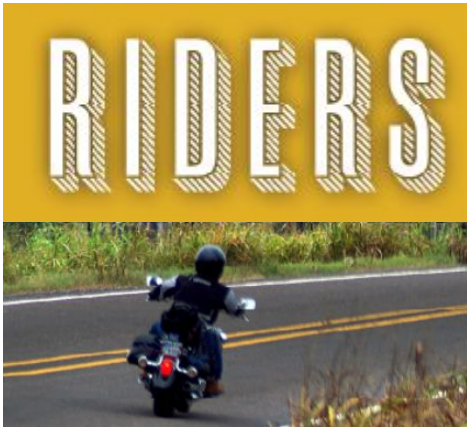
What kind of content does Look Learn Live share?

- Public education on motorcycle safety; and
- Outreach activities to educate riders and motorists about motorcycle safety in an effort to change:
 - Attitudes
 - Behavior

Goal of Look Learn Live



- Reduce the number of motorcycle crashes and the number of rider fatalities and injuries on Texas roadways.
- To do so, we must educate BOTH:



&



What is Posted?

 **Look Learn Live.org**
March 26 · 🌐

Always watch for patches of sand, potholes, railroad tracks and other road hazards, as well as fellow motorcyclists, motorists and pedestrians.
#RideSafely



TO PREVENT
SERIOUS INJURY...

BE ALERT.

Graphic derived from information published by State Farm.

 **Look Learn Live.org**  **Save a Life**

 **Look Learn Live.org**
March 29 · 🌐

ATTENTION MOTORISTS: Remember that the motorcyclist under the helmet is an actual person who could be your neighbor or relative.
Always #ShareTheRoad and #LookTwice for motorcycles.



Share the Road.
 **Save a Life**

LOOK TWICE
for motorcycles

 **Look Learn Live.org**
January 15 · 🌐

Did you know? In 2018, Texas ranked 3rd in the U.S. in the number of motorcycle fatalities. Make 2021 a year of safe driving. #PlanAhead and don't drink and ride.



 **Look Learn Live.org**  **Save a Life**


What You Can Do

Look Learn Live.org
April 13 · 🌐

It's difficult to judge the speed of a motorcycle. Always let them pass before turning in front of them.

#MotoristTip #MotorcycleSafety #ShareTheRoad

looklearnlive.org



It's difficult to judge the speed of a motorcycle. Let them pass before turning in front of them.

112 People Reached		
6 Likes, Comments & Shares		
5 Likes	4 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares
0 Post Clicks		
0 Photo Views	0 Link Clicks	0 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts



Look Learn Live.org
March 19 · 🌐

Have a good weekend! If you ride, don't drink. If you drink, don't ride.
#RideSober #MotorcycleSafety #LookLearnLive

2,670 People Reached		
118 Reactions, Comments & Shares		
91 Like	8 On Post	83 On Shares
5 Love	0 On Post	5 On Shares
7 Comments	0 On Post	7 On Shares
15 Shares	15 On Post	0 On Shares
44 Post Clicks		
1 Photo Views	0 Link Clicks	43 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts



Reaching Even More Texans

Texas Department of Transportation
April 28 at 8:11 PM

You can't rely only on your mirrors. Most vehicles have blind spots that make it harder to see motorcycles. Use turn signals. Turn your head and look through your side windows, and remember to check and re-check before changing lanes. #LookTwice #EndTheStreakTX

Check your
BLIND SPOTS

TXDOT.GOV
Motorcycle Safety Campaign - Share the Road [Learn More](#)



txdot • Follow

MOTORCYCLES
are hard to see.

346 views

txdot Look twice for motorcycles, especially at intersections. Be aware and always give motorcyclists a full lane. There's a life riding on it. #LookTwice #EndTheStreakTX

1 DAY AGO



Texas Department of Transportation
April 28 at 8:12 PM

Just a reminder to always use turn signals and check your blind spots and mirrors for motorcycles. They can be hard to spot. There's a life riding on it. #LookTwice #EndTheStreakTX

LOOK TWICE

TXDOT.GOV
Motorcycle Safety Campaign - Share the Road [Learn More](#)



POLL

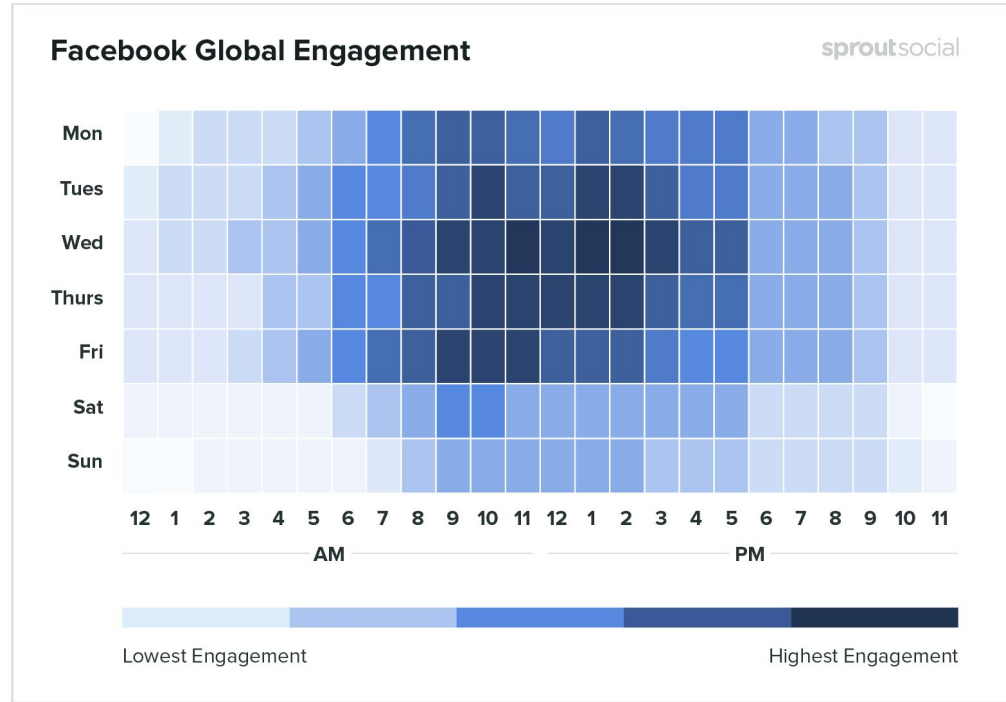
What motorcycle safety topics would you be most interested in seeing on social media?

TIPS & TRICKS

When's a Good Time to Post?



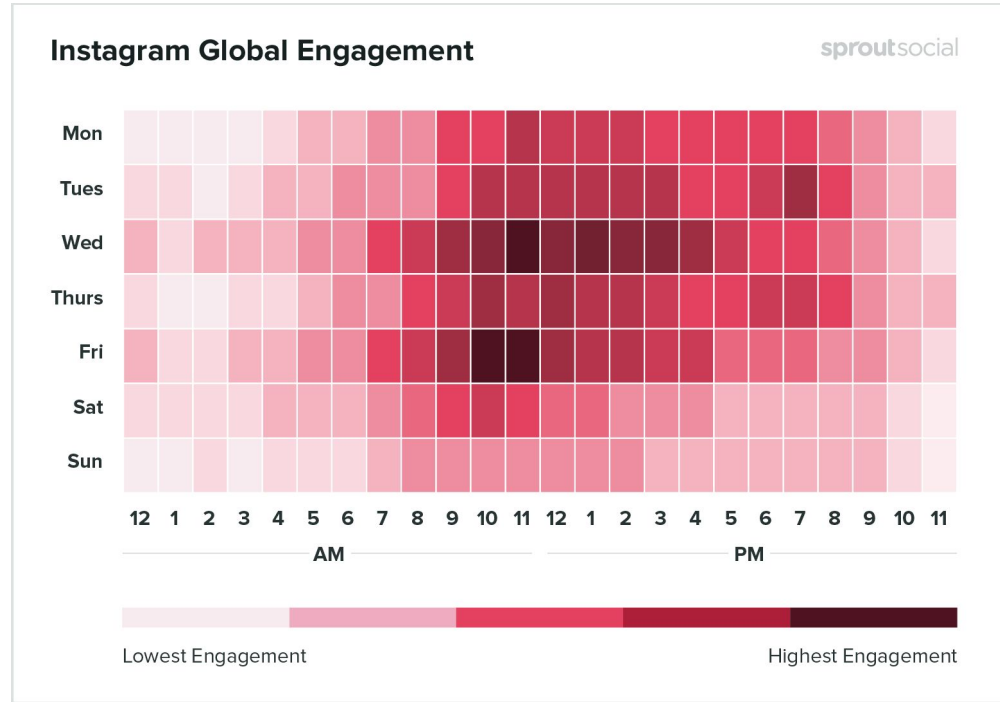
- Best times: **Wednesday, 11 a.m. and 1–2 p.m.**
- Best day: **Wednesday**
- Worst day: **Sunday**



When's a Good Time to Post?



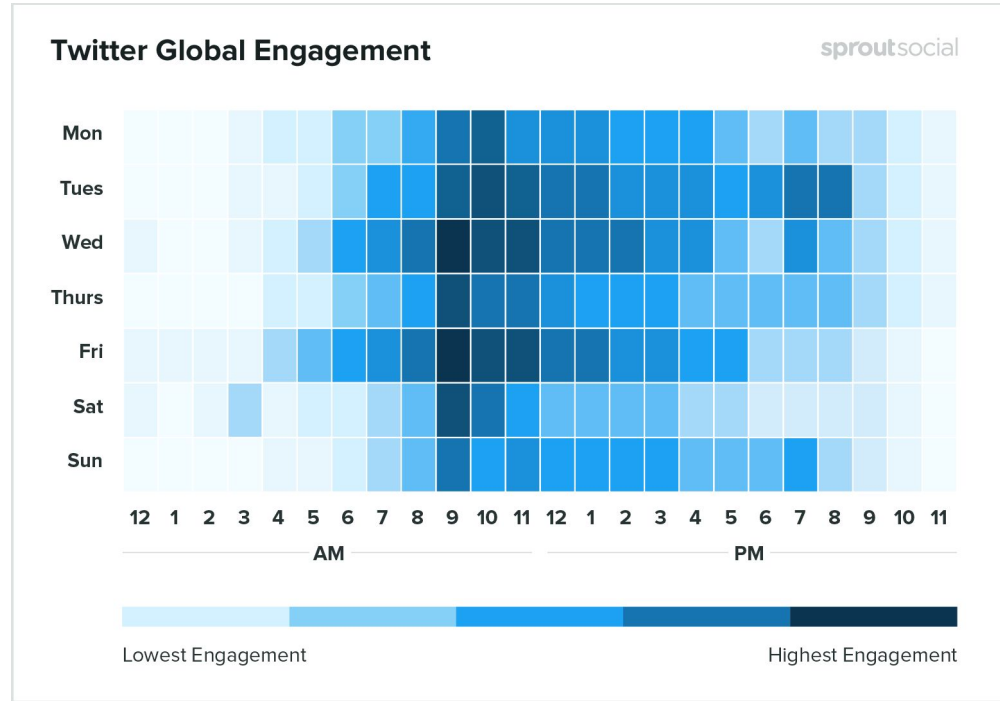
- Best times: **Wednesday at 11 a.m. and Friday from 10 a.m.–11 a.m.**
- Best day: **Wednesday**
- Worst day: **Sunday**



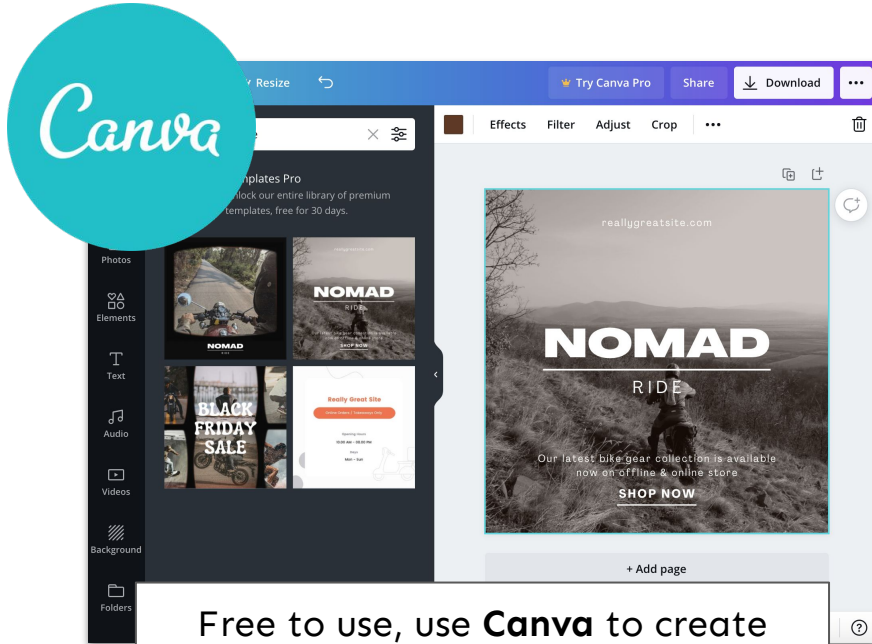
When's a Good Time to Post?



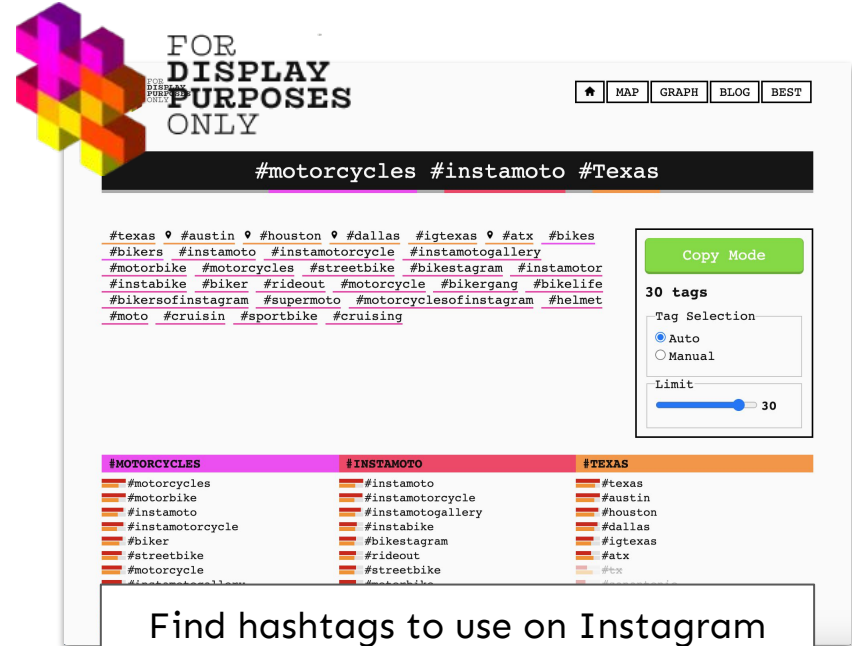
- Best times: **Wednesday and Friday at 9 a.m.**
- Best days: **Wednesday and Friday**
- Worst day: **Saturday**



BECOME A SOCIAL MEDIA POWER USER



Free to use, use **Canva** to create social media graphics by adding text, animations, or using their free stock picture library.



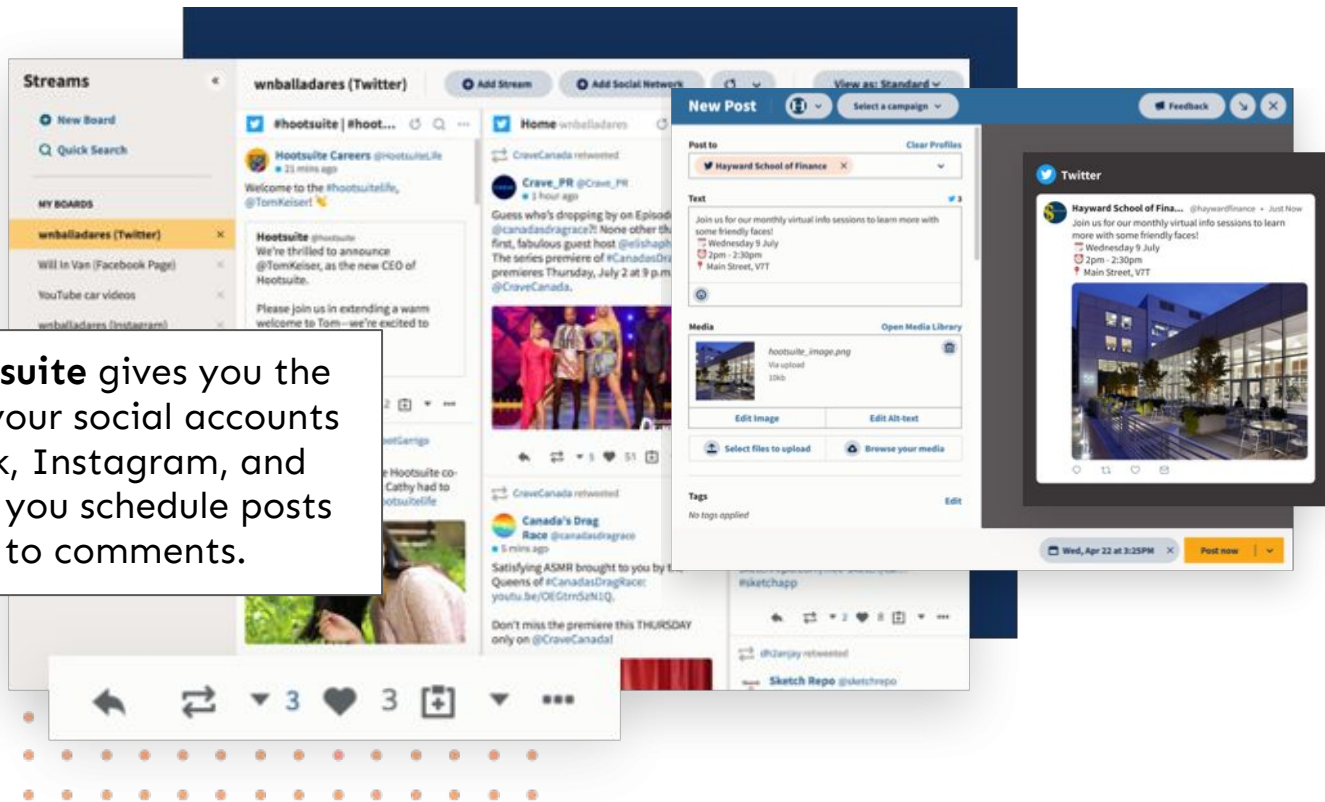
Find hashtags to use on Instagram with **Display Purposes**. Automatically generates a list with an easy-to-use copy button.

SCHEDULE POSTS AHEAD OF TIME

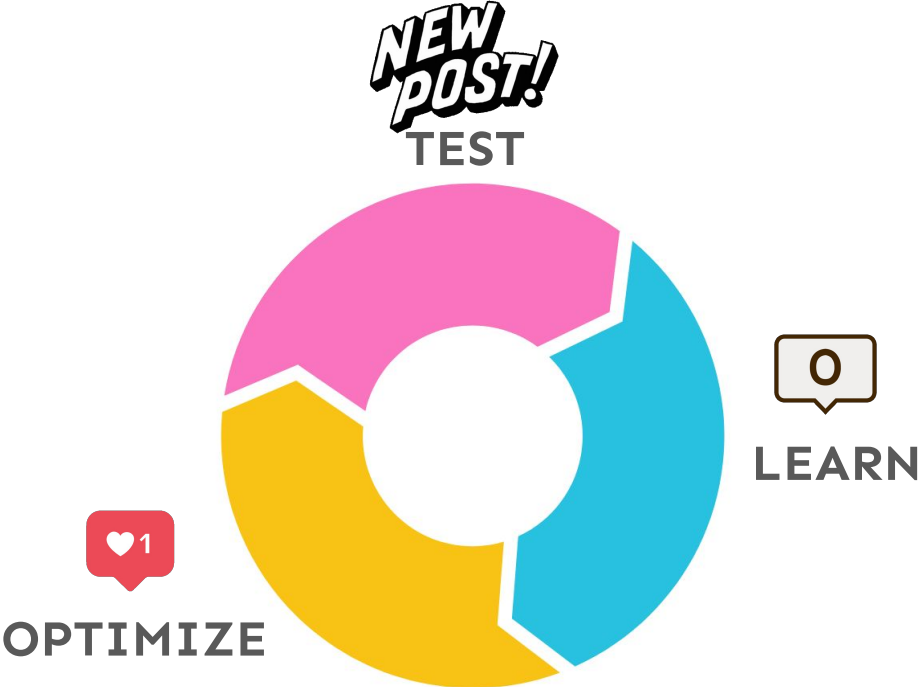


Hootsuite™

Free to use, **Hootsuite** gives you the tools to manage your social accounts across Facebook, Instagram, and Twitter by letting you schedule posts and respond to comments.



HOW TO MEASURE



Q&A