

# The Next Generation of Social Media Tools

Amadie Hart, Communications Consultant  
Governors Highway Safety Association  
Lifesavers Conference on Highway Safety Priorities  
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## Do you know who this is?



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## Reaching younger audiences

### Facebook, Instagram and Snapchat Top Social Media Platforms for Teens


% of all teens 13 to 17 who use ...

Facebook	71%
Instagram	52
Snapchat	41
Twitter	33
Google+	33
Vine	24
Tumblr	15
Different social media site	11

Source: Pew Research Center's Teens Relationship Survey, Sept. 29-Oct. 9, 2014 and Feb. 10-Mar. 18, 2015. (n=1,000 teens ages 13 to 17)

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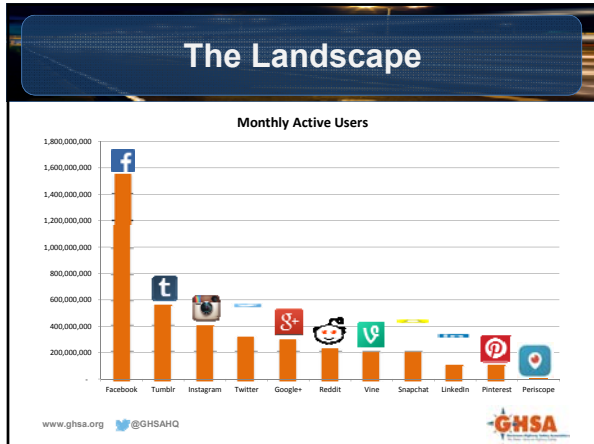
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### Tumblr

**ADOT Report: 2015 new driver's on Arizona roads in 7 years**  
**Arizona motor vehicle fatalities**

2015: 1,000  
2014: 1,000  
2013: 1,000  
2012: 1,000  
2011: 1,000  
2010: 1,000  
2009: 1,000  
2008: 1,000  
2007: 1,000  
2006: 1,000  
2005: 1,000  
2004: 1,000  
2003: 1,000  
2002: 1,000  
2001: 1,000  
2000: 1,000

Work on it! Light reading is recommended! Please check before you go!  
 We're proud to be the most fun search engine on the planet!

- “Micro-blogging” platform and social network
- 66% of Tumblr users are under 35, and 39% are under 25
- 29% of Tumblr users are Hispanic or African American

Category	% of all teen girls use Tumblr
All teens	14%
Sex	
- Girls	23%
- Boys	9%
Race/ethnicity	
- White, non-Hispanic	13%
- Black, non-Hispanic	22%
- Hispanic	18%
Age	
- 13-14	10%
- 15-17	19%

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## Instagram

- 53% of Internet users age 18-29 and 25% of Internet users age 30-49
- 47% of African American, 38% of Hispanic Internet users
- 32% of teens cite it as their most "important" social network

WHICH OF THESE DRINKS WILL MAKE YOU FEEL THE BEST?

A. A SHOT OF BOTTLED SPIRITS  
 B. A 5-oz GLASS OF WINE  
 C. A 12-oz BEER  
 D. THEY ALL TASTE THE SAME AMOUNT OF ALCOHOL

ENTERING AN INTERSTATE OR HIGHWAY

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74 likes  
 montana\_highway\_patrol Happy Saint Patrick's Day! Don't get pinched for a DUI!

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## Instagram

CAMERA ROLL

FILTERS

Share to

FOLLOWERS DIRECT

Tad Cooper? aglaviant

Tag People

Add Location

Facebook Twitter

Tumblr Flickr

SHARE AS AMAZE

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## Vine

THEY'LL SEE YOU BEFORE YOU SEE THEM.

- 100 million people watch videos each month
- 28% of Internet users age 18-24, 23% of Internet users age 25-34

**24% of American Teens Use Vine**

% of all teens in the year	
All teens	24%
Sex	
• Male	20
• Female	27
Race/Ethnicity	
• White, non-Hispanic	22
• Black, non-Hispanic	31
• Hispanic	24
Age	
• 13-14	21
• 15-17	29

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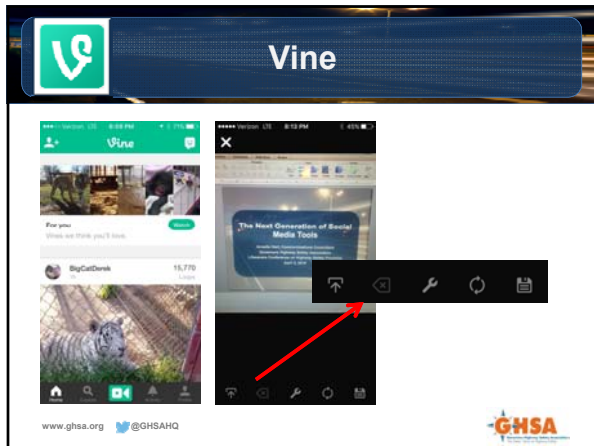
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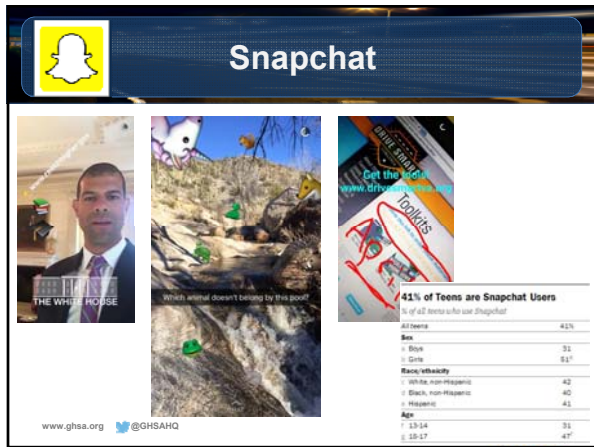
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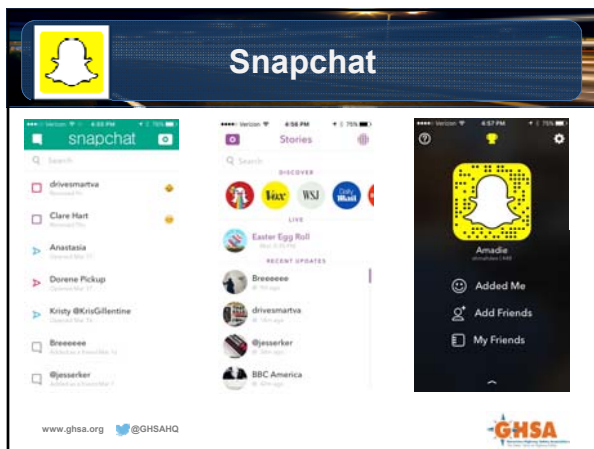
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### Live Streaming Video

- Periscope
  - Owned by Twitter; can stream directly to Twitter
  - Available for iOS and Android
- Facebook Live
  - Max 30 minute broadcast
  - Saved to your timeline after completion, like other videos
  - Available for verified pages
- YouTube Live
  - Can only stream from desktop (not mobile)
  - Will soon be replaced by YouTube Connect app

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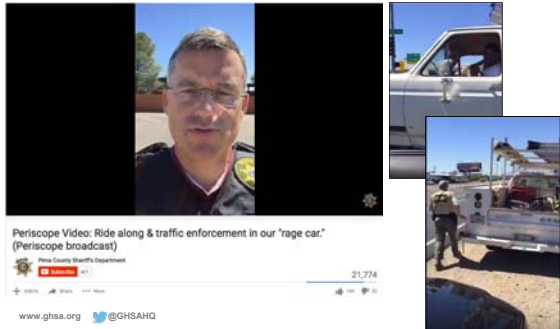
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### Live Streaming Video



Periscope Video: Ride along & traffic enforcement in our "rage car."  
(Periscope broadcast)

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### Too much?



I CAN'T EVEN

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### Strategy

- Who are you trying to reach?
- Where can they be found online?
- What do you have to offer?
- Which resources are available to you?

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### Considerations

- Organization/agency social media policies
- Review/approval policies
- Records retention requirements
- Staff comfort/expertise with the tools
- How it fits with existing communications channels

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### Resources

- Time
  - Plan on 2 hours per channel per week
- Content
  - Do you have videos? Photos? Infographics?
  - Editorial/planning calendar
- Voice
  - Formal? Informal? Humor?

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### Which channel?

			
Photos Short videos (60 sec limit) Formal Polished	Photos Videos Articles/links Infographics Polished Viral content	Short videos (6 sec limit) Informal Humor Viral content	Photos (taken with the app) Short videos (10 sec limit, taken with the app) Very informal Humor

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### THANK YOU!

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