THP SOCIAL MEDIA PLATFORMS

Facebook
www.facebook.com/TennesseeHighwayPatrol

Twitter
@TNHighwayPatrol

Instagram
@thp_TennesseeHighwayPatrol
TIPS TO GET STARTED

• Form a social media protocol, policy and/or general order
• Designate Public Information Officer(s) to be the administrator(s)
• Do not use personal profiles for professional use
• Create a departmental page for each platform
• Keep the same handle for each platform, if possible (@NAME)
• Facebook and Twitter
• Instagram = Optional
• Flickr = Photographs
• YouTube = Video content
• (Press Events, PSAs, etc.)
MONTHLY PLANNING

• Enforcement Plans
• Holidays
• Upcoming Events
• Special Programs Division
• Overall Messaging
• Recruiting
• Press Events
• Community Outreach
• Statistics
RECRUITING

THP is accepting applications for our 2nd lateral class. The clock is ticking, do not procrastinate! For more info: tn.gov/news/49019

In honor of InternationalWomensDay 💃 we present to your our "Women of THP" video. youtube.com/watch?v=iWpzGe...

http://agency.gov towmentjobs.com/tennessee/default.cfm

MARCH 8TH-21ST
COMMUNITY OUTREACH

TN Highway Patrol - @TNHighwayPatrol - 22h

Today was truly one of those great days as a trooper. We had a great time visiting w/ the students of Andrew Jackson Elem School. Thank you!
Trooper Tuesday is here. Check each Tuesday for a new trooper to tell their story about why they became a trooper.
DAY-TO-DAY: MOBILE UPLOADS

• Using Mobile Devices for Social Media
• Traffic Safety Alerts
• Promotions/Retirements
• Training Exercises: Special Operations, Aviation, Driving Track, Firing Range
• Press Events: Facebook Live
<table>
<thead>
<tr>
<th>Public Safety Awareness</th>
<th>For the Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Inclement Weather</td>
<td>• Major Crashes</td>
</tr>
<tr>
<td>• Interstate blockages</td>
<td>• Significant Events</td>
</tr>
<tr>
<td>• Detours</td>
<td></td>
</tr>
<tr>
<td>• Traffic Safety Tips</td>
<td></td>
</tr>
</tbody>
</table>

For the Media:

- TN Dept. of Safety Retweeted
- THPMemphis @THPMemphis - Feb 21
- 2 vehicle crash under investigation in Lauderdale Co. involving a school bus. 3 students on bus released to parents being checked at ER.
Please turn your headlights on during inclement weather. If your wipers are on, your headlights are required to be on.

Brenda Smith If you have “Driving Lights” or “Daytime Lights” it is usually ONLY your front lights that are on during daylight hours. So “flip the switch” and turn ALL your lights on so the ones behind you can see you in fog, rain, snow, etc.

Kim Ruck How about “Don’t turn stupid when you see a raindrop”? TN drivers act like it has never rained. Ever.

Tom Forsyth How about, if the motor is running and transmission is engaged, turn your lights on. If it’s good for motorcycles, it’s good for automobiles.
TWITTER ANALYTICS

• Log in to your agency's Twitter account.

• At the top right, click the button that looks like your profile picture. It should be a small circle. Second button to the end.

• When you click that button, you'll see a drop-down menu. Click Analytics.

• Look at the top. You'll see a menu of tabs. Click the tab labeled Audiences.

• This page shows you data reflecting the demographics of Your Followers. You can see everything from interests, ages, consumer habits, lifestyle, and more!

• Now, look at the button under your main profile pic that says Your Followers. You can change this to see demographics of All Twitter Users.
FACEBOOK ANALYTICS

• Log in to your agency's Facebook Page.

• At the top, you'll see different tabs. Click the tab labeled Insights.

• On the left, you'll see a menu. Click the tab labeled People.

• This page provides demographics reflecting users who "liked" your agency page. It's not as comprehensive as the Twitter analytics, but still helpful.
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