“Making the scene to set the scene”
Managing the agenda via social media

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In the beginning

- #loadfail
- Posts contributed by NSWPF HWP officers and followers of the THWP Facebook pages
- Safety message emphasised through highlighting of penalty for the offence.
- Media follow up by FM radio stations on social media platforms
Viewing the landscape

- As at 26 February 2019 the NSW Police Force had an audience of more than 1.13M on its Facebook page
- The Traffic & Highway Patrol Command had a Facebook audience approaching 400K
- On Twitter the NSW Police Force has an audience of 156K
Started May 2009 – 150K+ followers

Started August 2009 – 5 Million + views

Started March 2010 – 1.1 million +

500,000+ connected to their local police via FB

Started end 2013 – 8,000 followers

Started 2016

Started early 2014 – over 44,433 followers

Started February 2013 – over 20,300 followers
Playing the long game

- Prior to 2017/2018 Christmas/New Year enforcement campaign analysis of lives lost on State roads showed 76 were passengers.
- Media campaign for this operation targeted passengers empowering them to be “that backseat driver” and speak up if their driver was breaking road rules.
- This focus on empowering passengers continued through 2018.
Playing the long game
Playing the long game

- 2018 New South Wales road toll – 354 lives lost
- 57 passengers lost their lives – 25 fewer than previous year
- 24% decline in females dying in crashes on state roads
- When you think of “traditional” family car seating, these declines can also be linked to passenger focus messaging
So this is Christmas

- 31 people lost their lives of NSW roads during 2017/2018 Christmas/New Year enforcement campaign. This included four members of the one family who died in a two-car head on crash on a State arterial road.

- Planning for 2018/2019 Christmas/New Year enforcement campaign – heavy social media focus
So this is Christmas

- A cousin of the family volunteered to share her experiences as a large Italian family came to terms with the loss of four of their own as well as a much loved family pet.
- Press conference video had a Facebook reach of 192K and shared more than 660 times.
So this is Christmas

- Intense social media focus continued in afternoon via Instagram post “31 people won’t be coming home this Christmas”
- On FB alone, an audience of almost one quarter of a million people with just over 5K of them reacting, commenting or sharing
So this is Christmas

Many families are facing their first Christmas with empty chairs at the dinner table.

31 people lost their lives in 26 crashes during last year’s Christmas/New Year period.

The choices you make when you are in your car, or riding your motorcycle, could change a family’s life forever.

Is that something you could live with?

31 people aren't coming home

This Christmas, it won't be a question of which rural road in NSW police will be on, but when they will be on it.

Operation Safe Arrival, the Christmas/New Year road safety-enforcement operation, starts at 12:01 am on Friday 21 December 2018 and concludes at 11:59 pm on Tuesday 1 January 2019.

Double demerits will be in force throughout the period for speeding, seatbelt, mobile phone and motorcycle helmet offences.... See More

Operation Safe Arrival 2018

Get More Likes, Comments and Shares

Boost this post for $42 to reach up to 34,000 people.

247,007

People Reached

26,753

Engagements

Get More Likes, Comments and Shares

Boost this post for $42 to reach up to 34,000 people.

192,405

People Reached

18,086

Engagements
So this is Christmas

- Media focus the next day shifted to highlight a drink driver caught twice for drink driving. The first time, less than 10 minutes after the official start of the Christmas/New Year enforcement period.

- At the end of the campaign, seven people lost their lives on NSW roads during the holiday season.
Tragedy meet comedy …

- Can introducing a humorous image or concept to road safety allow for a serious message to be absorbed and retained by the public? Can it also set an enforcement agenda?

- Use of lighter themed imagery such as memes to convey a more serious message adopted by the NSW Police Public Affairs Branch for the main corporate Facebook page in early 2017.

- When it comes to road safety and road policing - what do you target?
What caught our eye

- The NSW Police Force Digital Media Team targeted common offences among motorists such as incorrect use/non-use of indicators, use of mobile phones and keep left when overtaking.
- These offences are also targetted during various phases of the Traffic and Highway Patrol command "Operation Compliance”
- Drivers detected travelling at more than 45km/h over the speed limit were targeted using a series of posts featuring the hashtag "#roasted".
Just an indication

- Reach - 19 million
- Likes – 25K
- Shares - 16K
- Source – NSWPF Facebook
  - 11 May 2017
Have I committed an offence?

- In May 2016 legal action was taken against 105 people in relation to indicator offences. This figure peaked at 181 in January of 2017. In May 2017, this figure was 134.
- Number of people detected has stabilised and showing signs of decline. This could be attributed to more awareness of the behaviour from drivers (in not committing the act to begin with) and road policing personnel in detecting the offence.
Do you really feel the need for speed?
Do you really feel the need for speed?

- Reach – 2.1M
- Likes – 41K
- Shares – 9.7K
- Source - NSW Police Force Facebook May 2017
Where to from here?

- Nursing professor used humour to convey statistical concepts, which were then more easily retained by students. Recognise that everyone learns differently.
- Let the science of your statistics be the basis of your road safety story. Tell that story, set the agenda, make them listen.
- Some elements of road safety and road police should never be treated lightly. Key is to identify those that can and be creative as well as sensitive.
Contact

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