



Social Media 5/2/2024

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Background

- Started first quarter, 2019
- Purpose – Reach the Brainerd Lakes Area population and visitors with traffic safety messaging using social media applications that support the TZD mission of getting to zero deaths on our roadways and trails.

Social Media Platforms

- Facebook (primary)
 - Higher use by our demographic
 - Wider reach with content shares
 - Supports photos, videos, links, messages comprised only of text
 - Must convert .pdf format (e.g., .jpg)
- Instagram
 - Reaches a younger demographic
 - Supports photos and videos.
 - Must convert .pdf format (e.g., .jpg)

* Demographics

- 69% women
- 31% men
- Age breakdown
 - 18-24 – 4%
 - 25-34 – 23%
 - 35-44 – 31%
 - 45-54 – 24%
 - 55-64 – 11%
 - 65+ - 7%
- * Facebook only

Types of Posts

- Campaigns to create awareness/education on traffic safety tips (e.g., pedestrian safety, Got Snow Go Slow, Bus Safety, Impaired and Distracted & Impaired Driving, Helmet Hair is Cool, Seatbelt Safety)
- Campaigns to recognize and educate on the work of EMS, traffic engineering, enforcement (e.g. EMS responders -- info about vehicles and the work they do, meet the responders)
- Single posts about emergency issues (e.g., whiteout conditions on 371, motorcycle safety about sand at intersections, Blackout Wednesday and lining up a safe ride home, etc.)

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Examples

Posted 11/22/23

Views – 24,000

Shares -- 189

**Thanksgiving Eve –
the biggest drinking night
of the year.
Line up a ride or Safe Ride home and
don't leave an empty chair
at the holiday table.**

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Examples cont.

About:
Month-long
campaign
recognizing &
educating about
EMS

Posted 2/2023

Views – 22,000



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Examples cont.

About:
Introducing Safe
Ride to Brainerd
Lakes Area

Posted --
7/26/2022

Views – 21,500

Shares -- 179



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Examples cont.

YouTube Videos Created by Brainerd Lakes TZD

Helmet Hair is Cool

<https://youtu.be/LSKNZUAXPAg?si=X7bUcz3EGnMcOCmO>

Day in the Life of a DUI

<https://youtu.be/IQRTZVixQUI?si=IZ7MPbys6pXttxue>

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Content Sources

- MN and National traffic and public safety sites (e.g, MN TZD, MN Dept of Public Safety, National Highway Traffic Safety Admin - NHTSA ...)
- Brainerd Dispatch and other news sources
- Free images and clip art – e.g., pexels.com, freepik.com, stock.adobe.com
- Safety videos – YouTube, NHTSA, etc.
- Safety videos and images of local experts and individuals
- Safety videos created by BLakes TZD and published on YouTube

What Works Well for Broader Reach

- Currently only 1,200 followers; however, with shares we reached 65,000 views during 11/2023-1/31/2024.
- Posts featuring local people (e.g. BLakes TZD Coalition members, snowplow drivers, bus drivers, kids, law enforcement, supporting business employees).
- Participating coalition agencies sharing posts with their followers.
- Posting information about emergencies on roads.
- BLakes TZD Safe Ride posts

Limitations/Challenges

- Reaching a younger audience.
 - Instagram is limited to images and videos. Currently only those Facebook/Instagram posts with images and videos land on Instagram.
 - BLakes TZD FB page is set-up under a personal FB account, not a business account. If a business FB account, could leverage Meta Business to automatically post across platforms.
- No time to research and use other social media platforms; need quick and simple, minimal click posts to redundantly place on other platforms.
- Volunteer hours spent monthly can range from 5 to 25+ depending on campaigns and creating content.

Find Brainerd Lakes TZD on Social Media

Facebook – Brainerd Lakes TZD

Instagram – BLakesTZD or Brainerd Lakes TZD

Questions?