



SOCIAL MEDIA NORMING EFFORT SEPTEMBER 1 THROUGH SEPTEMBER 30

- Weekly social activity every Thursday through September with stakeholders
 - Kick off the month with a nationwide, coordinated earned/social media push and a video blog
 - Second week: back to college messaging on FB, Twitter and Instagram
 - Third week: animated shorts for social—6 seconds, 15 seconds
 - Final week: provide finished content and customizable content so you can add your branding
- Nationally partner with several major digital outlets—The Chive and College Humor to spread the social message in a non-finger-wagging manner.
- Encourage *If You Feel Different, You Drive Different* partners to share and potentially promote individual posts tagging the NHTSA handle.
- Buy targeted promoted social posts to keep the message prominent throughout the month.
- Promote the use of #impaireddriving so that partners can weigh in on the conversation and post their own messaging to support ours.

PAID SOCIAL PROMOTION

- Promote creative assets on Facebook, Instagram and Twitter.
- Leverage age, behavioral, and interest-level targeting for Facebook and Twitter, with targeting based on keywords and relevant user handles layered on for Twitter (e.g., followers of @barstoolsports, @_IAmCannabis, keywords including #420squad, #IAmCannabis, #wakeandbake, #gethigh)
- Focus the campaign objective on brand awareness to increase the number of people who are exposed to the ads outside of organic posting.
- Schedule the promotion to run the full duration of the organic efforts, without flighting, to confirm that social algorithms find users at the time they are most likely to engage with the content.
- Allow all campaign creative to run in rotation together to auto-optimize based on performance, allowing top-performing creative to occupy the greatest share of budget.
- Report on performance metrics including reach, impressions, video views and engagement.

**NHTSA****IF YOU FEEL DIFFERENT
YOU DRIVE DIFFERENT**

CALENDAR

WEEK 1 (begins *after Labor Day, 9/3/18*)

- Tuesday, September 4: To launch our month-long period of *If You Feel Different, You Drive Different* social content campaign, we will create a thunderclap with partners by each publishing the same piece of content across platforms at 11 a.m. EST, letting followers know of the month's worth of content to come. #impaireddriving will also be required as part of the thunderclap participation.
- Tuesday, September 4: Marijuana Infographic V1 (car crash) on **FB**
- Wednesday, September 5: Animated short regarding alcohol on **IG**
- **Thursday, September 6: Video blog on **FB** / **TW** / **IG**, to be distributed to partners through TrafficSafetyMarketing.gov (NHTSA creating video blog)**
- Friday, September 7: Animated short regarding marijuana on **TW**
- Saturday, September 8: Animated short regarding alcohol on **FB**

WEEK 2

- Sunday, September 9: Animated short regarding alcohol on **TW**
- Monday, September 10: Marijuana infographic V2 (joints) on **FB**
- Tuesday, September 11: Animated short regarding marijuana on **IG**
- Wednesday, September 12: Cops Know What to Look for video on **IG**
- **Thursday, September 13: Back to college messaging GIFs on **FB** / **TW** / **IG**, to be distributed to partners through TrafficSafetyMarketing.gov**
- Friday, September 14: Animated short regarding marijuana on **TW**
- Saturday, September 15: *Cops Know What to Look For* video on **FB**

WEEK 3

- Sunday, September 16: Marijuana infographic V1 (car crash) on **TW**
- Monday, September 17: Animated short regarding marijuana on **FB**
- Tuesday, September 18: *Cops Know What to Look For* video on **TW**
- Wednesday, September 19: Marijuana infographic V1 (car crash) on **IG**
- **Thursday, September 20: Animated short regarding marijuana on **FB** / **TW****
- Friday, September 21: *Cops Know What to Look For* Video on **IG**
- Saturday, September 22: Animated short regarding alcohol on **FB**

WEEK 4

- Sunday, September 23: Animated short regarding alcohol on **TW**
- Monday, September 24: Marijuana infographic V2 (joints) on **IG**
- Tuesday, September 25: Animated short regarding marijuana on **FB**
- Wednesday, September 26: Animated short regarding marijuana on **IG**
- **Thursday, September 27: What's your Drug-Impaired Driving IQ? and Take the Drug-Impaired Driving Pledge available for partners' branding on **FB** / **TW** / **IG**, to be distributed to partners through TrafficSafetyMarketing.gov**
- Friday, September 28: *Cops Know What to Look For* video on **TW**
- Saturday, September 29: Marijuana infographic V1 (car crash) on **TW** and Marijuana infographic V2 (joints) on **FB**