Fact sheet – Social media and road safety

Number 2, 2012

Part of the [Tranzinfo Hot Topics](#) series, this fact sheet offers a selection of material on the use of social media in road safety campaigns. While social media has an established presence in the transport sector (see a 2010 [survey](#) by AASHTO), its use in road safety campaigns is a more recent development.

Contents:

Glossary

Social media: Internet-based applications that allow users to create their own content and share it with others.

Facebook: Free social networking website where users can create their own multimedia profile, befriend other users, and post messages on friends' pages. Organisations can create a Facebook page, which all Facebook users can access, while special interest groups or communities of practice can create a Facebook group which is accessible only to group members.

YouTube: a video sharing site. A video clip that gains widespread distribution through social media is said to have gone 'viral'.

Blog: an online journal created by individuals or groups of users. Followers can contribute comments.

Twitter: a micro blogging system. Users send text messages ('tweets') to a list of followers. Topics that are the most talked about on Twitter at a given time are said to be 'trending'.

LinkedIn: a social networking site for professionals and companies which enables users to 'link in' with colleagues and other industry professionals. Users can start groups based on industry or topical areas of interest.

Pinterest: a virtual pin board. Users 'pin' pictures of interest to them on their 'board' and share them with others.
Smart phone: a mobile phone with internet access and features such as email, text messaging, video camera, mp3 player, and apps.
Apps: an app is a piece of software ('application') that can run on a smart phone or other electronic device.

Back to top

Case studies & research

Is there an App for that?: social media uses for road safety
Research from the Queensland University of Technology which reviews the design and evaluation of social media in road safety and public health campaigns.

Best practice in road safety mass media campaigns: a literature review
Research from the Centre for Automotive Safety Research (CASR) examining Australian and international road safety advertising literature to determine best practice principles.

Communications, media and road safety messages
A special 2011 issue of the Journal of the Australasian College of Road Safety.

Communication, public discourse, and road safety campaigns
By Nurit Guttman, Routledge, (to be published 15th December 2012)
A new book on communication in road safety campaigns.

A drive through Web 2.0: an exploration of driving safety promotion on Facebook™
Research on the prevalence and effectiveness of road safety user groups on Facebook.

Think and drive: Niagara road safety campaign summary
An analysis of the Think and Drive public relations and social marketing road safety campaign in the Niagara region, Canada.

The effect of communication campaigns in promoting safer travelling culture among Malaysians during a major festive season
A study on the effectiveness of road safety communication campaigns in various media formats in Malaysia.

Back to top

Media reports

[TAC campaign aims at teen road safety](#)
After admitting that conventional road safety campaigns often fail to get through to young people, Victoria's Transport Accident Commission is turning to social media with a campaign called 'Home Safe' to be launched in December.

[TAC pins road safety message on Pinterest](#)
The Victorian TAC's foray into Pinterest is running concurrently with its 'Pictures of You' advertising campaign.

[Innovative use of social media by Kenya Red Cross Society](#)
The Kenya Red Cross Society has developed a strong social media presence and is using it to promote road safety.

[Kenyans shame dangerous drivers on Twitter as MPs debate rules for roads](#)
Kenyans are tweeting about accidents they witness, advising caution, and outing drivers who drive dangerously, using the TwitterBigStick hashtag.

[Social media driving road safety forward](#)
Malaysians Unite for Road Safety (MUFORS) is capitalising on the popularity of new media in the country.

[U.S. Department of Transportation announces winner of distracted driving design challenge](#)
A 14-yr-old school student has won the US DOT's Distracted Driving Design Challenge with an icon to be shared on Facebook, Twitter and other social networking sites.

[How a UK road safety video went viral with 5 million views](#)
The Sussex Safer Roads Partnership's 'Embrace Life' video has become a hit on YouTube.

[Highway Code campaign wins top award](#)
The UK Highway Code is now a road safety service available in different platforms such as [Twitter](#) and [Facebook](#). It is also available as an [iPhone app](#).

[Metro's tongue-in-cheek transport safety animated video goes viral on social media](#)
Metro Trains has produced a new animated transport safety ad that has gone viral with nearly 30 million hits on YouTube. The video has now inspired [cover versions, parodies and re-posts.](#)

[Police take to social media to highlight road safety – Operation #tortoise](#)

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Over the Easter period this year, NSW Police officers used Facebook and Twitter in a 'tweet-along' highlighting dangerous driving.

Back to top

General guidance for designing a social media campaign

[Twitter campaign case study: 6 success stories](#)
Takes a look at successful Twitter campaigns.

[Top social media campaigns and what you can learn from them](#)
Examples of companies who use social media effectively.

[CDC social media tools, guidelines & best practices](#)
Guidelines from the Centers for Disease Control and Prevention on the planning, development and implementation of social media campaigns.

[Social media guidelines for best practice](#)
Advice from Aged & Community Services Australia.

[7 Interesting Pinterest marketing campaigns](#)
Marketing campaigns on Pinterest are a new concept.

[Viral marketing examples from around the world](#)
International examples of marketing videos that have gone viral, including Transport for London's 'Test your awareness: do the test' video.

Back to top

Examples of campaigns

[Tune into Traffic earphone advert](#)
Produced by UK group Tune into Traffic, this video clip highlights the dangers of crossing roads while listening to mp3 players.

[Fatality free Friday – interactive pledge](#)
Suncorp Insurance has released an interactive YouTube video. The campaign also uses Social media and QR codes to distribute the clip.

[Embrace life – always wear your seatbelt](#)
Sussex Safer Roads Partnership (UK) has produced a video dealing with the non-use of seatbelts.

[Speed dating](#)
An award-winning YouTube film produced for Road Safety North West (UK).

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[Slow down pledge](#)
Facebook page produced by Roads and Maritime Safety (NSW). Users are encouraged to take a pledge to slow down and share their stories and experiences.

[Journey beyond road trauma](#)
This social networking site where those affected by road trauma can share their stories and begin the healing process was a finalist in the 2011 Australian Road Safety Awards. The site is similar to the [Share My Story](#) social networking website (now closed) set up by the Queensland Department of Transport and Main Roads.

[Ddrink recipes](#)
An anti-drink driving campaign from the California Office of Traffic Safety featuring non-alcoholic cocktails and recipes. On Facebook and Twitter.

[Road user or abuser](#)
A 6-week VicRoads campaign which used a Facebook page for bike riders and drivers to discuss their concerns about sharing the road.

[UN Road Safety collaboration](#)
Official Twitter channel dedicated to Decade of Action for Road Safety 2011-2020

[Local Government road safety Facebook pages](#)
Including: FreeCuppa for the driver; Moree Plains & Gwydir Shires Road Safety Program; Orange & Cabonne Road Safety.

[Malaysians Unite For Road Safety (MUFORS)](#)
This road safety campaign comes with social media ingredients – YouTube, Facebook, news feed, rating and poll.

[TAC Victoria's YouTube channel](#)
Featuring 'Pictures of You', Motorcycle Safety Campaign, and a selection of TAC advertisements.

[How to plan a funeral](#)
TAC Victoria's anti-speeding campaign on Pinterest boards is running concurrently with its television advertising campaign 'Pictures of You'.

[VicRoads YouTube channel](#)
Featuring 27 videos on road safety and rules.

[Motor Accident Commission SA](#)
The South Australian MAC's YouTube channel.

[Project Drive Safe](#)
Road safety blog by the Utah Department of Public Safety, Highway Safety Office.

[Bike blog + road safety](#)
The Guardian's blog on bicycle road safety. Readers can leave comments.

[Dumb ways to die](#)
Melbourne's Metro Trains' new transport safety ad has gone viral.

[Road Safety - LinkedIn](#)
Road Safety professionals, companies and groups on LinkedIn

[Back to top](#)

This fact sheet was produced by the Tranzinfo network of transport-related libraries across Australia and New Zealand.

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Centre for Automotive Safety Research Library
Commonwealth Department of Infrastructure and Transport Library
Hargrave-Andrew Library, Monash University
Victorian Department of Transport Library
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Roads and Traffic Authority Library
SA Department of Planning, Transport & Infrastructure Library
Sinclair Knight Mertz Library
SMEC Library
Tasmanian Department of Infrastructure, Energy & Resources Library
University of Tasmania Launceston Campus, incorporating former Australian Maritime College Library
VicRoads Library
WA Department for Transport Library

New Zealand

Ministry of Transport Library
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Opus International Consultants Library