Click It Or Ticket Campaign Evaluation Report

Providing Highway Safety and Security through Excellence in Service, Education and Enforcement

A SAFER FLORIDA
HIGHWAY SAFETY AND MOTOR VEHICLES

May 23—June 5, 2016

Background

The Florida Department of Highway Safety and Motor Vehicles is the state agency charged with providing highway safety and security through excellence in service, education and enforcement. The department is leading the way to a safer Florida through the efficient and professional execution of its core mission: the issuance of driver licenses, vehicle tags and titles and operation of the Florida Highway Patrol. The department's Office of Communications manages and implements all of the agency's safety and education campaigns, including marketing efforts for enforcement campaigns such as "Click It or Ticket."

Wearing a safety belt saves lives, but only if worn correctly every time someone is in a motor vehicle. Motorists are far more likely to be killed in a crash not wearing a safety belt. In a crash, the safety belt keeps someone:

  • From being ejected from the vehicle;
  • From being thrown against other passengers, your steering wheel or windshield;
  • Behind the wheel, where they can control the vehicle.

Florida law requires that all drivers, all front seat passengers and all passengers under the age of 18 wear safety belts[1]. Wearing a safety belt in Florida became a primary offense in 2009, meaning drivers and passengers 18 or older can be cited if they, or any passenger under the age of 18, are not properly wearing their safety belt. Children under age four must be in a safety seat, and children ages four and five must be in either a safety seat or a booster seat. Day or night, individuals should buckle up because there is often no second chance. Wearing a safety belt is critical in order to avoid unnecessary injury or death.

Since 2009, citations issued for not being properly buckled up have dropped more than 50 percent statewide, but there is still a long way to go. Preliminary 2015 data showed that 43 percent of those killed in crashes in vehicles where safety belt use is required chose not to wear their safety belts. Men were more than twice as likely to be killed in a crash not wearing a safety belt than females. From May 23 to June 5, 2016, the Florida Highway Patrol (FHP) increased their efforts to remind all motorists that, while safety belt use is required by certain individuals under Florida law, the consequences of not wearing a safety belt are deadly.

Campaign Objectives

  • Secure at least five news stories based off of department disseminated press release.
  • Obtain 1,000 engagements (shares, comments, retweets) on department social media channels.
  • Garner at least 100 visits to the Click It or Ticket campaign webpage on www.flhsmv.gov
  • Hold at least three Click It or Ticket campaign press conferences in the state.

Budget

All aspects of the campaign were earned or social media at no cost.

[1]Some exemptions apply to cars manufactured prior to 1968 and trucks prior to 1972.

Evaluation

The May 23 – June 5, 2016 Click It or Ticket enforcement campaign was successful in meeting campaign goals and objectives and reached more than 500,000 people statewide. Throughout these two weeks, the campaign garnered nine news stories in newspapers and local news channels, reaching more than 250,000 people. The department used its social media platforms Facebook, Twitter and Instagram to promote the Click It or Ticket enforcement campaign and content was posted a total of 32 times throughout the two week period. During the Click It or Ticket campaign, the department's social media accounts made a minimum of 336,008 impressions. Compelling safety belt crash statistics prompted the Office of Communications to upgrade the Click It or Ticket enforcement campaign to a primary campaign only days before the campaign launch. Due to abbreviated time in planning the campaign, the department was unable to add campaign press conferences as a measurable objective.

Media	Impressions
Earned	267,556
Social Media	336,008
Total	**603,564**

Despite the fact that the department's campaign efforts were at an all-time high, some Florida motorists still refused to wear their safety belt. During the Click It or Ticket campaign, 23 people who died in crashes were not wearing their safety belt. Of those 23 fatalities, ten were adults between the ages of 18 and 30 and four were children 15 years of age and younger. While the department will continue to make safety belt use a permanent staple in the safe driving dialog, motorists must also do their part to set the example. It is undisputable that safety belts increase the chances of arriving alive. Buckle up every time.

Earned Media

Date	Publication	Title	Readership	Link
5/23/2016	*Daily Commercial*	'Click It or Ticket' Campaign Underway	128,100 unique monthly visitors	http://goo.gl/5OhNJI
5/23/2016	*WJHG News Channel 7*	Florida Highway Patrol Kicks Off 'Click It or Ticket' Campaign	20,000 households reached during evening news/ 28,000 adults reached	http://goo.gl/tmCfjk
5/23/2016	*Palm Beach Post*	Simple Strategies for Avoiding a Ticket on Memorial Day Weekend	Daily circulation of 204,847	http://goo.gl/z9X1Oh
5/23/2016	*Land O'Lakes Patch*	'Click It or Ticket,' Law Enforcement Warns	1.2 million subscribers *	http://goo.gl/yvRMzX
5/24/2106	*South Florida Reporter*	FHP Participates in National Click It or Ticket Enforcement Campaign	3,000 pages views per day	http://goo.gl/p0OvEw
5/24/2016	*North Escambia*	2-Week Click It or Ticket Seat belt Campaign Begins	Online readership of 12,600	http://goo.gl/BELNuJ
5/24/2016	*Highlands Today*	There's No Second Chances, Buckle Up Every Time, FHP Advises	Daily circulation of 16,609	http://goo.gl/smhm2o
5/24/2016	*Cape Coral Daily Breeze*	Click It or Ticket	Daily circulation of 2,500	http://goo.gl/toUQ3p
5/25/2016	*The Apopka Voice*	Apopka Police Step Up Seat Belt Enforcement- 'Click It or Ticket'	25,058 unique monthly visitors.	http://goo.gl/rO9XUw

Total Stories: 9 **Reached at least 267,556**

*Land O'Lakes Patch is a community specific news, information and engagement network

Social Media

Facebook: Page Level Data

Posts for the Click It or Ticket enforcement campaign began on May 23, 2016. When the campaign launched, the department's Facebook page had 12,469 likes. Over the course of the campaign, the department gained 107 new likes, approximately seven new likes a day, totaling 12,576 by June 5, 2016. For the purpose of this evaluation, Facebook campaign analytics will be separated into two weeks. Due to flaws in Facebook analytics regarding unique users, aggregate reach and engagement, accurate analytics cannot be compiled for a period of 14 days.

During the first week (May 23 - May 29, 2016) of the Click It or Ticket campaign, the department reached 31,563 unique Facebook users, reaching at least 4,785 users each day and, at most, 8,878 users on a single day. The department's page engaged with approximately 1,910 unique Facebook users during this time period.

During the second week (May 30 - June 5, 2016) of the Click It or Ticket campaign, the department reached 40,812 unique Facebook users, reaching at least 6,534 users each day and, at most 15,346 users in a single day. The department's page engaged with approximately 3,660 unique Facebook users during this time period.

Throughout the entire Click It or Ticket enforcement campaign, the department's Facebook page made 225,461 impressions; 9,079 impressions during the first week of the campaign and 11,525 impressions during the second week of the campaign.

Facebook: Post Level Data

All posts containing Click It or Ticket content created by the department reached between 547 and 3,678 unique Facebook users. The average reach for a campaign post was 1,773 users. The post with the highest reach was published on June 1, 2016 and informed Facebook users that 87 percent of those who were ejected from their vehicle and died in Florida in 2015 were not wearing their safety belts.

The average rate of engagement per Click It or Ticket campaign post was three percent among Facebook users. The minimum engagements on a single Click It or Ticket enforcement campaign post was 16 engagements, while the maximum engagements on a single post was 175. The post with the highest engagement rate (six percent) was published on June 3, 2016 and linked to the article *FHP Participates in National Click It or Ticket Enforcement Campaign*.

The average number of impressions made per Click It or Ticket post was 2,680 impressions. Each post made at least 745 impressions and, at most, 5,006 impressions. The post that garnered the most impressions, more than 5,000, was the same post that reached the most people: the post informing Facebook users that 87 percent of those who were ejected from their vehicle and died in Florida in 2015 were not wearing their safety belts.

Twitter:

At the start of the Click It or Ticket campaign, the department's Twitter account had 5,870 followers. By June 5, 2016, the department gained 78 new followers, representing a one percent increase totaling 5,948 followers. Over the course of the campaign, the department received over 110,200 impressions, 229 retweets, 201 likes, 28 replies and maintained an engagement rate of .8 percent.

The department posted 13 Click It or Ticket tweets from May 23 to June 5, 2016. Campaign specific posts earned a total of 107 retweets, 105 likes, nine #ArriveAliveFL hashtag clicks and two replies. On average, each tweet received 2,722 impressions, 38 engagements, was retweeted eight times and received five likes.
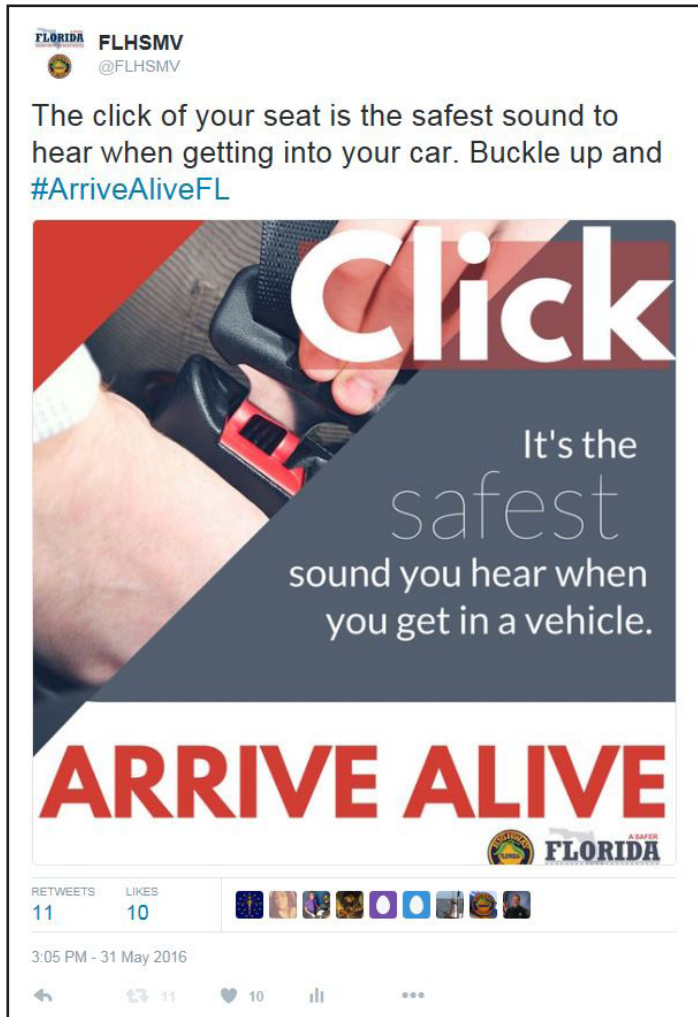
The department's tweet that garnered the most impressions was a tweet reminding Twitter users that the safest sound you hear when getting into a vehicle is the click of your safety belt. This tweet received 11 retweets, ten likes and 41 engagements.

The department's tweet that garnered the highest engagement rate was a tweet informing Twitter users that 87 percent of those who were ejected from a vehicle and died in Florida in 2015 were not wearing their safety belts. This tweet engaged with 187 Twitter users, maintaining an engagement rate of 3.75 percent. This tweet also received 24 retweets, 20 likes and 4,984 impressions.

Instagram:

The department made six posts that contained Click It or Ticket campaign content over the two week period. All posts received more than 35 likes, and the average likes that a Click It or Ticket post received was 57. The top campaign post received 90 likes and was posted on June 1, 2016.

Date	Department Instagram Post
5/24/2016	

43%
of fatalities in Florida in 2015
WERE NOT USING SAFETY BELTS.

flhsmv
53 likes   2w
flhsmv 43% of those who died in crashes in Florida in 2015 were not wearing safety belts. If you want to arrive alive, always buckle up. #ArriveAliveFL

Add a comment...

5/25/2016

Florida Law requires the use of safety belts by Drivers Passengers in the front seat Children under 18

flhsmv
52 likes   2w
flhsmv Florida law REQUIRES the use of safety belts for drivers, passengers in the front seat and children under 18. If you want to arrive alive, remember to buckle up. #ArriveAliveFL
mattbman87 And motor cyclist don't have to have a helmet on if they have insurance?
chet_nasty So if you're over 18 sitting in the backseat you're golden?

Add a comment...

Date	Department Instagram Post
5/25/2016	
6/1/2016	

Date	Department Instagram Post
6/2/2016	

FLHSMV.gov

The department's Click It or Ticket campaign webpage received 1,376 page views between May 23 and June 5, 2016. Of the 1,376 total views, there were 1,119 (81 percent) page views from unique web users. The average amount of time that a user spent on the webpage was 1:15. The DHSMV Click It or Ticket enforcement campaign page included 2015 Safety Belt Fatality Data (5 clicks), three year Safety Belt Fatality Data (3 clicks) and the Safety Belt Rack Card (11 clicks).

Enforcement Efforts

From May 23 to June 5, 2016, the Florida Highway Patrol made additional efforts to enforce safety belt use throughout the state of Florida. Troopers wrote a total of 9,238 safety belt citations, including lack of child restraints, during the two week Click It or Ticket campaign. Additional data regarding Troop enforcement efforts can be found in Appendix A.

Troop	Safety Belt Citations	% of Safety Belt Citations Compared to Overall Citation Count (For Specific Troop)
G	2330	59.36%
K	1918	29.99%
C	1518	32.26%
L	1028	24.58%
E	601	14.84%
F	584	20.53%
D	465	11.90%
B	262	14.55%
H	193	9.39%
A	172	9.18%
Q	92	33.96%
I	46	13.26%
J	31	8.16%
Total:	**9238**	

Appendix A

Florida Highway Patrol Click It or Ticket: May 23-June 5, 2016

	Statewide
Exemplary Officer for Occupant Protection	D.J. Currier (350)
Number of safety belt citations	9,109
Number of child restraint citations	129
Number of reckless driving citations	31
Number of speeding citations	10,192
Number of DUI arrests	271
Number of Felony arrests	666
Number of suspended licenses	1,500
Number of uninsured motorists	2,301
Number of recovered stolen vehicles	5
Number of drug arrests	282
Number of Fugitives apprehended	48
Number of other arrests	12,203
Safety belt enforcement 8:00 PM to 6:00 AM	177
Number of Unbelted Crashes 5/23/15 through 6/5/15	460
Number of Unbelted Crashes 5/23/16 through 6/5/16	350
Number of Unbelted Serious Injury Crashes 5/23/15 through 6/5/15	80
Number of Unbelted Serious Injury Crashes 5/23/16 through 6/5/16	64
Number of Unbelted Fatal Crashes 5/23/15 through 6/5/15	28
Number of Unbelted Fatal Crashes 5/23/16 through 6/5/16	12

DUI: *Combined UTC/DUI Citations*

Felony Arrests: *Number of Felony Counts*

Drug Arrests: *Number of Drug Counts*

Unbelted Crashes: *1, 2 and 77*

Fires: *Please note there is no Troop Q**

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