Drowsy Driving Prevention Week: You Snooze, You Lose. Don’t Drive Drowsy.

Campaign Evaluation Report

YOU SNOOZE

YOU LOSE

DON’T DRIVE DROWSY

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

September 1-10, 2017
Background

The Florida Department of Highway Safety and Motor Vehicles (department) 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 (FHP). The department’s Office of Communications coordinates with program areas to manage and implement all of the department’s safety and education campaign initiatives, including Drowsy Driving Prevention Week campaign to educate the public regarding drowsy driving prevention on Florida’s roads.

Drowsy Driving Prevention Week was established in 2010 with the Ronshay Dugans Act¹, as a time to remind everyone of the risks associated with drowsy driving. In 2008, eight-year old Ronshay Dugans lost her life after a cement truck driver fell asleep at the wheel and hit the school bus she was riding. Drowsy Driving Prevention Week honors her memory by reminding Florida of the deadly impact of drowsy driving.

In 2016, there were 4,567 crashes in Florida where at least one driver was asleep or fatigued, resulting in 350 serious bodily injuries (SBI) and 22 fatalities. The highest numbers of drowsy driving crashes occurred on state and local roads between the hours of 4:00 a.m. and 7:00 a.m. in 2016, with the most crashes and fatalities at 6:00 a.m.

Of the 4,567 drowsy driving crashes in 2016, 397 involved Commercial Motor Vehicles (CMV). Drowsy CMV-related crashes increased 28 percent from 2015 to 2016. Preliminarily, there were seven drowsy CMV-related fatalities in 2017, the most fatalities for the last four years. The most drowsy CMV crashes occurred at 6:00 a.m. CMV drivers are required by federal law to follow the hours-of-service regulations that put limits on when and how long CMV drivers may drive. In 2016, there were 7,666 total violations involving hours-of-service regulations, a 46 percent decrease from 2015.

The department led the Drowsy Driving Prevention Week campaign from September 1 to 10, 2017, to remind motorists to drive alert so everyone can Arrive Alive.

Objectives

The department was not able to meet all 2017 campaign objectives, which had been increased from the 2016 campaign. The campaign objectives not met were largely due to the impact of Hurricane Irma. Campaign dates are set by Florida Statutes¹.

☐ Secure at least 10 news stories from the department-disseminated press release.

2017: Secured 5 news stories with at least 22,072 potential views.
2016: Secured 13 news stories with at least 156,928 potential views.

☐ Conduct media relations outreach with at least two consumer reporters in campaign target areas and obtain in-depth news coverage in those target areas, i.e. a press conference.

2017: Not met due to preparations and office closures from Hurricane Irma.
2016: Not met due to Hurricane Hermine closing state offices in the beginning of the campaign.

☑ Obtain at least 150,000 impressions on department social media channels.

2017: Obtained 12,884 organic impressions and 248,683 paid impressions on social media.
2016: Obtained 178,056 impressions on social media.

☐ Garner more than 5,000 visits to the Drowsy Driving campaign web pages on www.flhsmv.gov.

2017: Garnered 771 total pageviews.
2016: Garnered 5,208 total pageviews.

☑ Disseminate campaign message through targeted advertisements and earn at least one million impressions.

2017: Earned over 52 million impressions through online and radio advertisements.


   (1) This section may be cited as the “Ronshay Dugans Act.”

   (2) The first week of September is designated as “Drowsy Driving Prevention Week” in this state. During Drowsy Driving Prevention Week, the Department of Highway Safety and Motor Vehicles and the Department of Transportation are encouraged to educate the law enforcement community and the public about the relationship between fatigue and performance and the research showing fatigue to be as much of an impairment as alcohol and as dangerous while operating a motor vehicle.
Target Market

English and Spanish speaking motorists and CMV drivers age 15-40 (ages involved in the most drowsy driving crashes) in counties with the highest numbers of crashes, fatalities and citations, including: Broward, Duval, Hillsborough, Leon, Manatee, Miami-Dade, Orange, Osceola, Palm Beach, Polk, Seminole, Sarasota and Volusia counties.

Budget: $37,500

- Billboards: up to $25,000
- Online and/or Broadcast Radio Advertisements (English and Spanish): up to $10,300
- Social Media Video Advertisement: up to $5,000
- Printing and Mailing: up to $200

Expenditures: $37,200.15

- Billboards: $25,000
- Online and/or Broadcast Radio Advertisements (English and Spanish): $10,300
- Social Media Video Advertisement: $1,793.98
- Printing and Mailing: $106.17

Evaluation

The department led the Drowsy Driving Prevention Week campaign from September 1 to 10, 2017, to remind motorists to get adequate rest to drive alert so everyone can Arrive Alive. Throughout the Drowsy Driving Prevention Week campaign, the department educated the public regarding all aspects of drowsy driving prevention, including:

- Getting adequate sleep to prevent drowsiness while driving;
- The importance of CMV hours-of-service regulations;
- Stopping to rest when needed while driving; and
- Overall safety measures to maintain alertness while driving.

<table>
<thead>
<tr>
<th>Media</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid</td>
<td>19,692,602</td>
</tr>
<tr>
<td>Earned</td>
<td>22,072</td>
</tr>
<tr>
<td>Social</td>
<td>269,963</td>
</tr>
<tr>
<td>FLHSMV.gov</td>
<td>771</td>
</tr>
<tr>
<td>Partner Outreach</td>
<td>441</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>19,985,849</strong></td>
</tr>
</tbody>
</table>
It is important to note that Hurricane Irma, the strongest observed hurricane in the Atlantic since Wilma in 2005, developed and made landfall in Florida during Drowsy Driving Prevention Week. On September 4, Governor Rick Scott declared a state of emergency for all 67 counties in Florida, suspending tolls on the Florida Turnpike on September 5 and closing all state offices, schools and colleges from September 8 to 11. On September 7, 2017, the entire Florida Highway Patrol (FHP), approximately 1,700 Troopers, started 12-hour shifts, with the primary mission to assist emergency preparedness and response. Hurricane Irma intensified into a Category 5 before making landfall in Cuba, causing mandatory evacuations for the Florida Keys and areas of Fort Lauderdale and Miami.

FHP conducted more than 150 emergency missions and the Division of Motorist Services had its Florida Licensing on Wheels (FLOW) mobiles on standby to deploy to impacted areas as needed. By the evening of September 8, hundreds of thousands of Floridians evacuated, making it the largest evacuation in Florida's history. After weakening to a Category 3 from its contact with Cuba, Hurricane Irma reintensified into a Category 4 hurricane as it made landfall in the Florida Keys in the early morning of September 10. As the day went on, Hurricane Irma hit Marco Island and Naples, with recorded wind gusts of 130 mph. Hurricane Irma was the most intense hurricane to strike the United States since Katrina in 2005 and the first major hurricane to make landfall in Florida since Wilma.

Although the Drowsy Driving Prevention Week campaign was heavily impacted by Hurricane Irma, the campaign still garnered almost 20 million impressions. The campaign's paid media garnered more than 19 million impressions through billboards, radio and social media advertisements. Throughout the month, the campaign garnered five news stories in newspapers, local news channels or local radio stations statewide, with at least 22,072 views across multiple platforms. The department used its Facebook, Twitter and Instagram accounts to promote the campaign, including tying drowsy driving messages into social media posts as it related to activities surrounding Hurricane Irma, delivering a minimum of 12,884 impressions. The campaign webpages on FLHSMV.gov received 771 page views. Due to Hurricane Irma, FHP Public Affairs Officers (PAO) did not conduct any community safety events related to the campaign. Campaign partners garnered 292 views and 149 engagements.
Branding and Design

The department updated the Drowsy Driving Prevention Week campaign artwork and branding for 2017, updating the logo and using more graphic, engaging video content to communicate the seriousness and consequences of drowsy driving. The new artwork was used across platforms, on billboards, online radio advertisements, social media, FLHSMV.gov and in all posters distributed to partners and stakeholders.

2016

Poster

YOU SNOOZE YOU LOSE!

DON’T DRIVE DROWSY

On long trips, take a break every 100 miles or 2 hours. If you feel tired, pull over and take a break.

Use the “buddy system” so you have a companion and can switch drivers when needed.

Always drive sober and do not drive after taking medications that can make you drowsy.
Drowsy Driving Prevention Week: You Snooze, You Lose. Don’t Drive Drowsy
Campaign Evaluation Report - September 1-10, 2017

Florida Department of Highway Safety and Motor Vehicles

Social Media Images

Poster

YOU SNOOZE
YOU LOSE
DON'T DRIVE DROWSY

Tired? Take a break to Arrive Alive.

NO MANEJES CANSADO
TU PIERDES
YOU LOSE
DON'T DRIVE DROWSY

Get enough rest.
Arrive Alive.

#DrowsyDrivingFL
#ArriveAliveFL

#DrowsyDrivingFL
FLHSAM.GOV
Paid Media

Billboards

The department purchased space on 17 billboards statewide to place drowsy driving safety messages with a focus on major highways in Miami, Daytona, Ft. Walton, Pensacola, Tampa, Panama City, Lakeland, Ocala and Fort Myers.

Though the campaign only ran from September 1 to 10, the billboards remained posted for two additional months, creating added value for the department. In addition, while the department only paid $25,000 for the 17 billboards, the actual value of all the billboards was more than three times that at $86,078. The statewide average eyes on impressions (EOI), or number of people that saw the billboards, was an average of 124,602 a week for a total campaign EOI of 16,945,872.

Drowsy Driving Prevention campaign billboards posted in Ocala, Fort Walton and Lakeland.
Online and Broadcast Radio Advertisements

The department contracted with a multimedia radio company to run Drowsy Driving Prevention Week campaign online and broadcast radio advertisements. These advertisements were targeted to motorists age 15 to 40 on online radio and 18 and older on broadcast radio throughout Florida. The :30 audio spot for the radio advertisements addressed motorists and CMV drivers as follows:

(Sound Effect: Yawn) Are you too drowsy to drive? If you’re having difficulty focusing, yawning repeatedly or drifting into other lanes, it’s time to pull off the road. In Florida last year, there were more than 4,500 crashes from drivers falling asleep at the wheel. Make sure you get enough sleep before you drive and never drive after taking medication that makes you drowsy. Especially if you’re a commercial driver – take your breaks. Find a safe place to pull over and rest. You Snooze, You Lose. Don’t Drive Drowsy!

A message brought to you by the Florida Department of Highway Safety and Motor Vehicles and the Florida Highway Patrol.

These targeted radio advertisements made 2,498,047 impressions through online streaming audio and broadcast network radio, overdelivering from the estimated impressions by 87,447 impressions. The vendor also ran the :15 video created for social media advertisements as a pre-roll video on their online radio platform. The vendor ran 20 spots of :30 each on the Florida News Network in Orlando for broadcast radio, mostly between 6:00 a.m. and 9:30 a.m. to share the message about the dangers of drowsy driving. The Florida News Network is a state radio news network providing news, resources, and long form programming to radio stations throughout Florida. The Florida News Network also helped the department share safety information for Hurricane Irma, like road closures.

<table>
<thead>
<tr>
<th>Radio Format</th>
<th>Contracted Impressions</th>
<th>Total Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Streaming Audio with Companion Banner and Pre-Roll Video</td>
<td>940,000</td>
<td>1,027,447</td>
</tr>
<tr>
<td>Florida News Network Broadcast Radio Added Value</td>
<td>1,470,600</td>
<td>1,470,600</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2,410,600</strong></td>
<td><strong>2,498,047</strong></td>
</tr>
</tbody>
</table>

Online Streaming Companion Banner

YOU SNOOZE
YOU LOSE
DON'T DRIVE DROWSY

Florida Department of Highway Safety and Motor Vehicles
Social Media Advertisement
The department created a :15 video for the Drowsy Driving Prevention Week campaign to show the seriousness and deadly consequences of drowsy driving. The video, from a driver’s point of view, showed what could happen when falling asleep at the wheel. The video garnered 248,683 impressions on Facebook, Instagram and Twitter, with 64,213 engagements and 108,860 video views of at least three-seconds.

Social Media Advertisement

The department created a :15 video for the Drowsy Driving Prevention Week campaign to show the seriousness and deadly consequences of drowsy driving. The video, from a driver’s point of view, showed what could happen when falling asleep at the wheel. The video garnered 248,683 impressions on Facebook, Instagram and Twitter, with 64,213 engagements and 108,860 video views of at least three-seconds.

Drowsy Driving Prevention Video Advertisement Storyboard

Facebook/Instagram
The Facebook/Instagram video advertisement ran from September 1 through 10, reaching 130,355 people, 88,475 three-second video views for a $0.01 cost per three-second video view, 197,028 impressions and 63,911 engagements. More than 58 percent of the total impressions and 53 percent of the video views came from Facebook/Instagram users on iPhones, followed by Android smartphone users at 33 percent and 31 percent respectively.

Facebook/Instagram Video Advertisement Delivery by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>3-Second Video View</th>
<th>Impressions</th>
<th>Reach</th>
<th>Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-17</td>
<td>7,032</td>
<td>23,171</td>
<td>15,742</td>
<td>5,576</td>
</tr>
<tr>
<td>18-24</td>
<td>31,013</td>
<td>66,816</td>
<td>46,811</td>
<td>23,200</td>
</tr>
<tr>
<td>25-34</td>
<td>35,653</td>
<td>70,628</td>
<td>43,836</td>
<td>22,802</td>
</tr>
<tr>
<td>35-44</td>
<td>17,777</td>
<td>36,412</td>
<td>23,966</td>
<td>12,333</td>
</tr>
<tr>
<td>65+</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>5,576</td>
</tr>
<tr>
<td>TOTAL</td>
<td>88,475</td>
<td>197,028</td>
<td>130,355</td>
<td>63,911</td>
</tr>
</tbody>
</table>

Facebook/Instagram Advertisements
3. Reach: the number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people.
4. Post engagements includes posts any action attributed to the ad, reactions, post comments, post shares and link clicks.
Twitter

The Twitter video advertisement also ran from September 1 through 10, with 20,385 three-second video views for a $0.01 cost per three-second video view, 51,655 impressions and 302 post engagements. More than 95 percent of the total impressions and 94 percent of the video views came from Facebook/Instagram users on iPhones.

<table>
<thead>
<tr>
<th>Age</th>
<th>Video Views</th>
<th>Impressions</th>
<th>Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>13+</td>
<td>20,046</td>
<td>50,789</td>
<td>291</td>
</tr>
<tr>
<td>18+</td>
<td>18,305</td>
<td>45,077</td>
<td>251</td>
</tr>
<tr>
<td>21+</td>
<td>15,475</td>
<td>35,815</td>
<td>219</td>
</tr>
<tr>
<td>25+</td>
<td>13,294</td>
<td>29,287</td>
<td>194</td>
</tr>
<tr>
<td>35+</td>
<td>10,357</td>
<td>21,637</td>
<td>151</td>
</tr>
<tr>
<td>50+</td>
<td>6,509</td>
<td>12,664</td>
<td>113</td>
</tr>
<tr>
<td>TOTAL</td>
<td>20,385</td>
<td>51,655</td>
<td>302</td>
</tr>
</tbody>
</table>

5. Post engagements includes posts any action attributed to the ad, reactions, post comments, post shares and link clicks.
### Earned Media

The department disseminated a statewide press release for the Drowsy Driving Prevention Week campaign on August 31, 2017. Due to Hurricane Irma, coverage of the campaign was limited. The following news outlets ran a story about the Drowsy Driving Prevention Week campaign:

<table>
<thead>
<tr>
<th>Date</th>
<th>Publication</th>
<th>Title</th>
<th>Readership</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 8/31/2017</td>
<td>Glades County Democrat</td>
<td>You snooze you lose, Florida! Don’t drive drowsy</td>
<td>498 average unique daily web visitors</td>
</tr>
<tr>
<td>2 8/31/2017</td>
<td>The Clewiston News</td>
<td>You snooze you lose, Florida! Don’t drive drowsy</td>
<td>Online circulation of 2,641</td>
</tr>
<tr>
<td>3 9/1/2017</td>
<td>Chipley Bugle</td>
<td>You snooze you lose, Florida! Don’t drive drowsy</td>
<td>Online circulation of 2,235</td>
</tr>
</tbody>
</table>

3 TOTAL STORIES at least 5,374

The following news outlets televised or broadcasted stories about the campaign, with a total local publicity value\(^6\) of $2,361.01 per 30 seconds:

<table>
<thead>
<tr>
<th>Date</th>
<th>Media Outlet</th>
<th>TV Station</th>
<th>Local Market Viewership</th>
<th>Local Publicity Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 9/3/2017</td>
<td>WZVN-FTM (ABC)</td>
<td>ABC7 News Sunday @ 6AM</td>
<td>7,461</td>
<td>759.69 per 30 sec.</td>
</tr>
</tbody>
</table>

TOTAL STORIES: 5 115,662 $2,361.01 per 30 sec.

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\(^6\) Determination of what editorial coverage in traditional media would cost if it was purchased as paid advertising. Calculated with the length of the content and advertising rate card for that media outlet and time.
Social Media
The Drowsy Driving Prevention Week campaign content made a total of 12,884 organic or unpaid impressions on department social media platforms from September 1-10. Drowsy Driving Prevention campaign content on Facebook made 7,638 impressions and Twitter made 5,246 impressions. Facebook and Twitter made 202 engagements throughout the campaign. Due to Hurricane Irma, Drowsy Driving Prevention Week campaign content was only posted a total of seven times in the beginning of Drowsy Driving Prevention Week. It should be noted that larger than average gains in followers is likely due to the Hurricane Irma content that was posted throughout Drowsy Driving Prevention Week.

Facebook
At the start of the campaign, the department’s Facebook page had 18,497 likes. By September 10, the department gained 1,075 new likes, totaling 19,572 followers. The department’s three Drowsy Driving Prevention campaign-related posts garnered a total of 7,638 impressions. The average campaign post reached 1,678 unique users and made 145 total engagements.

The most popular campaign post included the link to the Florida Department of Transportation’s Rest Area map. This post from September 4, 2017, garnered 3,283 impressions, reached 2,270 unique users and engaged with 76 unique users.

Twitter
At the start of Drowsy Driving Prevention Week, the department’s Twitter account had 10,050 followers. By September 30, 2017, the department gained 2,766 new followers, totaling 12,816 followers. It should be noted that this includes the entire month of September. The department tweeted Drowsy Driving Prevention campaign content four times and campaign-specific tweets garnered 5,246 impressions and 57 engagements.

The most popular campaign tweet was the campaign announcement and garnered 2,103 impressions and 13 engagements.
Florida Department of Highway Safety and Motor Vehicles

FLHSMV.gov

The department updated the Drowsy Driving Prevention campaign web page with all new graphics and resources. The Drowsy Driving Prevention Week campaign web page received 771 pageviews between September 1 and 10, 2017, 672 (87 percent) pageviews were from unique web users. The average amount of time that a user spent on any Drowsy Driving webpage was 1:49.

The resources on the Drowsy Driving Prevention Week campaign web page with the most downloads were:

1. Drowsy Driving - Social Media Posts PDF - 15 downloads

   ![Drowsy Driving - Social Media Posts](image)

   SOCIAL MEDIA POSTS
   DHSMV offers many resources, including social media graphics, on the Drowsy Driving campaign page at www.flhsmv.gov/DrowsyDriving. Use #DrowsyDrivingFL when posting.

   - Don’t drive drowsy. Fatigue slows down your thought process and makes you less able to judge and react. Avoid driving when you’re tired and show after taking medications that cause drowsiness. #DrowsyDrivingFL #ArriveAliveFL
   - Avoid driving at times when you would normally be asleep and check your medication labels - do not drive after taking medications that cause drowsiness. #DrowsyDrivingFL #ArriveAliveFL
   - If you have difficulty focusing, frequent blinking or heavy eyelids, it’s time to pull over in a safe place to rest. Remember, you have the responsibility to be safe. #DrowsyDrivingFL #ArriveAliveFL
   - On long trips, take a break every 100 miles or two hours. Use the buddy system to change drivers and grab some coffee! #DrowsyDrivingFL #ArriveAliveFL
   - Commercial drivers - don’t forget to log your hours of service and take your breaks! Drowsy driving can be deadly. #DrowsyDrivingFL #ArriveAliveFL

   Remember to use #DrowsyDrivingFL you lose.

2. Drowsy Driving - Social Media Image 2 – 12 downloads

   ![Drowsy Driving - Social Media Image 2](image)

3. Drowsy Driving - Facebook Cover Photo – 11 downloads

   ![Drowsy Driving - Facebook Cover Photo](image)
Partner Outreach

The department partnered with the Florida Department of Transportation (FDOT), Florida Trucking Association (FTA), Florida Sheriffs Association (FSA), AAA – The Auto Club Group and Florida Police Chiefs Association (FPCA) to disseminate Drowsy Driving Prevention Week campaign messaging throughout Florida.

FDOT supported the campaign by including a quote in the department’s press release and supported the campaign by posting the Drowsy Driving Prevention campaign poster in rest areas throughout Florida. FDOT District 6 from Miami also tweeted eight times throughout the campaign, garnering 17 engagements and various SunPass accounts tweeted about the campaign on Twitter as well.

The FSA and AAA - The Auto Club supported the campaign by including a quote in the department’s press release.

The FTA supported the campaign by including a quote in the department’s press release and posted on their Facebook, earning 5 engagements.
The FPCA included a quote in the department’s press release and shared the campaign message and materials with their members by sending out a Green Alert to 958 people on September 1, with 292 opens and 66 clicks. The FPCA shared the press release on their Facebook for four engagements and various police departments also shared or retweeted the department’s campaign social media, garnering at least 61 engagements.
The department and its Tax Collector partners spread the Drowsy Driving Prevention Week campaign message by displaying the campaign logo and accompanying safety message on the Motor Vehicle Network in English and Spanish in offices in the following counties:

1. Bay
2. Broward
3. Citrus
4. Duval
5. Escambia
6. Hendry
7. Lee
8. Leon
9. Miami-Dade
10. Monroe
11. Nassau
12. Pinellas
13. Santa Rosa
14. Volusia
15. Walton

Motor Vehicle Network Graphics

The department displayed the Drowsy Driving Prevention campaign logo and safety message on its digital message board at headquarters and FHP troops D, F, G and H also displayed the graphic on their troop headquarters’ digital message boards.

Internal Outreach

The Drowsy Driving Prevention Week campaign message was promoted internally among department members through use of the department’s internal website, SafetyNet, for the duration of the campaign.

The Drowsy Driving Prevention Week campaign message was also promoted internally by putting up posters throughout headquarters.
2016 vs. 2017 Campaign Results

It is important to keep into account that the 2017 campaign was heavily affected by Hurricane Irma. There were no Instagram posts or Community Safety Events for the 2017 campaign.

### Earned Media

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Stories</th>
<th>Total Readership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>13</td>
<td>156,928*</td>
</tr>
<tr>
<td>2017</td>
<td>5</td>
<td>22,072</td>
</tr>
</tbody>
</table>

**Percent Change:** 86% decrease

*Earned Media is now calculated using daily online circulation, so totals from 2016 have been recalculated in order to compare to 2017.

### Facebook

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Number of Posts</th>
<th>Average Impressions per Post</th>
<th>Average Reach per Post</th>
<th>Average Engagement per Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>9</td>
<td>129,840</td>
<td>8,278</td>
<td>92</td>
</tr>
<tr>
<td>2017</td>
<td>3</td>
<td>7,638</td>
<td>1,678</td>
<td>48</td>
</tr>
</tbody>
</table>

**Percent Change:**
- 94% decrease
- 79% decrease
- 48% decrease

### Twitter

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Number of Posts</th>
<th>Average Impressions per Post</th>
<th>Average Engagement per Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>10</td>
<td>21,547</td>
<td>246</td>
</tr>
<tr>
<td>2017</td>
<td>4</td>
<td>5,246</td>
<td>57</td>
</tr>
</tbody>
</table>

**Percent Change:**
- 75% decrease
- 76% decrease

### FLHSMV.gov

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Time Spent on Page</th>
<th>Average Daily Page Views</th>
<th>Average Daily Unique Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>1:07</td>
<td>5,208</td>
<td>4,097</td>
</tr>
<tr>
<td>2017</td>
<td>1:49</td>
<td>771</td>
<td>672</td>
</tr>
</tbody>
</table>

**Percent Change:**
- 85% decrease
- 84% decrease

### Social Media Followers

- Facebook
- Instagram
- Twitter

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Florida Department of Highway Safety and Motor Vehicles

Social Media Impressions

Media Reach*

*Please Note: No paid media was purchased by the department for the 2016 Teen Driver Safety campaign. It is also important to note that the Holiday Travel campaign and Safe Summer Travel campaigns were two months-long.