

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

Campaign Evaluation Report

YOU SNOOZE



YOU LOSE

DON'T DRIVE DROWSY



#DrowsyDrivingFL
#ArriveAliveFL

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. Section 683.332, Florida Statutes. Ronshay Dugans Act. -

(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: \$37,200.15²

- 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.

Media	Views
Paid	19,692,602
Earned	22,072
Social	269,963
FLHSMV.gov	771
Partner Outreach	441
TOTAL	19,985,849

2. Billboards and radio advertisements were funded by the remaining funds from Motor Carrier Safety Assistance Program (MCSAP) grant for fiscal year 2016-2017 allocated for safety and education campaigns for the department.

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.

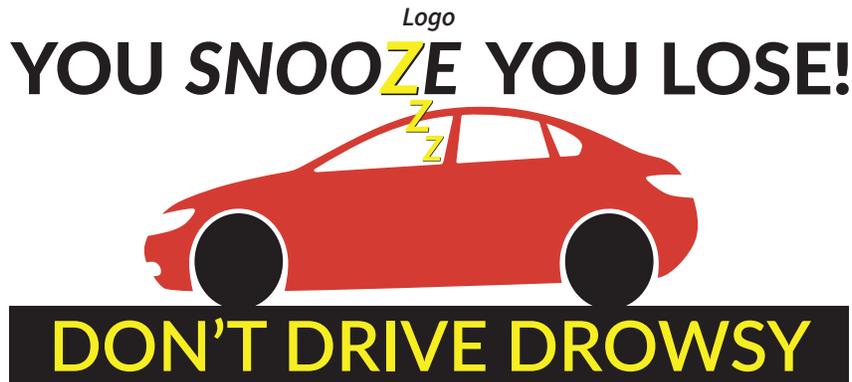
FHP conducted more than 150 emergency missions and the Division of Motorist Services had its Florida Licensing on Wheels (FLOW) mobiles on standby to deploy to impacted areas as needed. By the evening of September 8, hundreds of thousands of Floridians evacuated, making it the largest evacuation in Florida's 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.

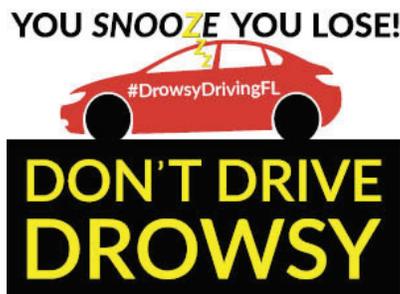
Branding and Design

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



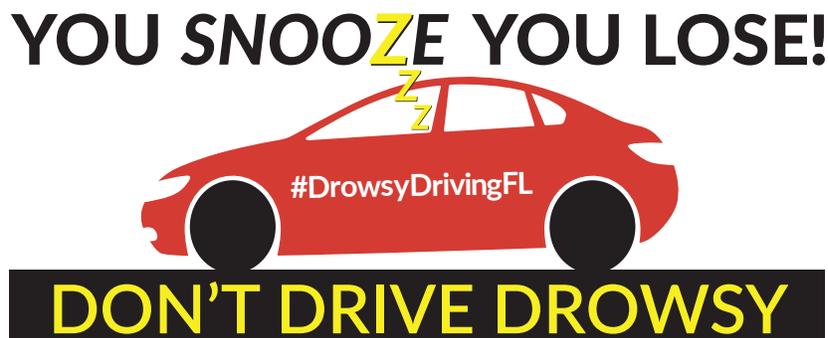
Radio Ad and Social Media Graphics



Drowsy Driving Prevention Week - September 1-9, 2016



Poster



- 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.



2017

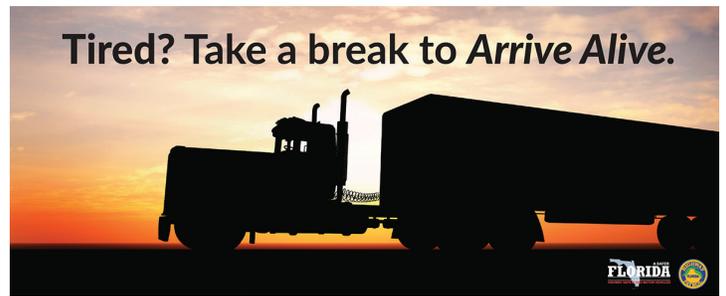
Logo

YOU SNOOZE YOU LOSE

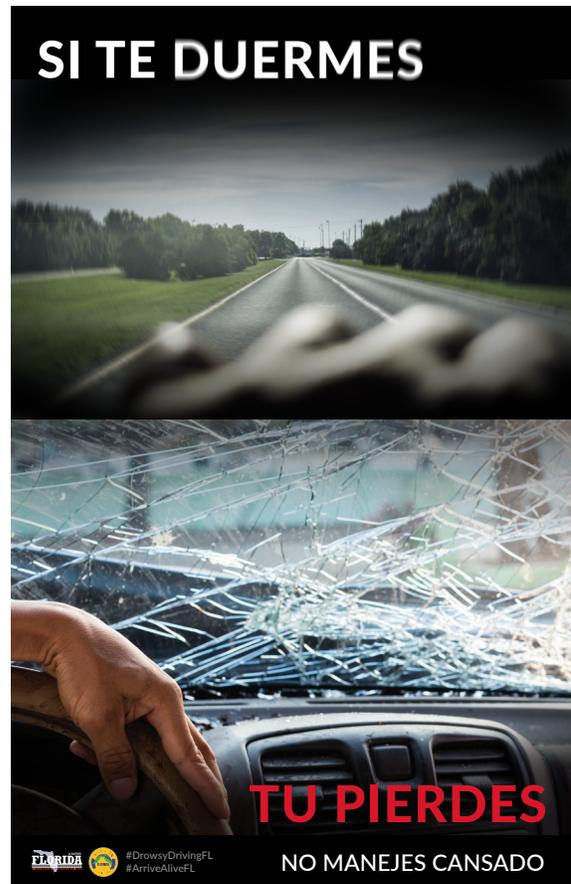
DON'T DRIVE DROWSY

Social Media Images

YOU SNOOZE
YOU LOSE
DON'T DRIVE DROWSY



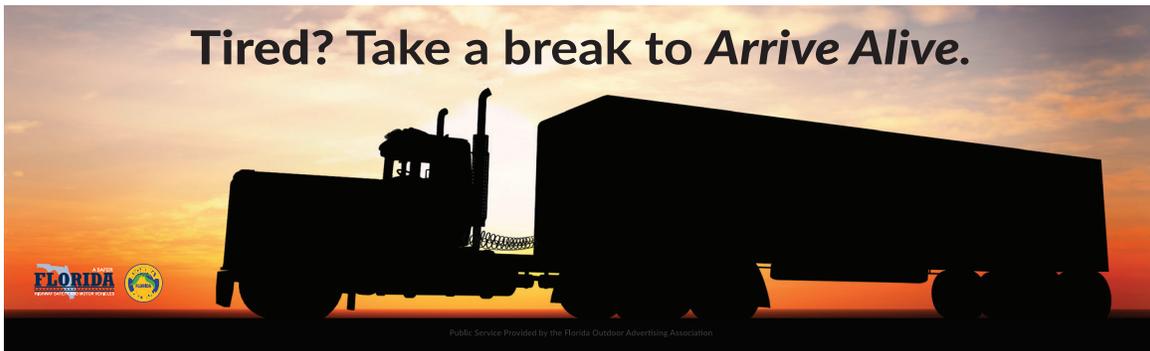
Poster



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.

Online and Broadcast Radio Advertisements		
Radio Format	Contracted Impressions	Total Impressions
Online Streaming Audio with Companion Banner and Pre-Roll Video	940,000	1,027,447
Florida News Network Broadcast Radio Added Value	1,470,600	1,470,600
TOTAL	2,410,600	2,498,047

Online Streaming Companion Banner



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

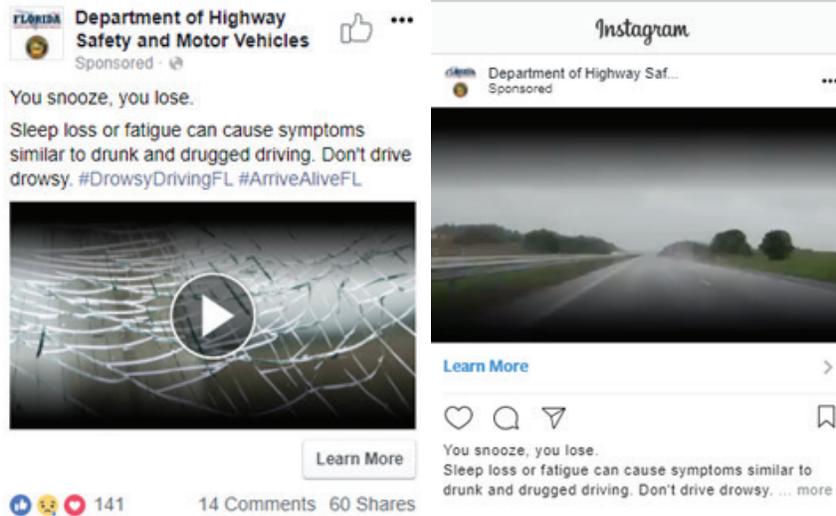
The Facebook/Instagram video advertisement ran from September 1 through 10, reaching³ 130,355 people, 88,475 three-second video views for a \$0.01 cost per three-second video view, 197,028 impressions and 63,911 engagements.⁴ More than 58 percent of the total impressions and 53 percent of the video views 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				
Age	3-Second Video View	Impressions	Reach	Engagements
13-17	7,032	23,171	15,742	5,576
18-24	31,013	66,816	46,811	23,200
25-34	35,653	70,628	43,836	22,802
35-44	17,777	36,412	23,966	12,333
65+	0	1	0	5,576
TOTAL	88,475	197,028	130,355	63,911

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.⁵ More than 95 percent of the total impressions and 94 percent of the video views came from Facebook/Instagram users on iPhones.

Twitter Video Advertisement Delivery by Age			
Age	Video Views	Impressions	Engagements
13+	20,046	50,789	291
18+	18,305	45,077	251
21+	15,475	35,815	219
25+	13,294	29,287	194
35+	10,357	21,637	151
50+	6,509	12,664	113
TOTAL	20,385	51,655	302

Twitter Advertisement



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 releases 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:

	Date	Publication	Title	Readership
1	8/31/2017	<i>Glades County Democrat</i>	You snooze you lose, Florida! Don't drive drowsy	498 average unique daily web visitors
2	8/31/2017	<i>The Clewiston News</i>	You snooze you lose, Florida! Don't drive drowsy	Online circulation of 2,641
3	9/1/2017	<i>ChIPLEY Bugle</i>	You snooze you lose, Florida! Don't drive drowsy	Online circulation of 2,235
3 TOTAL STORIES				at least 5,374

The following news outlets televised or broadcasted stories about the campaign, with a total local publicity value⁶ of \$2,361.01 per 30 seconds:

	Date	Media Outlet	TV Station	Local Market Viewership	Local Publicity Value
1	9/3/2017	WKMG-ORD	News 6 Sunday	9,237	1,601.32 per 30 sec.
2	9/3/2017	WZVN-FTM (ABC)	ABC7 News Sunday @ 6AM	7,461	759.69 per 30 sec.
TOTAL STORIES: 5				115,662	\$2,361.01 per 30 sec.

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.

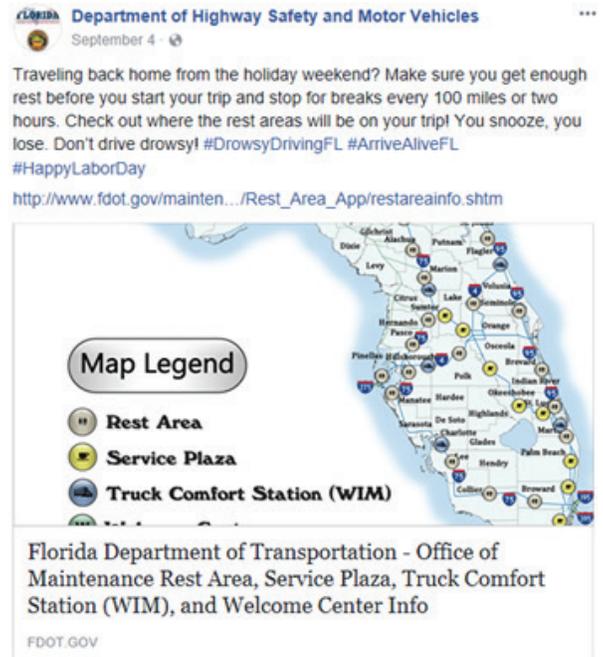
Social Media

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.



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



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



3. Drowsy Driving - Facebook Cover Photo – 11 downloads



Partner Outreach

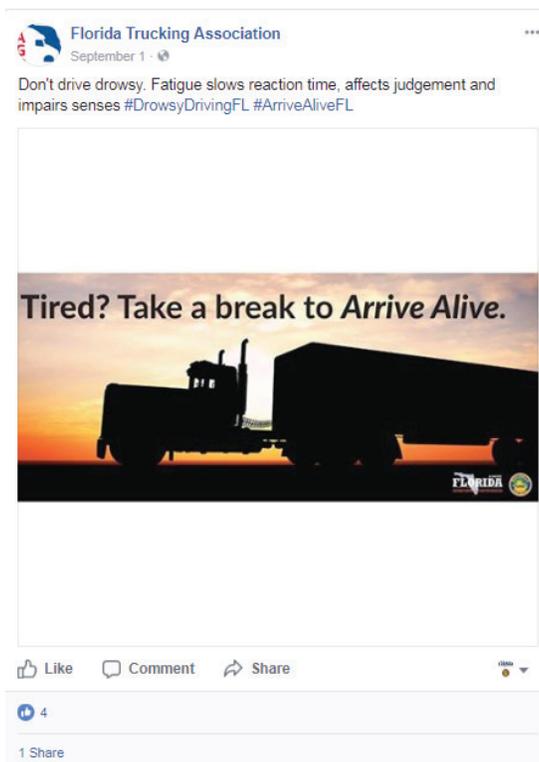
The department partnered with the Florida Department of Transportation (FDOT), Florida Trucking Association (FTA), Florida Sheriffs Association (FSA), AAA – The Auto Club Group and Florida Police Chiefs Association (FPCA) to disseminate Drowsy Driving Prevention Week campaign messaging throughout Florida.

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.

GreenAlert
For Your Information

Florida Police Chiefs Association

Quick Links
 Mid-Winter Training Conference
 CORE II Training
 Renew Your Dues
 Jobs Central
 FPCA Disclaimer

Dear FPCA Members:
 The Florida Legislature designated the first week of September each year as Drowsy Driving Prevention Week to educate the public on the dangers of driving while drowsy and to honor the memory of 8-year-old Roshay Dugans. Roshay was killed in 2008 when her school bus was hit by a driver who fell asleep at the wheel. Thank you for your partnership with DHSMV on this important campaign, September 1-10, reminding drivers about the dangers of drowsy driving. We will be spreading the campaign message through earned, social and paid media channels through radio PSAs and an social media video advertising campaign.

Please visit our newly updated Drowsy Driving campaign page to view and download the new posters, social media graphics and posts and statewide data. We have sent you copies of the posters, but let us know if you need any additional copies of anything. The social media kit include social media images with corresponding posts to make sharing safety messages quick and easy throughout the week. The campaign press release can be found [here](#).

Please let us know if you have any questions or would like any printed copies of our posters and we would be glad to send them directly to you. Thank you again for your partnership as we work towards *A Safer Florida!*

Natalia Kinarey
 Safety & Education Campaign Manager
 Office of Communications
 Florida Department of Highway Safety and Motor Vehicles

STARS... By providing Selection, Training, Assessment, Recruitment, and Support, the Florida Police Chiefs STARS Program is setting

Lighthouse Point Police Department
 September 1

The Florida Department of Highway Safety and Motor Vehicles (DHSMV) is leading the Drowsy Driving Prevention Week campaign starting this Labor Day weekend. DHSMV reminds motorists to get adequate rest before getting behind the wheel, take breaks to remain alert and never drive drowsy.
 #DrowsyDrivingFL

Like Comment Share

Bal Harbour Police Department added 2 new photos.
 September 1

Drowsy Driving Prevention Week is here. Let's continue to honor the memory of 8 year old Roshay Dugans by sharing this post!
 Getting behind the wheel of a vehicle while fatigued and drowsy can be dangerous, and sometimes deadly, consequences. BHPD reminds you to not drive when you're tired.
 #ArriveAlive
 #DrowsyDrivingFL
 #YOUSNOOZEYOULOSE
 Florida Law Enforcement Liaison Program
 Florida Highway Patrol Troop E - Miami
 Florida Highway Patrol Troop-D Orlando

Like Comment Share

Miami-Dade Police Department
 September 19

Avoid driving when you'd normally be asleep and don't drive after taking meds that cause drowsiness. #DrowsyDrivingFL #ArriveAliveFL

Like Comment Share

Jay Starsky Flora, Rosa Maria Mondonedo and 15 others
 Top Comments

1 Share
 Write a comment...

Devon-Cory Rebecca Meester I'm on antipsychotics, mood stabilizers and anti anxiety meds, but as well I take opioids for pain when I get kidney stones. I would wait until the very next day folks.
 Like Reply September 20 at 6:25am

Susan Nolan They all do that it's a matter of getting used to the medication that is prescribed to you.
 Like Reply September 19 at 10:09pm

Kalvin Martin
 Like Reply September 19 at 10:19pm

@myclearwaterPD
 @myclearwaterPD

Tired? Sleepy? Don't get behind the wheel. Help us combat #DrowsyDrivingFL during first week of September -- and always.
 @ArriveAliveFL

12:13 PM - 1 Sep 2017

1 Retweet 3 Likes

Miami-Dade Police
 @MiamiDadePD

Road trip? Take a break every 100 miles or two hours. Change drivers & grab some coffee! #DrowsyDrivingFL #ArriveAliveFL #LaborDay2017

10:00 PM - 1 Sep 2017

4 Retweets 10 Likes

Miami-Dade Police
 @MiamiDadePD

Don't drive drowsy. Fatigue slows reaction time, affects judgment and impairs senses.
 #DrowsyDrivingFL #ArriveAliveFL

10:00 PM - 3 Sep 2017

2 Retweets 7 Likes

Miami-Dade Police
 @MiamiDadePD

Avoid driving when you'd normally be asleep and don't drive after taking meds that cause drowsiness. #DrowsyDrivingFL #ArriveAliveFL

10:00 PM - 4 Sep 2017

2 Retweets 6 Likes

T

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

Motor Vehicle Network Graphics



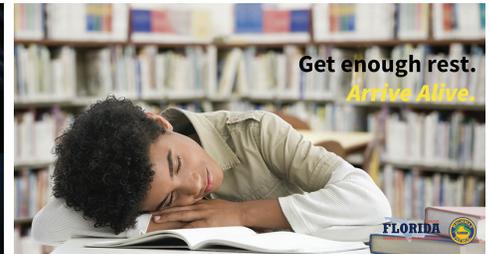
Find a safe place to pull over and rest when you need to.

YOU SNOOZE YOU LOSE
DON'T DRIVE DROWSY



If you have difficulty focusing, yawn repeatedly or drift into other lanes, it's time to take a break.

YOU SNOOZE YOU LOSE
DON'T DRIVE DROWSY



Fatigue affects your judgment, vision and your overall ability to drive safely.

YOU SNOOZE YOU LOSE
DON'T DRIVE DROWSY

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.

YOU SNOOZE YOU LOSE
DON'T DRIVE DROWSY

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.

YOU SNOOZE YOU LOSE
DON'T DRIVE DROWSY

#DrowsyDrivingFL
#ArriveAlive

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

Year	Number of Stories	Total Readership
2016	13	156,928*
2017	5	22,072
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

Year	Total Number of Posts	Average Impressions per Post	Average Reach per Post	Average Engagement per Post
2016	9	129,840	8,278	92
2017	3	7,638	1,678	48
Percent Change:		94% decrease	79% decrease	48% decrease

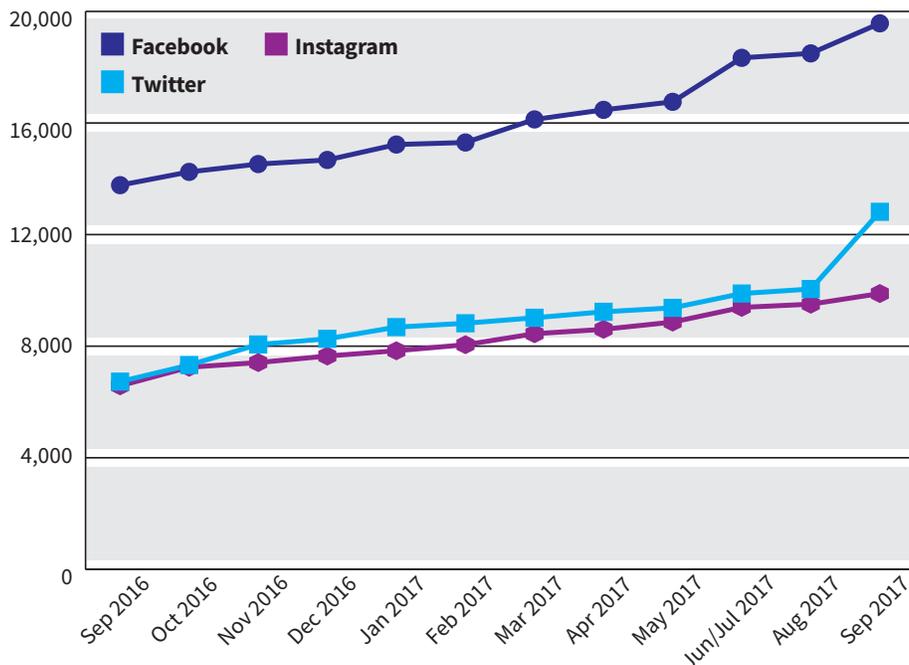
Twitter

Year	Total Number of Posts	Average Impressions per Post	Average Engagement per Post
2016	10	21,547	246
2017	4	5,246	57
Percent Change:		75% decrease	76% decrease

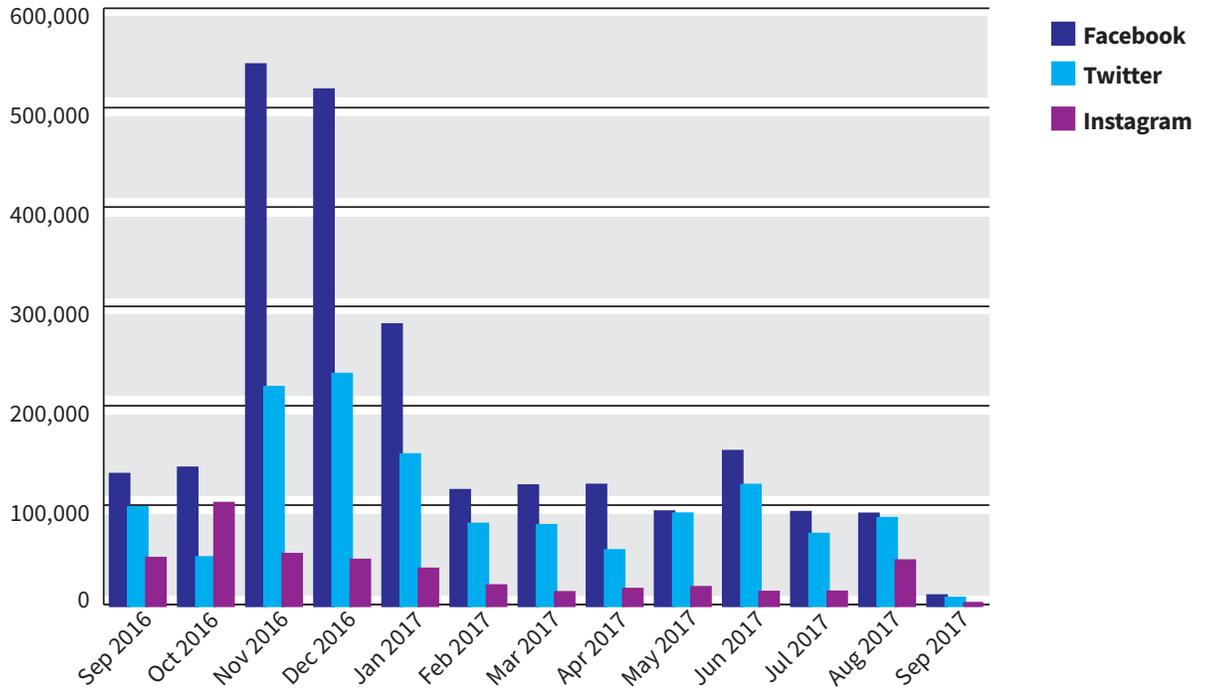
FLHSMV.gov

Year	Average Time Spent on Page	Average Daily Page Views	Average Daily Unique Page Views
2016	1:07	5,208	4,097
2017	1:49	771	672
Percent Change:		85% decrease	84% decrease

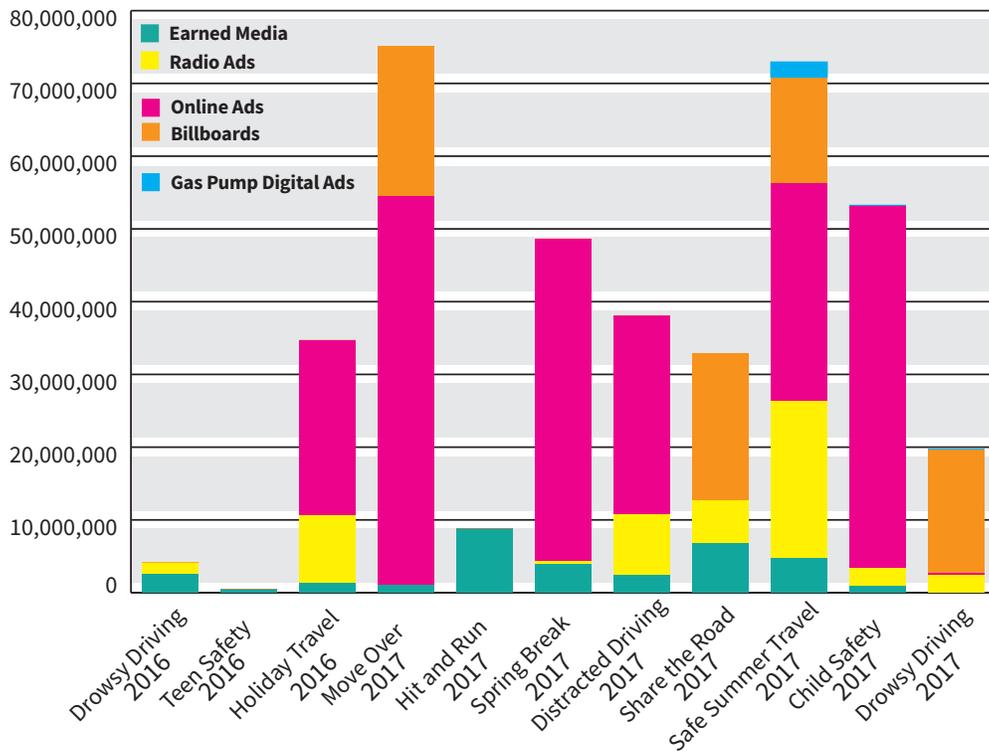
Social Media Followers



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.

LEADERS IN SERVICE • AGENTS OF PROGRESS • CHAMPIONS FOR SAFETY

