

Move Over Campaign Evaluation Report



«MOVE OVER»



FOR STOPPED EMERGENCY AND SERVICE VEHICLES

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

Background

Move over violations result in more than 100 crashes per year on Florida roadways. These crashes put the safety of first responders, service professionals and motorists gravely at risk. Move over crashes and citations increased 41 percent from 2012 to 2014 and citations for failing to move over increased by 68 percent from 2012 to 2014.

Throughout the month of January, the Florida Department of Highway Safety and Motor Vehicles (department) acted as the lead agency for the Move Over, Florida! campaign. The department partnered closely with several Tax Collectors, the Florida Department of Transportation, the Florida Sheriffs Association and the Florida Police Chiefs Association and disseminated messaging, graphics and marketing materials to its partners. Messaging focused on education as well as enforcement to educate the public on the existence of the move over law and how to comply with the law.

Campaign Objectives (to be met by January 31, 2016)

- Secure at least five news stories based off of a department-disseminated press release.
- Conduct media relations outreach with at least two consumer reporters in campaign target areas and obtain in-depth news coverage in those target areas.
- Obtain 1,000 engagements (shares, comments, retweets) on department social media channels.
- Garner more than 500 visits to the Move Over, Florida! webpage on www.flhsmv.gov.
- Create and disseminate at least 100,000 educational tear sheets to be distributed to motorists who are cited by FHP throughout the month of January.

Budget

In addition to a great deal of earned media, the Office of Communications allocated the following expenditures for the Move Over, Florida! campaign:

Billboards:.....\$34,475.00
Printing:\$1,115.28
Postage:\$137.92
TOTAL:\$35,728.20

Evaluation

The 2016 January Move Over, Florida! campaign was, by all accounts, a success. Each measureable objective was not only met, but far exceeded. Throughout the month, there were 37 unique stories in newspapers and on local news channels statewide, including two separate editorials published in the *Palm Beach Post* and the *Orlando Sentinel* authored by the department's Executive Director Terry L. Rhodes. The overall paid media reached just under 27.5 million people and the overall earned media reached at least 14.4 million people. In terms of social media engagement and reach, Move Over, Florida! campaign content was posted on at least one of the department's four social media platforms every day from January 4, 2016 until January 31, 2016. The tremendous social media reach is illustrated by the department's social media audience increase on Facebook (5.3 percent), Twitter (3 percent) and Instagram (6.7 percent).

Paid media

The department purchased space on more than 40 billboards within campaign target areas (Miami, Orlando, Ocala, Tallahassee, Pensacola, Tampa, Panama City and Ft. Walton) displayed January 2016 – March 2016. The department received a greater than 4:1 value match and the estimated eyes-on impression count is just under 27.5 million people.

Earned media

Date	Publication	Title	Readership	Link
1/4/2016	<i>Historic City News</i>	January is "Move Over" month	15,000 daily readers	https://goo.gl/x20Lge
1/5/2016	WJAX-TV ActionNewsJax	Authorities remind drivers to move over for first responders	Broadcast circulation of 669,840	http://goo.gl/gNjsVS
1/5/2016	Fox 13 News	Move Over law aims to save first responders' lives	Broadcast circulation of 1,788,240	http://goo.gl/hHnUYc
1/5/2016	WFLA News Channel 8	January is 'Move Over' month to encourage drivers to follow law	Broadcast circulation of 1,788,240	http://goo.gl/yUrM5B
1/6/2016	<i>Jackson County Floridan</i>	January is Move Over Month	Daily circulation of 7,000	http://goo.gl/JSFrFe
1/7/2016	WPTV West Palm Beach	January is 'Move Over' month	Broadcast circulation of 788,020	http://goo.gl/LxnXwL
1/7/2016	WPEC CBS12	Failure to move over injuries on the rise	Broadcast circulation of 788,020	http://goo.gl/NPxf4D
1/7/2016	<i>Gulf Breeze News</i>	January 'Move Over Month' in the state of Florida	Weekly circulation of 5,000	http://goo.gl/lGc2oD
1/7/2016	<i>Suwannee Democrat</i>	Move Over , Florida for law enforcement, first responders and service vehicles	Weekly circulation of 5,450	http://goo.gl/cpDo9L
1/8/2016	WFLX Fox 29	January is 'Move Over' month	Broadcast circulation of 788,020	http://goo.gl/V3bzLo
1/9/2016	<i>Palm Beach Post</i>	Commentary: Failing to 'Move Over' puts first responders at risk	Daily circulation of 175,241/ Sunday circulation of 204,847	http://goo.gl/S2oQvA
1/10/2016	<i>The Ledger</i>	Drivers urged to move over for emergency vehicles	733,000 monthly visitors	http://goo.gl/TkEf8t
1/10/2016	SaintPetersBlog	A roundup of Sunday editorials from Florida's leading newspapers	25,000 visitors per day	http://goo.gl/sgvvhz
1/11/2016	<i>Crestview News Bulletin</i>	Florida Highway Patrol sets January as 'Move Over Month'	Weekly circulation of 5,500	http://goo.gl/UDYPLz
1/12/2016	<i>Madison County Carrier</i>	January is Move Over Month	3,700 weekly circulation	http://goo.gl/h8cTnA
1/13/2016	<i>Gainesville Sun</i>	FHP Recognizes 'Move Over' month	45,659 daily circulation/ 51,434 Sunday circulation	http://goo.gl/L0dKX7

Florida Department of Highway Safety and Motor Vehicles

Date	Publication	Title	Readership	Link
1/15/2016	<i>Highlands Today</i>	Drivers urged to move over	Daily circulation of 19,357	http://goo.gl/gqYt3C
1/15/2016	WJXT News4Jax	Move over! It's the law	359,000 homes reached on average a week/ 1.5 million unique visitors to webpage a month	http://goo.gl/AJqyFw
1/17/2016	<i>Palm Beach Post</i>	Inflatable doll as a passenger? FHP spokesman has the all answers	Daily circulation of 175,241/ Sunday circulation of 204,847	http://goo.gl/das1Cg
1/18/2016	WTSP	Drivers endangering tow truck operators	Broadcast circulation of 1,788,240	http://goo.gl/Jovnr8
1/19/2016	WCJB	FHP Troopers crack down on move over violations trying to save lives	Broadcast circulation of 124,730	http://goo.gl/YRxQbc
1/20/2016	<i>Naples Florida Weekly</i>	Move over: It's the law	200,000 weekly readers	http://goo.gl/VelTcK
1/23/2016	ABC-7 WZVN	FHP releases crash video to remind drivers of Move Over law	Broadcasting circulation of 504,240	http://goo.gl/1KJOI8
1/24/2016	<i>Ocala Star-Banner</i>	Campaign reminds drivers to 'Move Over' for those who protect us	50,000 daily circulation	http://goo.gl/cKDEK2
1/25/2016	WPEC CBS12	Dramatic video shows car hitting trooper on Florida Turnpike	Broadcast circulation of 788,020	http://goo.gl/8xRuLO
1/25/2016	WJHG News Channel 7	January is Move Over Awareness month in Florida	20,000 households reached during evening news/ 28,000 adults reached	http://goo.gl/b4YomV
1/25/2016	CBS4 Miami	FHP Releases Dashcam of Car hitting Trooper To Raise 'Move Over' Awareness	Broadcast circulation of 1,583,800	http://goo.gl/14A9dQ
1/25/2016	WJAX-TV ActionNewsJax	Video of FHP trooper getting hit shows importance of 'Move Over' law	Broadcast circulation of 669,840	http://goo.gl/14A9dQ
1/25/2016	<i>Palm Beach Post</i>	FHP releases scary video of trooper struck by car during traffic stop	Daily circulation of 175,241/ Sunday circulation of 204,847	http://goo.gl/MeHFDW
1/25/2016	WPLG	Video shows driver strike trooper after failing to 'move over'	Broadcast circulation of 1,582,800	http://goo.gl/JWMZCD
1/25/2016	News4Jax	Video shows Florida trooper hit by car	359,000 homes reached on average a week/ 1.5 million unique visitors to webpage a month	http://goo.gl/u68fTj
1/26/2016	<i>Sun-Sentinel</i>	Trooper survives roadside crash; video demonstrates purpose of Move Over law	5,230,200 adult readers (print and digital)	http://goo.gl/Sgxm7V
1/26/2016	<i>Orlando Sentinel</i>	Injured trooper a reminder why drivers must move over: My Word	Daily circulation of 213,406/ Sunday circulation of 318,394	http://goo.gl/2eSZs4
1/26/2016	Land O'Lakes Patch	Graphic Video Shows Why Cops Want You to Move Over	1.2 million subscribers *	http://goo.gl/zoiwqt
1/26/2016	NBC6 South Florida	FHP Raising Awareness of 'Move Over Month'	Broadcast circulation of 1,583,800	http://goo.gl/vQjZd0
1/27/2016	WJXT News4Jax	January is 'Move Over Month'	359,000 homes reached on average a week/ 1.5 million unique visitors to webpage a month	http://goo.gl/uOx66b

Florida Department of Highway Safety and Motor Vehicles

Date	Publication	Title	Readership	Link
1/30/2016	<i>The News-Press</i>	Tell Mel: Florida law says move over for emergency vehicles	Daily circulation of 87,843/ Sunday circulation of 104,956	http://goo.gl/FkIVto

37 total news stories	At least 14,444,496 reached
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*Land O'Lakes Patch is a community specific news, information and engagement network

Executive Director Terry L. Rhodes released two separate OpEds published in the *Palm Beach Post* and the *Orlando Sentinel*, which reached at least 388,647 people. The *Palm Beach Post* has a daily circulation of 175,241 people and the *Orlando Sentinel* has a daily circulation of 213,406 people. This total does not account for online visitors.

Social media

Facebook: Page Level Data

Facebook Move Over, Florida! campaign posts began on January 4, 2016. At beginning of the campaign, the department's Facebook page had 10,742 likes. Over the course of the campaign, the department gained 571 new likes, a 5.3 percent increase totaling 11,295 by the end of the campaign on January 31, 2016.

In the 28-day period in which the department Facebook account promoted the Move Over, Florida! campaign, the department reached 304,760 unique users, engaged 24,474 unique users with campaign content and made 771,533 impressions. Compared to analytics in the same 28-day period in December 2015, department reach increased by 74 percent, engagement increased by 69 percent and impressions increased by 65 percent.¹

Facebook: Post Level Data

Date	Post Message	Reach (unique)	Impressions (total)	Engaged Users (unique)	Talking About This Post* (unique)	Post Stories (total)
1/4/16 10:25 AM	Department of Highway Safety and Motor Vehicles' cover photo	89	151	93	61	69
1/4/16 1:23 PM	For the month of January, the Florida Department of Highway Safety and Motor Vehicles is commemorating Move Over month by reminding all motorists to Move Over, Florida! for emergency and service vehicles stopped along the roadway. Move Over violations result in more than 100 crashes per year on Florida roadways, putting motorists and those who work along the roadways at risk. In addition to endangering law enforcement, first responders, public servants and other motorists, failing to move over can result in fines and points on a driving record. For more information, please visit our website: https://www.the department.gov/2016/01/04/move-florida-law-enforcement-first-responders-service-vehicles/	74,669	125,164	3,532	2,447	3,240
1/5/16 5:00 AM	Show your appreciation for all of Florida's first responders by giving them plenty of room to work along Florida's roadsides. Move Over, Florida! for the safety of our	28,503	48,242	1,604	1,085	1,300

¹ Facebook defines reach as the unique number of people who have seen any content associated with the department page. Engagement is defined as the unique number of people who engaged with anything associated with the department in the form of clicks or story creation. The creation of a story can include liking the department page, liking, commenting or sharing a post by the department, mentioning the department page in their post, tagging the department in a photo or answering a question on the department page. Facebook defines impressions as the number of times anything associated with the department page is displayed. Impressions do not measure unique users.

Florida Department of Highway Safety and Motor Vehicles

Date	Post Message	Reach (unique)	Impressions (total)	Engaged Users (unique)	Talking About This Post* (unique)	Post Stories (total)
	brave first responders. #MoveOverFL #firstresponderweek					
1/6/16 7:07 AM	“Move over for anyone that you see that is disabled on the side of the road. It is the courteous thing to do to because when you’re on the side of the road, you’re broke down, it may be you out there one day. You don’t want people passing you at 70, 80, 90 miles an hour,” Sgt. Steve Gaskins with the Florida Highway Patrol said. http://wfla.com/2016/01/05/january-is-move-over-month-to-encourage-drivers-to-follow-law/	15,110	25,696	540	333	410
1/7/16 9:55 AM	#MoveOverFL from Troop B Lake City.	6,978	11,142	581	391	448
1/7/16 12:27 PM	The Move Over Act was put in place in 2002, and requires you to move over one lane for law enforcement, first responders, emergency vehicles, sanitation and utility vehicles and tow trucks. “Over my years of working in the field with fire rescue workers and construction workers, it can be very dangerous,” said St. Johns County Commander Chuck Mulligan. http://www.actionnewsjax.com/news/news/local/authorities-remind-drivers-move-over-first-respond/npx9T/	5,576	8,715	191	107	118
1/7/16 12:36 PM	CBS 12 took a ride with the Florida Highway Patrol to witness first-hand the dangers these troopers deal with day in and day out as January is “Move Over” awareness month. The number of first responders being injured or even killed while responding to situations along the side of the road is on rise. http://cbs12.com/news/local/failure-to-move-over-injuries-on-the-rise-01-07-2016	9,808	17,897	547	201	243
1/8/16 12:58 PM	Florida Highway Patrol troopers work in one of the most dangerous environments—the side of the road. Let’s all Move Over for stopped or disabled vehicles. This month, please join us in SHARING these important safety messages. Visit www.the department.gov/news for more details.	3,757	6,034	342	187	222
1/9/16 6:07 AM	#MoveOverFL from Troop F Ft. Myers	7,410	12,055	934	341	410
1/13/16 5:46 AM	“Move Over” violations result in more than 100 crashes per year on Florida roadways. That is at least one every four days. http://www.palmbeachpost.com/news/news/opinion/commentary-failing-to-move-over-puts-first-respond/npqyqB/	4,957	8,113	183	88	101

Florida Department of Highway Safety and Motor Vehicles

Date	Post Message	Reach (unique)	Impressions (total)	Engaged Users (unique)	Talking About This Post* (unique)	Post Stories (total)
1/18/16 7:55 AM	“Move Over, Florida! It’s the law, it’s common sense, it’s common courtesy, and most importantly, it’s a life saver,” Colonel Gene Spaulding, Director of the Florida Highway Patrol. http://youtu.be/5dbANRz0ws4	7,397	12,181	386	166	195
1/20/16 7:01 AM	Join the Florida Department of Highway Safety and Motor Vehicles in sharing this important safety message: Move Over, Florida!	30,664	50,827	1,309	958	1,220
1/21/16 8:00 AM	Trooper Mac Mickens was injured on a traffic stop because someone did not give him room to work. Help us keep our troopers and other first responders safe as they are stopped on the roadside. #MoveOverFL https://youtu.be/HFsG00llxQ	29,208	52,105	1,221	658	830
1/21/16 9:27 AM	The Florida Cabinet says it all. #Move-OverFL	14,274	24,305	980	453	509
1/23/16 12:52 PM	DHSMV cover photo	26	46	141	100	110
1/23/16 12:54 PM	A message from Attorney General Pam Bondi: “For everyone traveling in Florida, it’s important to follow Florida’s Move Over Law. January is Move Over Month in Florida, and we are asking all Floridians to review and comply with the law. As a terrifying reminder of why it’s important to give law enforcement and first responders room on the roadways to safely do their jobs, please watch this video. Luckily Trooper Mickens survived, and serves as a reminder that we all need to do our part to protect our brave first responders.” http://www.myfloridalegal.com/newsbriefs/OnlineBriefs/F59F184050E9B3CF85257F-41006CE243	1114	1,990	56	40	44
1/26/16 6:30 AM	In 2014, Orange County had the highest number of move-over crashes and injuries from motorists who failed to comply with the Move Over Act. http://www.orlando-sentinel.com/opinion/os-ed-moveover-law-myword-012616-20160125-story.html	5,572	9,699	288	130	157
1/26/16 9:02 AM	Today is the four year anniversary of the traffic crash that almost took Trooper David Rodriguez’s life. Thankfully, he survived and after 2 years of recovery, he is back to work in the Orlando area, Troop D. January is move over month, but keep it with you year round. #moveoverFL	22,941	37,444	2,538	953	1,085

Florida Department of Highway Safety and Motor Vehicles

Date	Post Message	Reach (unique)	Impressions (total)	Engaged Users (unique)	Talking About This Post* (unique)	Post Stories (total)
1/26/16 12:56 PM	A little cutie asking Florida to move over for her daddy. Move over Florida, its the law and will save a life. https://youtu.be/tefvJoFdW1A	4,626	8,178	229	107	157
1/27/16 12:34 PM	Time for 'Wysocky Wednesday' on WINZ 940 AM host Andy Slater. Tune in now for talk about traffic safety with FHP's Sgt. Mark Wysocky.	474	838	60	33	37
1/30/16 2:00 PM	Remember to pay attention and move over. The few seconds you lose reaching your destination could save you money and more importantly, someone's life. http://www.news-press.com/story/news/investigations/melanie-payne/2016/01/29/move-over-fhp-irs-pin-eddy-lawyer-crash-payne-mel/79518004/	4,150	7,103	153	93	109
1/31/16 6:38 AM	Remember, Florida law requires you to Move Over a lane when you can safely do so for stopped emergency, sanitation, utility service vehicles and wreckers. Help us keep our families safe. #MoveoverFL	9,106	14,492	920	417	491
1/31/16 4:05 PM	As Move Over Awareness Month comes to a close, we want to thank those who have shared this message and most importantly those who are actively moving over or slowing down for stopped emergency or services vehicles on the road. Your actions save lives. Thank you to the Florida Cabinet, Florida Sheriffs Association, Florida Police Chiefs Association, Florida Department of Transportation, and all those who follow us on Facebook for helping the department spread this important message: #MoveOverFL	375	595	25	18	20

*Talking About This Post: the number of unique people who created a story by interacting with your page post

Throughout the Move Over, Florida! campaign, the department changed its Facebook cover photo twice. For the purpose of this report, these two changes will not be included in the calculation of reach, engagement rate and unique story creation due to the lack of written campaign content and the unusually low reach of these two particular posts. Neither photo reached 25 percent of the people that the status post with the least amount of reached. This suggests a difference in dissemination of changes in cover photo and status posts by Facebook; therefore they will not be included in further calculations.



Figure 1: Reach of 89; 104.4% Engagement Rate; 68% rate of unique user story creation



Figure 2: Reach of 26; 542.3% Engagement Rate; 384.6% rate of unique story creation

All posts made by the department that included Move Over, Florida! content reached between 350 people and 74,669 people per post. The average reach of the department’s campaign posts was 13,650 people. The two posts with the highest reach were the initial campaign announcement post and the post asking users to join the department in sharing the Move Over, Florida! message. Both of these posts reached more than 30,000 people, which is 165.8 percent of the department’s Facebook friends.



Figure 3: Reach of 74,669; 4.7% Engagement Rate; 3.2% rate of unique user story creation



Figure 4: Reach of 30,664; 4.2% Engagement Rate; 3.1% rate of unique user story creation

The average rate of engagement per Move Over, Florida! campaign post was 6.5 percent engagement and the average rate of unique user story creation was 3.4 percent. The posts with the highest rate of engagement and unique user story creation were the photos of Ft. Myers Troopers holding #MoveOverFL signs and Sgt. Mark Wysocky and WINZ 940 AM host Andy Slater holding #MoveOverFL signs.



Figure 5: 12.6% Engagement Rate; 5.6% rate of unique user story creation

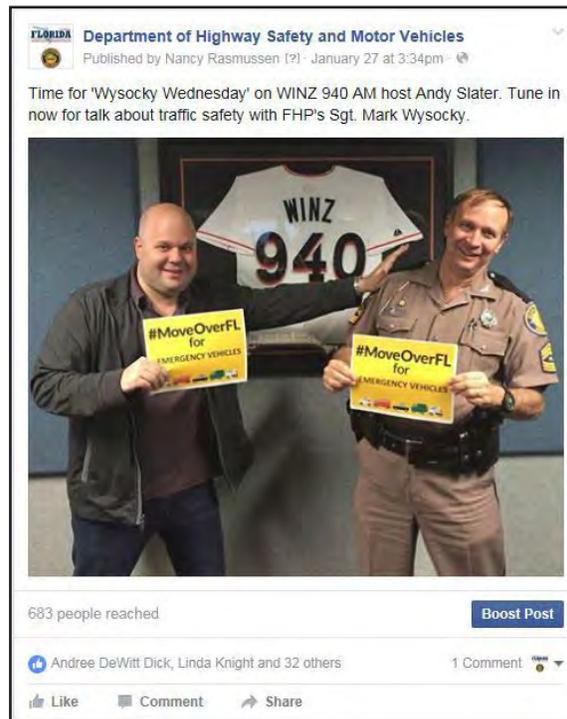


Figure 6: 12.7% Engagement Rate; 6.9% rate of unique user story creation

In addition to the department page and post data, there were more than 65 unique Facebook posts regarding the Move Over, Florida! campaign and more than 25,000 shares for WJXT4 the Local Station's (Jacksonville) post of the department-released dash camera video of Trooper Mac Mickens. Facebook posts that did not share a department post or tag the department page in their posts were not included in department Facebook page or post level data.

Other notable posts include those from Florida Chief Financial Officer Jeff Atwater (39 shares; 24,776 friends), Jacksonville Sheriff's Office (644 shares; 87,653 friends), CBS 12 News (67 shares; 252,694 friends), WPLG Local 10 (261 shares; 220,251 friends), Crestview Police Department (30 shares; 9,295 friends), Boca Raton Police Department (346 shares; 23,736 friends) and FOX 13 News – Tampa Bay (555 shares; 639,560 friends).



Figure 7: 2.2 Million Views; 5,800 Likes, 1,200 Comments; 25,000 Shares

Twitter

Compared to December 2015, the department’s Twitter activity increased by 185.7 percent in January 2016. There were 48,600 impressions for the department’s Move Over, Florida! campaign, a 230 percent jump from December’s tweet impressions. The department profile visits totaled 3,256, an increase of 38.7 percent from the previous month, and Twitter mentions totaled 159, and increase of 47.2 percent. These Twitter activities ultimately led to a three percent (158) increase in twitter followers.²

The department account tweeted 17 times in reference to the Move Over, Florida! campaign. Those 17 tweets received a total of 126 retweets and 105 likes. On average, the department earned a 1.1 percent rate of engagement, three link clicks per day, four retweets per day, three likes per day and one reply per day.

Below is the department tweet with the most impressions, totaling 6,406. This tweet was posted on January 5, 2016 and received 151 total engagements.



Figure 8

The average number of impressions per campaign tweet was approximately 2,353 and the median number of impressions was approximately 1,455. The average number of engagements per campaign tweet was 47 and the median number of engagements was 28.

There were at least 150 tweets from Twitter accounts regarding Move Over, Florida! campaign that were not included in the department’s account data, 20 percent of which were tweeted from news sources or prominent reporters with followers totaling approximately 932,973. Additional campaign messaging was posted on FDOT district, law enforcement, emergency services and FHP Twitter accounts throughout the state, with followers totaling approximately 105,796. This accounted for another 20 percent of the 150 unique campaign tweets.

² Twitter analytics defines the term impressions to be the number of times users saw a particular tweet. The term engagement is defined as the total number of times a user has interacted with a tweet. This interaction can include all clicks anywhere on the tweet, retweets, replies, follows and likes.

The Move Over, Florida! campaign also gained the attention of prominent government officials via Twitter. Cabinet members Pam Bondi and Adam Putnam both posted unique tweets regarding Florida's Move Over law.

Attorney General Pam Bondi tweeted on two separate occasions. Together, both tweets received 24 retweets and 27 likes. The Attorney General has 6,592 twitter followers.



Figure 9: 12 Retweets; 16 Likes



Figure 10: 12 Retweets; 11 Likes

Commissioner of Agriculture Adam Putnam's tweet received 11 retweets and 19 likes. The Commissioner has 14,200 twitter followers.



Figure 11: 11 Retweets; 19 Likes

Instagram

The department made eight Instagram posts that contained Move Over, Florida! campaign content in January 2016, all of which received more than 100 likes and averaged 126 likes and two comments. The top campaign Instagram post was the post asking department followers to show appreciation for all of Florida's first responders by moving over.



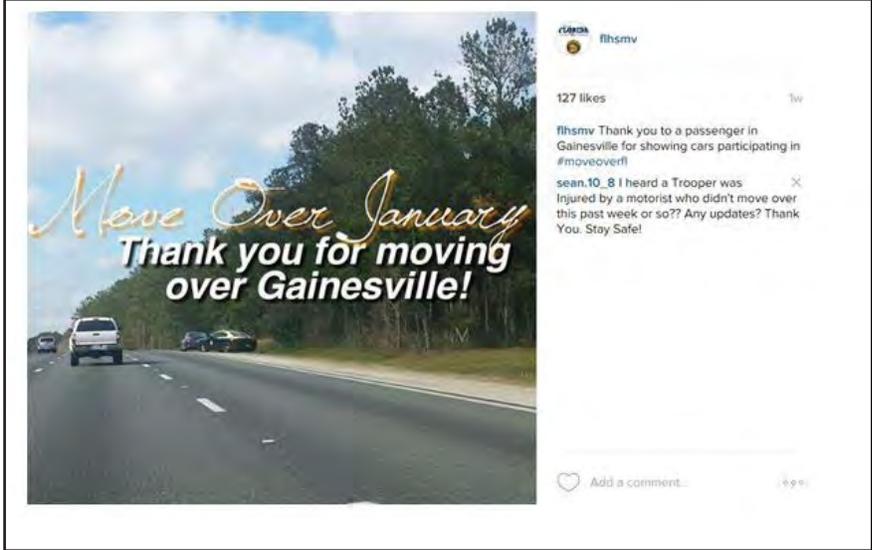
Figure 12: 157 Likes; 9 Comments

Date	Post	Likes	Comments
1/4/2016	<p>The image is a screenshot of an Instagram post from the account @flhsmv. The main image is a graphic with a yellow banner at the top that reads "MOVE OVER, Florida!". Below the banner, it says "for Law Enforcement, First Responders and Service Vehicles" in yellow text. There are illustrations of a police car, a fire truck, an ambulance, a tow truck, and a construction vehicle. Below the illustrations, it says "#MoveOverFL" and "January is Move Over Month". The post text says: "Florida Department of Highway Safety and Motor Vehicles (DHSMV) is commemorating Move Over month by reminding all motorists to Move Over, Florida! for emergency and service vehicles stopped along the roadway. #moveoverfl #moveover Move Over violations result in more than 100 crashes per year on Florida roadways, putting motorists and those who work along the roadways at risk. In addition to endangering law enforcement, first responders, public servants and other motorists, failing to move over can result in fines and points on a driving record. For more information, please visit our website: https://www.flhsmv.gov/2016/01/04/move-over-florida-law-enforcement-first-responders-service-vehicles/". The post has 135 likes and 1 comment: "Where can I get an 'it's".</p>	135	1

Date	Post	Likes	Comments
1/5/2016	 <p>#MoveOverFL</p>	157	9
1/8/2016	 <p>Pieces of an FHP Trooper's uniform after a vehicle failed to move over and hit him</p> <p>#MoveOverFL</p>	101	4
1/18/2016		126	2

Florida Department of Highway Safety and Motor Vehicles

Date	Post	Likes	Comments
1/20/2016		105	0
1/21/2016		120	1
1/21/2016		139	0

Date	THE DEPARTMENT Post	Likes	Comments
1/23/2016		127	1

Florida Department of Highway Safety and Motor Vehicles

Ten individual accounts made Instagram posts involving Move Over, Florida! campaign content using the hashtag #Move-OverFL resulting in 11 total posts. All accounts have more than 70 followers and total more than 12,000 followers.

Date	Account		Likes	Comments	Followers
1/4/2014	Sli_safety		10	1	74
1/7/2016	Stpetepd		7	0	392
1/7/2016	Jax Sheriff's Office		109	6	7,187

Florida Department of Highway Safety and Motor Vehicles

Date	Account	Likes	Comments	Followers
1/7/2016	Jax Sheriff's Office	95	2	7,187
1/8/2016	BuscandoSeguro	8	0	210
1/8/2016	GrazorInsurance	8	0	219
1/8/2016	JonathanJ-Collazo	3	0	164



Florida Department of Highway Safety and Motor Vehicles

Date	Account	Likes	Comments	Followers
1/13/2016	WEARMeg	116	6	2,618
				
1/20/2016	JayColle	15	0	406
				
1/21/2016	Petlovercentral	5	0	141
				
1/21/2016	JonathanJ-Collazo	3	0	164
				

Date	Account		Likes	Comments	Followers
1/28/2016	Mtoortech		13	0	775

YouTube

From January 1, 2016 to January 31, 2016, the department’s YouTube channel received 14,651 views, 21,199 watch minutes, 51 shares, 27 likes and gained 15 followers. The department posted three videos containing Move Over, Florida! campaign content in January 2016. These videos included Colonel Spaulding’s move over message, Trooper Mac Mickens’ dash camera video and the daughter of an FHP Trooper asking drivers to move over for her daddy. These videos received a total of 13,540 views and 19,352 watch minutes. This accounts for 92 percent of January’s total views and 91 percent of January’s watch minutes.

The Move Over, Florida! YouTube data shows a 1,522 percent increase in views, 1,621 percent increase in watch time, 920 percent increase in shares and a 2,600 percent increase in likes from December 2015. View counts do not account for unique viewers, it simply captures how many times the video was played for any amount of time.

“Move Over, Florida,” the video of Trooper Mac Mickens struck by driver who failed to move over, was posted on January 20, 2016. This video received 13,016 (89 percent) views and 18,998 (90 percent) watch minutes. The average view duration was 1:27 with an average of 60 percent of the video watched per viewer. This video also received 19 likes and two dislikes. The video was shared 33 (65 percent) times.

“#MoveOverFL,” the video of the young daughter of an FHP Trooper urging drivers to move over, was posted on January 25, 2016. This video received 228 (1.6 percent) views and 38 (0.2 percent) watch minutes. The average view duration was 0:09 with an average of 124 percent of the video watched per viewer. This video also received six likes and zero dislikes. The video was shared 15 (29 percent) times.



Figure 13



Figure 14

DHSMV Webpage

The department's Move Over, Florida! webpage, reachable through the department's newsroom and safety center, received 11,576 views from January 1, 2016 to January 31, 2016. Of the total 11,576 views, 8,870 were unique page viewers. The average time that each viewer spent on the page was 1:30.

The campaign page included a brief definition of the move over law and the risk to first responders, service professionals and motorists they are serving if a driver fails to move over. The webpage referred and linked viewers to Florida Statue 316.126 with regard to move over violation fines, fees and points on a driving record. The webpage also offered a Brevard Sheriff YouTube Video titled "Florida's Move Over Law 2014," two NewsfromJEA videos titled "Move Over for JEA Utility Vehicles" and "Move Over for JEA Employees," audio PSAs from FHP Troopers and downloadable printed material such as posters, tear sheets and social media graphics.

Total clicks to external links from the campaign webpage reached 256 clicks, 218 of which were unique users. These numbers include the links to Florida Statue 316.126 and YouTube videos "Florida's Move Over Law 2014," "Move Over for JEA Utility Vehicles" and "Move Over for JEA Employees." The link to Florida Statute 316.126 received 185 total clicks and 169 unique clicks. Brevard Sheriff's YouTube video "Florida's Move Over Law 2014," received a total of 38 clicks, all of which were unique clicks. No same viewer clicked that video more than once. NewsfromJEA's "Move Over for JEA Utility Vehicles" YouTube video received 27 total clicks and 22 unique clicks, while it's "Move Over for JEA Employees" YouTube video received five total and unique clicks.

Available for download off of the department's webpage were two Move Over, Florida! posters, one in English and one in Spanish, a Move Over, Florida! tear sheet and a social media graphic. There were a total of 234 downloads from the campaign page and 163 unique downloads. The English campaign poster was downloaded 92 times, which accounts for both total and unique downloads. The Spanish campaign poster was downloaded by 71 unique users and a total of 76 times. The campaign tear sheet was downloaded 38 times by 38 unique users. The social media graphic was downloaded 27 times by 27 unique users.

Partner Outreach

Florida Cabinet

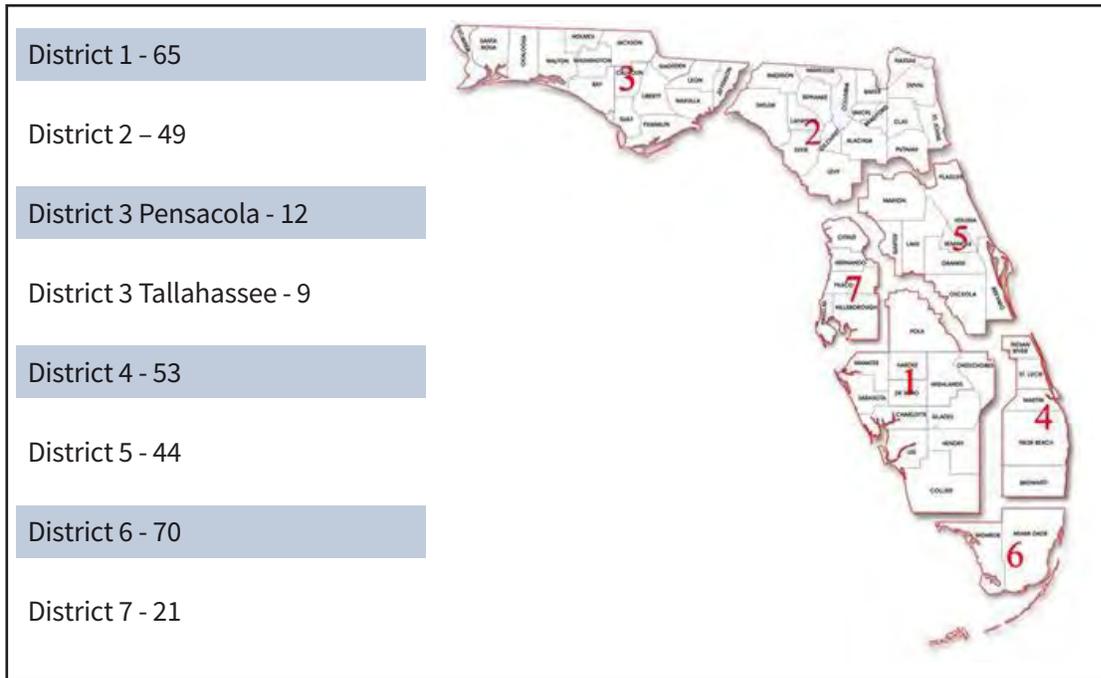
The department obtained sponsorship from Governor Rick Scott for a Cabinet Resolution declaring January Move Over Month. The Resolution was presented by the Governor at the January meeting of the Florida Cabinet.

Tax Collectors

The department provided Move Over, Florida! content to the Motor Vehicle Network aired at Florida Tax Collector offices across the state. Throughout the month of January, 10 county Tax Collectors ran the Move Over, Florida! messages within more than 50 offices.

Florida Department of Transportation

The Florida Department of Transportation posted messaging provided by the department onto their digital messaging signs on Florida roads statewide. The move over message was posted to eight FDOT digital message signs over Florida roads a total of 323 times.



The Move Over, Florida! message was also posted at 58 Florida Turnpike kiosk signs across the state each day.

Campaign Tear Sheets

The department printed and will disseminate 200,000 tear sheets to FHP troopers featuring the Move Over Act. The tear sheets (in both English and Spanish) explain how to comply with the move over law and are given to motorists when they receive a citation.

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