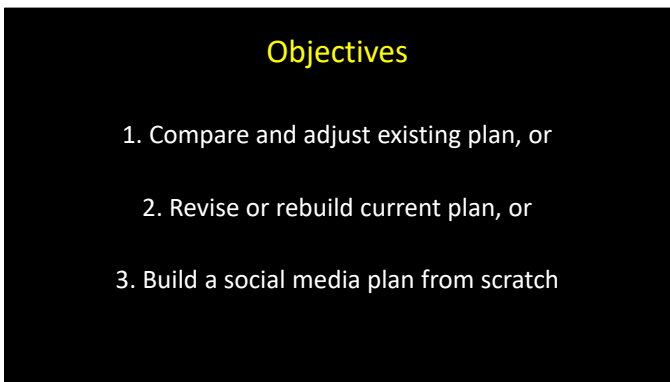
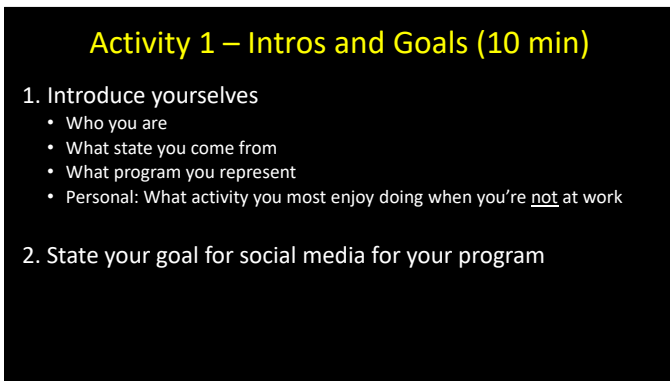




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Agenda

Part 1: Define Components (1:15)

Break (:10)

Part 2: Assemble Components (1:15)

4

Agenda

Part 1: Define Components (1:15)

Break (:10)

Part 2: Assemble Components (1:15)

5

Communications Plan Components

1. Mission
2. Goals
3. Objectives
4. Strategies
5. Audiences
6. Key Messages
7. Tactics
8. Evaluation

6

Communications Plan Components

1. Mission
2. Goals
- 3. Objectives**
4. Strategies
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6. Key Messages
7. Tactics
8. Evaluation

7

Activity 2 – Objectives (10 min)

1. Write 1-3 objectives for your social media plan (5 minutes)
2. Add each objective to Yellow Worksheet #1
3. Each share 1 objective and assess as a group (5 minutes)
 - Is the objective relevant?
 - Is it achievable?
 - Is it measurable?

8

Communications Plan Components

1. Mission
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Communications Plan Components

1. Mission
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4. Strategies
- 5. Audiences**
6. Key Messages
7. Tactics
8. Evaluation

Target or
Intended recipient
of your
key messages

10

Audience Types

11

Audience Types

Obligatory

12

Audience Types

Obligatory
Professional

13

Audience Types

Obligatory
Professional
Business/Economic

14

Audience Types

Obligatory
Professional
Business/Economic
Social

15

Activity 3 – Define Your Audiences (5 min)

1. Brainstorm 5+ audiences you serve
2. Prioritize audiences and add to Yellow Worksheet #1

16

Sample Audiences – Rider Education

- | | |
|--------------------------|------------------------|
| 1. Past Students | 7. Future Students |
| 2. Instructor Community | 8. Current Students |
| 3. Riding Community | 9. Businesses |
| 4. Clubs/Organizations | 10. Law Enforcement |
| 5. Dealers/Manufacturers | 11. Judges |
| 6. Partners | 12. Public + Driver Ed |

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Sample Audiences – Driver Education

- | | |
|----------------------------------|---|
| 1. Novice teen drivers | 7. Commercial schools |
| 2. Parents/guardians | 8. Public school teachers |
| 3. Driver ed students | 9. Partners (HSO, SADD, etc.) |
| 4. 3 rd party testers | 10. Law Enforcement |
| 5. Driver ed instructors | 11. Businesses |
| 6. Licensed adult drivers | 12. National orgs (AAMVA, ADTSEA, DSAA, etc.) |

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Communications Plan Components

- 1. Mission
- 2. Goals
- 3. Objectives
- 4. Strategies**
- 5. Audiences
- 6. Key Messages
- 7. Tactics
- 8. Evaluation

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Strategies

- | | |
|----------------------|--------------------------|
| Take driver/rider ed | Make good choices |
| Take continuing ed | Model good behavior |
| Gain public support | Follow best practices |
| Collaboration | Professional development |
| Partnership | Esprit de corps |
| Compliance | Awareness |

20

Activity 4 – Strategies (5 min)

- 1. Assign one strategy to each audience
- 2. Add to Yellow Worksheet #1

- Take driver ed
- Take continuing ed
- Gain public support
- Collaboration
- Partnership
- Compliance

- Make good choices
- Model good behavior
- Follow best practices
- Professional development
- Esprit de corps
- Awareness

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Communications Plan Components

- 1. Mission
- 2. Goals
- 3. Objectives
- 4. Audiences
- 5. Strategies
- 6. Key Messages**
- 7. Tactics
- 8. Evaluation

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Communications Plan Components

- 1. Mission
- 2. Goals
- 3. Objectives
- 4. Audiences
- 5. Strategies
- 6. Key Messages**
- 7. Tactics
- 8. Evaluation

Concept
 your audience
 needs to know
 to achieve
 your goals

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Key Messages

- 1. Theme(s) audience will hear repeated
- 2. Based on crash data
- 3. Supports program values
- 4. So simple a parrot could say it
- 5. What do they need to know now?



Examples: ATGATT; alert today, alive tomorrow

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Activity 5 – Define Key Messages (10 min)

1. Use Yellow Worksheet #1
2. Generate 3-5 key messages (5 min)
 - Theme(s) audience will hear repeated
 - Based on crash data
 - Supports program values
 - Simple enough a parrot could say it
3. Share and discuss; agree on “universalness” (5 min)

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Communications Plan Components

1. Mission
2. Goals
3. Objectives
4. Audiences
5. Strategies
6. Key Messages
7. Tactics
8. Evaluation

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Communications Plan Components

1. Mission
2. Goals
3. Objectives
4. Audiences
5. Strategies
6. Key Messages
7. Tactics
8. Evaluation

Specific method
of marketing
a key message

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Activity 6 – Tactics (5 min)

1. List 5-10 tactics currently in use on Yellow Worksheet #1
2. Rank your tactics most effective to least effective

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Tactics

Primary

1. Face-to-face
2. Events
3. Social Media
4. Newsletter
5. Collateral
6. Website

Secondary

7. Earned Media
8. Paid Media
9. Direct Mail
10. E-mail
11. Text

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Communications Plan Components

1. Mission
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5. Strategies
6. Key Messages
7. Tactics
8. Evaluation

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Communications Plan Components

- 1. Mission
- 2. Goals
- 3. Objectives
- 4. Audiences
- 5. Strategies
- 6. Key Messages
- 7. Tactics
- 8. Evaluation

Objective:
Be present
in the riding community
and facilitate
new discussions

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Evaluation

- 1. Events attended
- 2. Audience size
- 3. Contacts
- 4. Digital metrics
- 5. Surveys
- 6. Observations/QAV
- 7. Distribution

32

Break (15 minutes)

33

Agenda

Part 1: Define Components (1:15)

Break (:10)

Part 2: Assemble Components (1:15)

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Frequency

35

Frequency

1. Decide the topic
2. Draft the message
3. Decide on visual
4. Research the topic
5. Hone the message
6. Find or create the visual
7. Prepare and finalize

36

Frequency

- 1. Decide the topic
- 2. Draft the message
- 3. Decide on visual
- 4. Research the topic
- 5. Hone the message
- 6. Find or create the visual
- 7. Prepare and finalize
- 8. Modify
- 9. Schedule/post
- 10. Monitor
- 11. Respond

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Frequency

- 1. Manageable, sustainable workload

38

Frequency

- 1. Manageable, sustainable workload
- 2. Conservative: 1.5-2.0 hours per message

39

Frequency

1. Manageable, sustainable workload
2. Conservative: 1.5-2.0 hours per message
3. Message multitasking

40

Activity 7 – Frequency (5 min)

1. Write audience and strategy on Red Worksheet #2
 - One audience per Worksheet #2
2. Decide overall frequency
 - Once/day, once/week, twice/month, etc.
3. Decide each audience's frequency
 - Top priority audience first

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Social Media Types

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Social Media Types

Networking Facebook Twitter LinkedIn
--

43

Social Media Types

Networking Facebook Twitter LinkedIn	Image sharing Instagram Snapchat Pinterest Imgur
--	---

44

Social Media Types

Networking Facebook Twitter LinkedIn	Image sharing Instagram Snapchat Pinterest Imgur	Video sharing YouTube TikTok Vimeo
--	---	--

45

Social Media Types

Networking Facebook Twitter LinkedIn	Image sharing Instagram Pinterest Snapchat Imgur
Blogging Medium Reddit Tumblr Quora Yahoo Answers (defunct)	Video sharing YouTube Vimeo TikTok

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Assigning Work

47

Assigning Work

1. Administrator

48

Assigning Work

- 1. Administrator
- 2. Subject matter expert(s)

49

Assigning Work

- 1. Administrator
- 2. Subject matter expert(s)
- 3. Social media expert(s)

50

Assigning Work

- 1. Administrator
- 2. Subject matter expert(s)
- 3. Social media expert(s)
- 4. Volunteers

51

Types of Content

52

Important dates, holidays, themes

53

Tell Stories

54

Share Articles

State Motorcycle Safety Association
November 8, 2021

66 With the number of traffic fatalities going up, not down, this legislation gives states access to substantially more federal grant funds to stop dangerous driving and improve safety infrastructure.

Governors Highway Safety Association
November 8, 2021

GHSA commends and congratulates the U.S. Congress for passing the bipartisan Infrastructure Investment and Jobs Act, which will not only provide a massive infusion...

Team Oregon Motorcycle Safety Program
April 18, 2021

Maintenance for neglecting a drive chain can get expensive. It's worth the effort to keep it clean, lubricated and properly adjusted. Adjust it at least every 100 miles, wiping off excess with a rag. Clean, lube and check your chain back every time you wash the bike before you wash it.

HOW TO CLEAN AND LUBE A MOTORCYCLE CHAIN
How To Clean & Lube Your Motorcycle Chain at RevZilla.com

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Share Safety Tips

FMCSA @FMCSA · Dec 2, 2020
Buses will safely travel thousands of miles this holiday season connecting millions of Americans with their loved ones this holiday season.

CSP MOST @CSP_MOST · Jul 20
If you plan on doing a lot of highway riding, you might want a motorcycle with an engine in the 500- to 750-cc range so you can easily keep up with traffic. #motorcycletips #motorcyclesafety

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Share Videos and PSAs

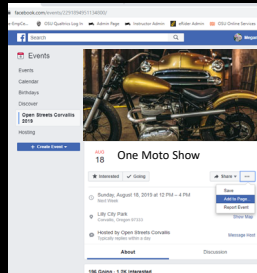
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Free Media Resources

- www.trafficsafetymarketing.gov
- www.nhtsa.gov
- www.nhtsa.gov/nhtsa-image-library
- www.nhtsa.gov/road-safety/teen-driving
- www.nhtsa.gov/road-safety/motorcycles
- <https://www.youtube.com/user/USDOTNHTSA>
- www.fmcsa.dot.gov/ourroads
- www.nrsf.org
- www.psacentral.org
- And so much more...just search the web...

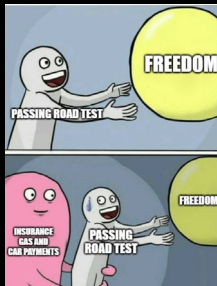
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Create or Promote Events



59

Memes, GIFs, Boomerangs



60

Assets

64

Assets

- 1. Build library
- 2. Partners
- 3. Other states
- 4. Articles and videos
- 5. Curriculum material
- 6. Stock photos

65

Assets

- 1. Build library
- 2. Partners
- 3. Other states
- 4. Articles and videos
- 5. Curriculum material
- 6. Stock photos



66

Activity 8 – Social Media Blueprint (25 min)

1. Use Red Worksheet #2
2. Refer to pre-course assignment (topics)
3. Assign categories first (repeatable formula)
4. Sketch out topic/post content
5. Ensure topics/posts are purposeful and integrated:
 - What other program tactics does this post support?
 - What program value does this post support?
 - What key message does this post support?

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Wrap Up

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Wrap Up

1. Started with list of ideas

69

Wrap Up

- 1. Started with list of ideas
- 2. Defined components

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Wrap Up

- 1. Started with list of ideas
- 2. Defined components
- 3. Assembled components
- 4. Organized, purposeful, integrated

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Wrap Up

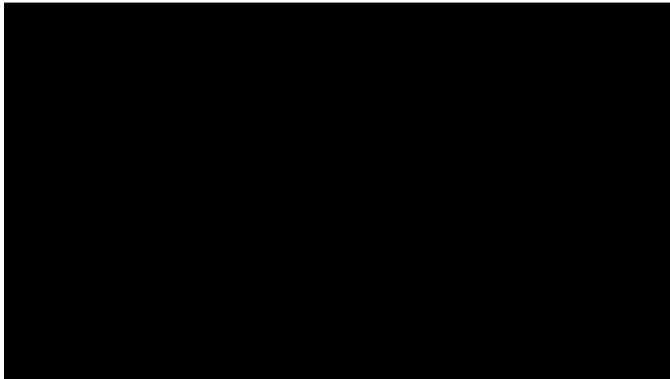
- 1. Started with list of ideas
- 2. Defined components
- 3. Assembled components
- 4. Organized, purposeful, integrated
- 5. Likelihood of success? (0-2-5)

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Wrap Up

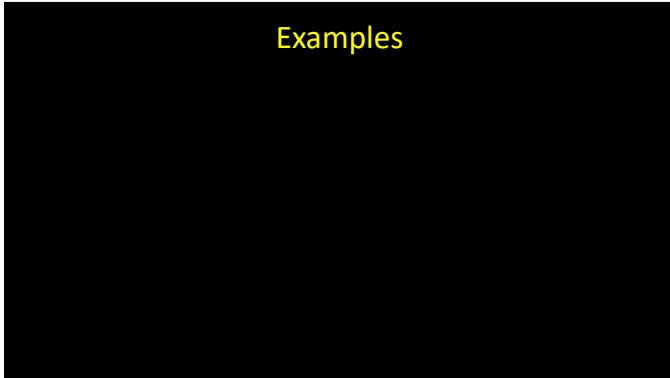
1. Started with list of ideas
2. Defined components
3. Assembled components
4. Organized, purposeful, integrated
5. Likelihood of success? (0-2-5)
6. What challenges?

73



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Examples



75



76



77



78

MILESTONES
Enter the destinations and dates of your riding milestones. Longer rides should be split over multiple days.

	Destination	Date
1ST 100-MILE RIDE		
1ST 250-MILE RIDE		
1ST 500-MILE RIDE		
1ST 1,000-MILE RIDE		

OREGON DESTINATIONS
Visit 1 by bike.* Enter date and round trip miles.

	Date	Miles
1. CRATER LAKE		
2. MILENDAMN FALLS		
3. OREGON DUNES		
4. PENDELTON ROUND-UP		
5. SILVER FALLS		
6. SMITH ROCK		

FIVE POINTS OF THE OREGON COMPASS
Have you visited the furthest reaches and deepest middle of Oregon? Ride to Astoria, Brookings, McDermitt, Haruna, and Prineville. Post a picture of you and/or your bike near the landmark and tag Team Oregon.
To hit all five is 3,400+ miles one-way. For each destination, allow at least 2-4 days of travel - more if you want to soak it in.

	Year
1. ASTORIA: ASTORIA COLUMN <i>(The destination for megalomaniacs)</i>	
2. BROOKINGS: KITE FESTIVAL <i>(Get your kite on!)</i>	
3. MCDERMITT: CALDERA ROCK SHOP <i>(Technically, Nevada) Road trip for rock hounds.</i>	
4. HARUNA: HAY POINT OVERLOOK <i>(Challenge your cardiovascular system.)</i>	
5. PRINEVILLE: STEINS PILLAR <i>Ride to the finish.</i>	

Four wheels move the body. Two wheels move the soul.

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"The oncoming vehicle's view of the motorcyclist is partially blocked."
"There are at least three things the rider could do to minimize the risk of a right-of-way violation. What would YOU do?"

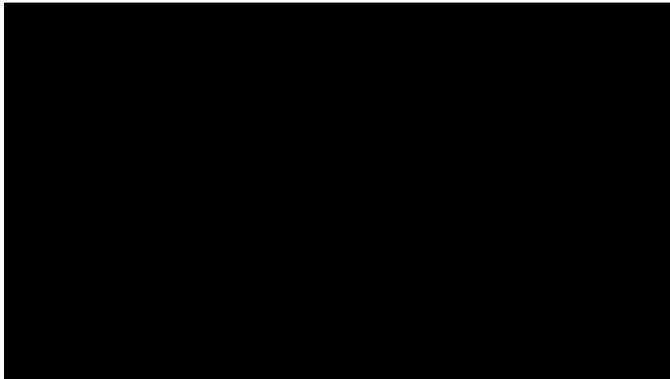
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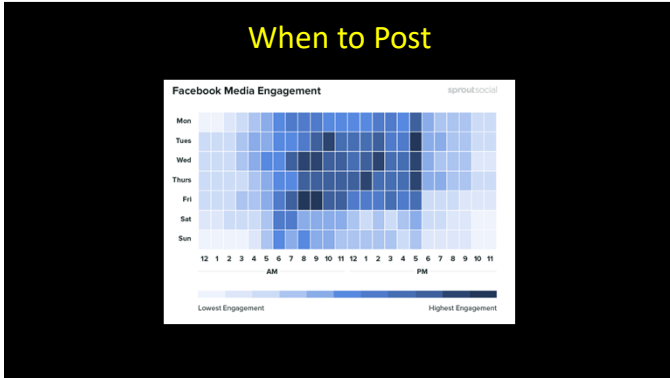
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