

IAM Lincolnshire Social Media Campaign - Brake Charity Road Safety Week

IAM Lincolnshire recently took to Social Media to proactively support the Brake Charity Road Safety Week.

Road Safety Week is the UK's biggest road safety event and took place from 16–22 November 2020 using the theme NO NEED TO SPEED.

The campaign aims to inspire thousands of schools, organisations and communities to take action on road safety and promote life-saving messages during the Week and beyond.

Road Safety Week provides a focal point for professionals working in road safety to boost awareness and engagement in their work.

With this in mind the IAM Lincolnshire Social Media team decided to invite multiple Lincolnshire based road safety leads, organisations and personalities to join us in reminding drivers there's #NoNeedToSpeed.

We simply asked each guest to record a short road safety-based video, from their own perspective, whilst considering the theme of the road safety week campaign. The response to these requests was wholeheartedly positive, thanks mainly through the positive relationships IAM Lincolnshire has forged with the individuals and organisations.

With enough guest videos confirmed, for more than one video per day, our Social Media team set about scripting text to accompany each video. The scripts included a pre event introduction video by Ashley Behan, Group Secretary, and a post event summary video by Richard Hardesty, our Social Media Officer.

The reaction to IAM Lincolnshire's involvement in Road Safety Week was fantastic, with the videos being shared on Twitter, Instagram and Facebook. On Twitter alone, at the time of writing, the videos have been watched 9729 times and the tweets having been seen by 65,158 people. Twitter analytics for each post are shown in the below table, along with a link to view each tweet:



Presenter / Organisation - Tweet Link	Views*	Engagements*	Impressions*
Ashley Behan Introduction	743	204	2,944
Marc Jones Police & Crime Commissioner	1479	338	8,659
Gemma Primary Teacher	289	89	2,795
John Siddle Lincs Road Safety Partnership	459	98	2,599
Dr Simon Topham Lives	763	225	5,023
Sergeant Mike Templeman Lincs Police	1748	592	11,029
East Midlands Ambulance Service	286	69	3,039
Lincolnshire Fire & Rescue	260	80	1,581
DCS Andy Cox National Lead for Fatal Collision Investigation	3244	460	24,190
Richard Hardesty Summary	458	117	3,299
Totals	9,729	2,272	65,158

***View** – Number of Videos Viewed **Engagement** – times people interacted with this tweet **Impressions** – times people saw this tweet.

Whilst social media posts don't directly save lives the powerful messages within each video may well prompt thought, enough for a driver to slow down and avoid a collision. Either way there really is #NoNeedToSpeed.

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Our campaign inspired teachers at Bishop King Primary School in Lincoln to engage with Brake's Road Safety Week. Teachers throughout several year groups used Brake's educational resources to educate pupils about the importance of road safety. Some of the amazing work produced by the children during the campaign can be seen below. One drawing even portrayed one of our guest contributors, but can you guess which?

