Cassidy Lego

Social Media Planner

I believe that in order to fully utilize social media’s effect for the Pedestrian Safety Board, Facebook and Twitter are the best two platforms.

**Facebook:**

* Facebook has no limit on word or content, which would be suitable for longer posts about changes in traffic signals with photos regarding that topic attached as well. With Facebook, we have a much broader audience than any other platform, especially regarding adults.
* It’s important that the board’s message reaches parents, staff, and potential volunteer members, as most middle-aged individuals within those target groups utilize Facebook over any other platform.
  + A popular feature that Facebook has to offer is their “groups”, either public or private. Thousands of Freshman join Facebook groups pertaining to their graduating class, for example: “WVU 2022”.
  + This would be a potentially successful way to grab the attention of incoming freshman, as well as older class’ Facebook pages to spread the word.
  + The Pedestrian Safety Board could create their own group page as well, allowing promotions and members to join at their will.

**Twitter**

* Out of Twitter and Instagram, I believe twitter would be the most effective to the board. As Instagram is a more aesthetic based rather than information based, I believe it to be obsolete for our mission.
* Twitter has the opportunity to be spread on a wider basis with their “retweet” tool.
* Dominated by teens and young adults, which includes a majority of our campus.
* The WVU Police Twitter account already often tweets pedestrian related tips along with images of the camps.
  + This is a reason why the board should acquire a Twitter account as these are tweets that would make much more sense coming from them.
* The board will be able to write a short sentence, pertaining to signal switches for example and attach a link, perhaps to one of our press releases, for users to interact with.
* Like Facebook, the board can also attach photos (limited to four at a time), to get their point across in a timely manner considering Twitter was not made for lengthy posts.
  + As Facebook is also being utilized, Matthew would be able to link a lengthier Facebook post to a preview on Twitter, maximizing the potential of both platforms.