



TRAFFIC SAFETY CHAMPIONS PROGRAM

USING SOCIAL MEDIA STRATEGIES TO IMPROVE TRAFFIC SAFETY IN YOUR COMMUNITY

Monday, September 16,
2024

6:00 pm - 7:00 pm



AGENDA

01

WELCOME

02

TRAFFIC SAFETY CHAMPION PROGRAM UPDATES

03

OTS TRAFFIC SAFETY CHAMPIONS PRESENTATIONS

04

QUESTION & ANSWER

05

NEXT STEPS


TRAFFIC
SAFETY
CHAMPION



BE A
TRAFFIC SAFETY
CHAMPION.



JOIN THE
GO SAFELY
MOVEMENT

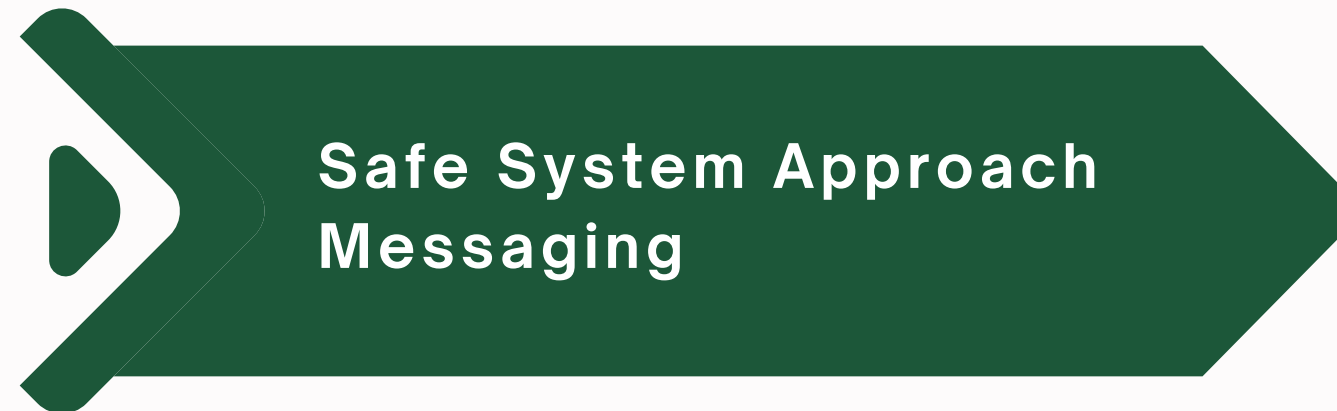
WELCOME





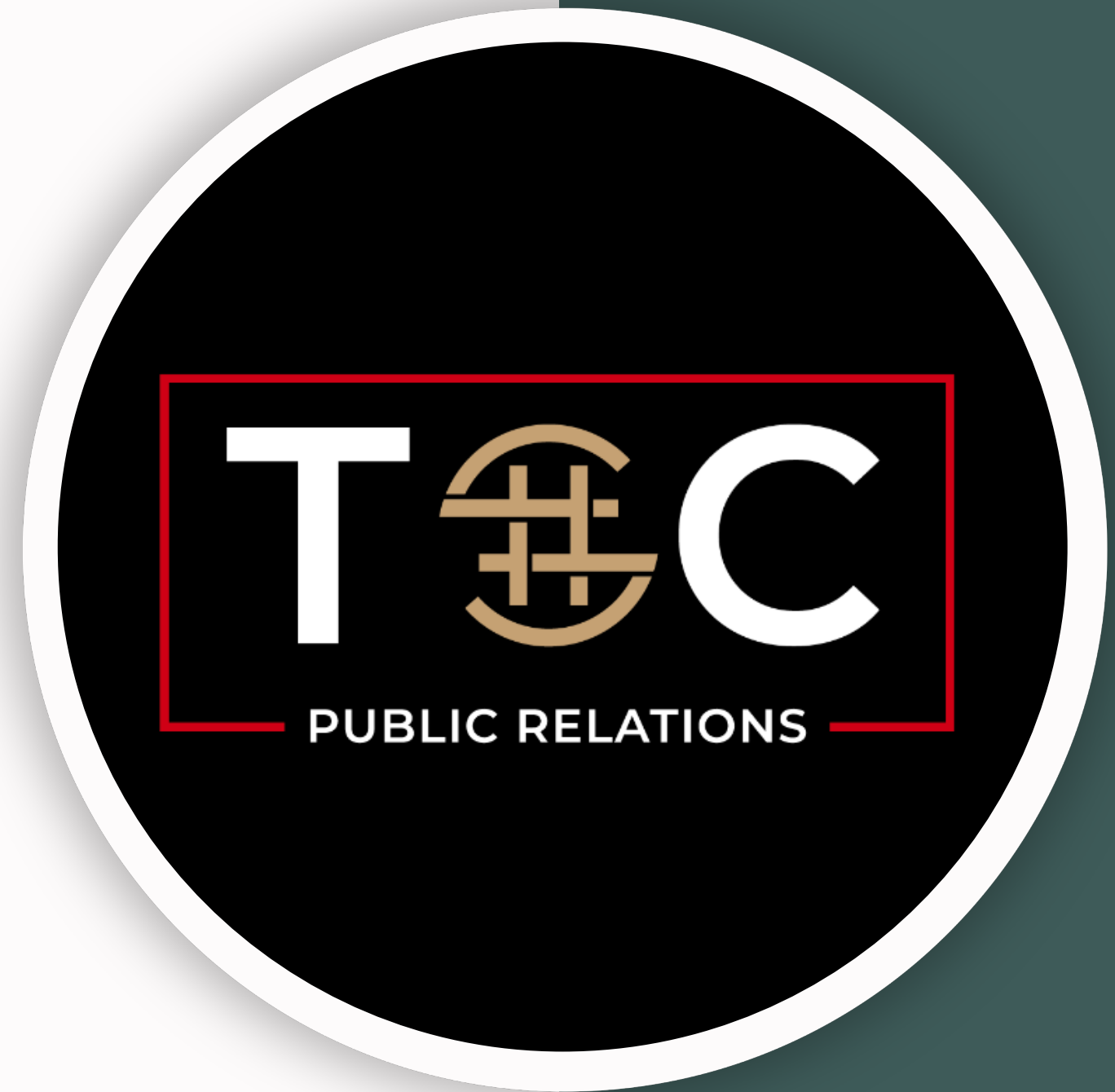
TRAFFIC SAFETY CHAMPION

UPDATES



Tamrin Olden

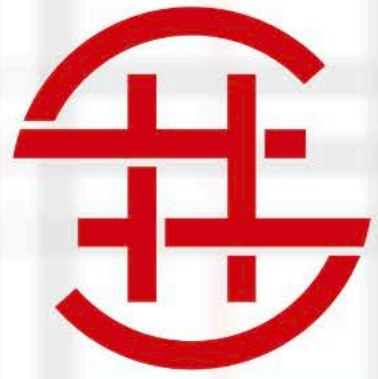
*Founder/CEO
TOC Public Relations*



TRAFFIC SAFETY CHAMPION WEBINAR

September 16, 2024





- Tamrin Olden
 - 22 years of experience
 - Owner of TOC PR - 8yrs
 - 16yrs at Chino
 - Full-service PR firm for public safety organizations



INTRODUCTION



TAMRIN'S TSC TIPS - GOALS

Increase reach

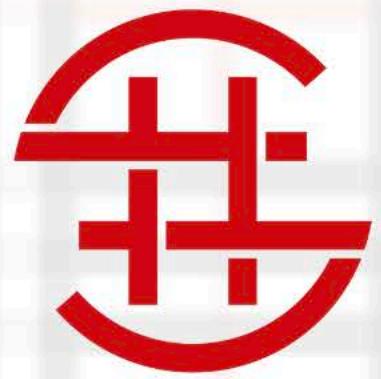
Enhance community engagement

Educate and advocate



- 1 Personal experiences
- 2 Impact
- 3 Vulnerable

TIP #1: STORYTELLING



TIP #2: USE TRUSTED SOURCES

Go to the source

Be patient

Trust, but verify



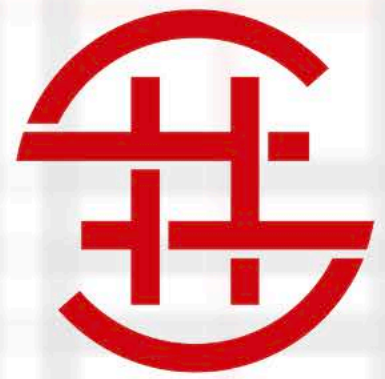
TIP #3: ADVOCATE & EDUCATE

**Avoid gossip and complaining;
promote positivity**

Incorporate tips and info

Think awareness

Safety culture

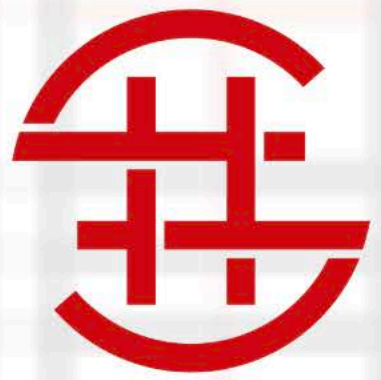


TIP #4: ENGAGEMENT

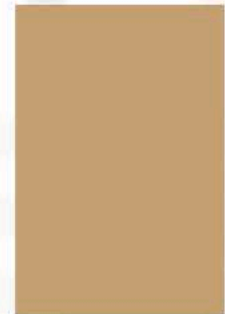
On others content

On your content

Engaging content



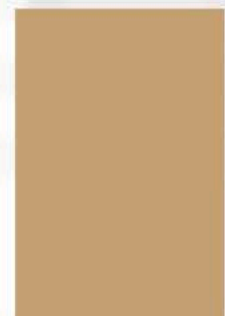
TIP #5: PARTNERSHIPS



FBO



CBO



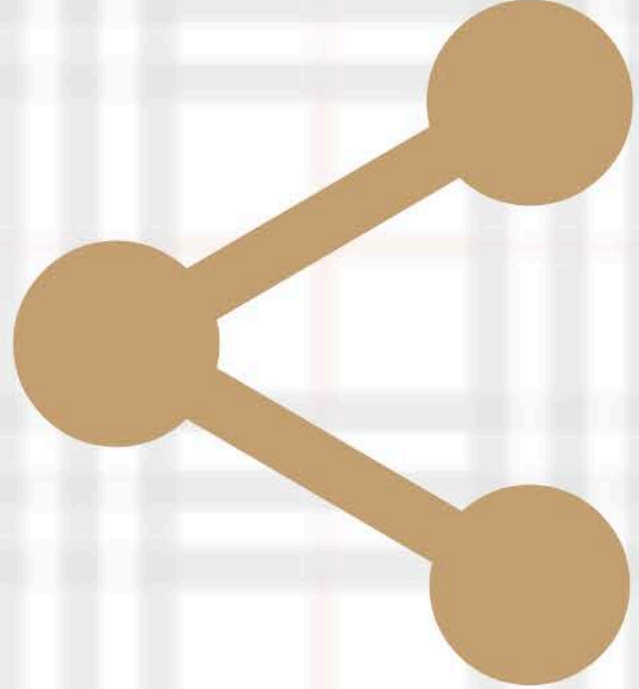
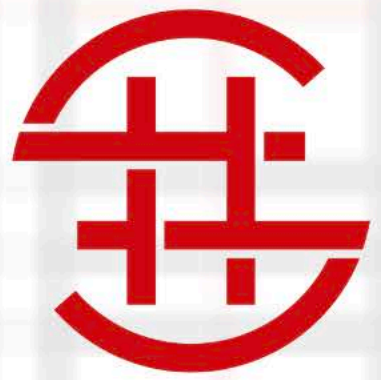
Schools



Public safety/government



Neighborhood



STAY CONNECTED...

- @tocpublicrelations
- Tamrin Olden
 - tamrin@tocpublicrelations.com
 - @tamrinolden
- Website: tocpublicrelations.com

**Kevork
Kurdooghlian**

*Communications Manager
Glendale Police Department*





#MyGlendale

Using Social Media for Traffic Safety

Kevork Kurdoghlian
Glendale Police Department



Part 1

Context

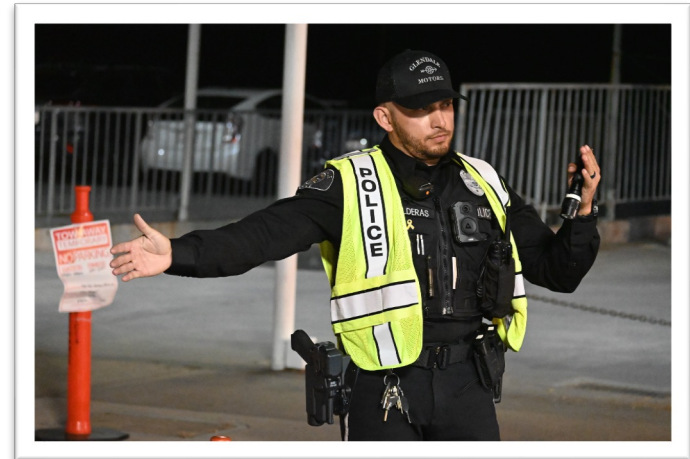
Kevork Kurdoghlian

- Communications Manager at Glendale PD for 1 year
- Former local news reporter and local government communications consultant
- Studied Political Science at UCLA and Public Administration at USC
- Social media for me started in 2007 with a Myspace page
- Passionate about information and the impact traffic has on the quality of life



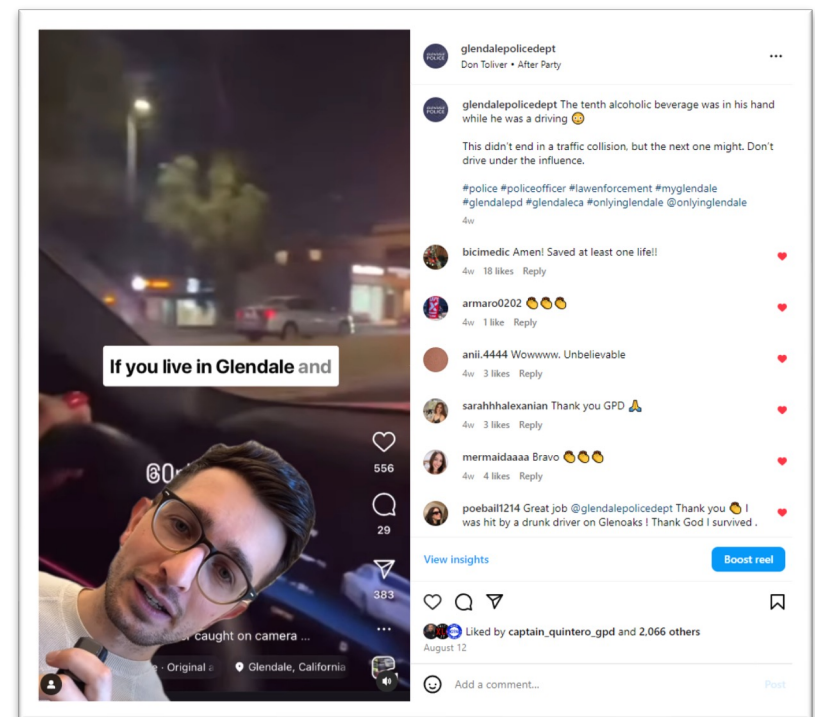
Glendale Police Department

- 250 sworn officers, including 3 traffic cars, 2 traffic sergeants, 1 traffic lieutenant, 15 motor officers and one traffic detective
- Through OTS grants in 2023, Glendale PD wrote 595 traffic citations and 589 speed citations, made 33 arrests, and held 4 DUI checkpoints, 15 DUI saturation patrols, and 4 Start Smart Teen Driving Safety Courses.



Glendale Police + Social Media

- Glendale PD primarily focuses on creating content for Instagram
- The Department also use Facebook, X, Threads and TikTok to varying degrees
- Other important channels are Nextdoor and Neighbors (Ring)



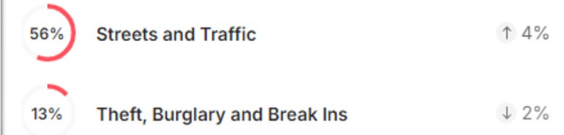
Glendale + Traffic

LOS ANGELES

Report: Glendale Drivers Among The Worst In The Nation

Top Concerns

[Go to Feed](#)



Walker's Paradise

Daily errands do not require a car.



Good Transit

Many nearby public transportation options.



Bikeable


Some bike infrastructure.

Crash Category	VICTIMS KILLED & INJURED	OTS RANKING
Total Fatal and Injury	597	47/60
Alcohol Involved	53	52/60
Had Been Drinking Driver < 21	2	48/60
Had Been Drinking Driver 21 - 34	16	58/60
Motorcycles	24	53/60
Pedestrians	91	5/60
Pedestrians < 15	6	15/60
Pedestrians 65+	30	1/60
Bicycle	21	44/60
Bicyclist < 15	2	50/60
Composite	229	56/60

Crash Category	FATAL & INJURY CRASHES	OTS RANKING
Speed Related	66	52/60
Nighttime (9:00pm - 2:59am)	50	51/60
Hit and Run	42	38/60

TYPE OF ARRESTS	ARRESTS	OTS RANKING*
DUI Arrests	327	35/60

Glendale + Traffic + Social Media

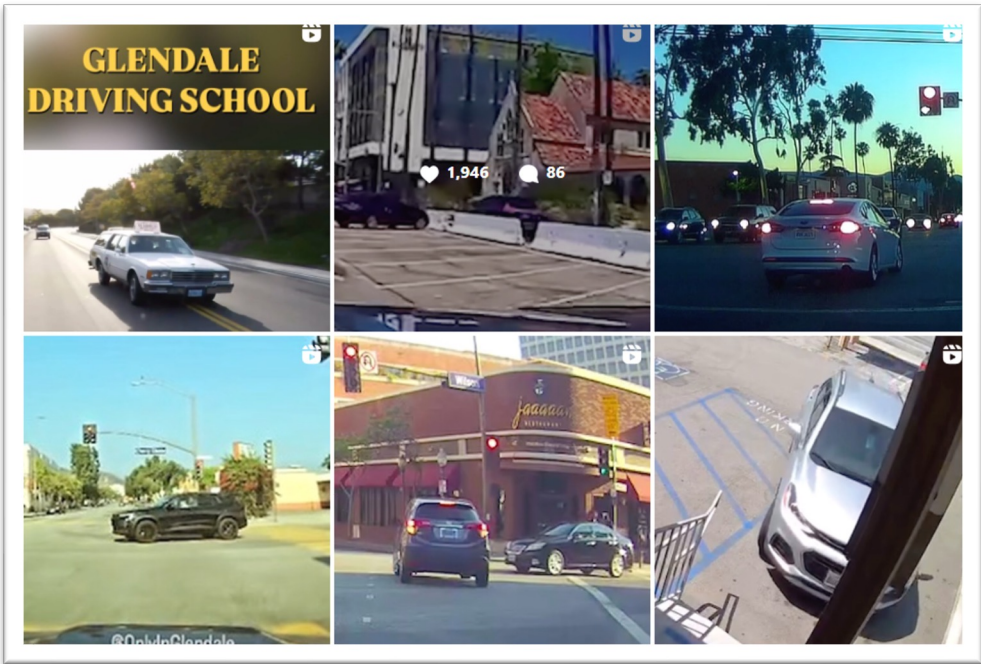


onlyinglendale [Follow](#) [+](#) [...](#)

250 posts 45.5K followers 304 following

Glendale's Best Drivers
Showcasing only the very best drivers of Glendale, CA!
Submit yours today!

Followed by robertwilliam_gpd, chiefcid_gpd + 9 more



Part 2

How the Glendale Police Department Use Social Media to Motivate People to Prioritize Traffic Safety

Building Community (Relations)

- Community building, or community relations, on social media requires creating content that:
 - Reaches as many people as possible in your target audience
 - Grows your audience on social media
 - Allows your audience to connect with each other through your content



Part 3

What You Can Do to Engage With and Promote Content on Social Media Related to Traffic Safety

Cooperation (Championship Team)

- Look for community partners who share the common goal of traffic safety
- The team you build in real life will be the driving force behind your social media presence
- Don't partner with trolls.



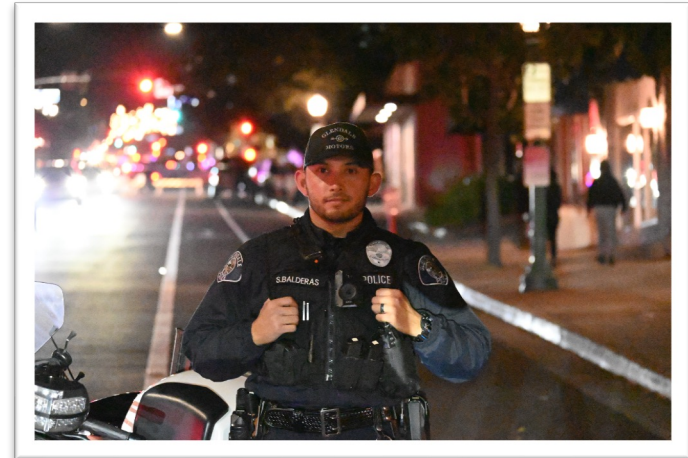
Content (Industriousness)

- Content – collection, consumption, engagement, editing, publishing, projecting – takes time.
- Consistency (on your own terms) is key. Examine your capacity and proceed accordingly.
- Catalogue then leverage existing (partner) resources.



Creativity (Inspiration + Enthusiasm)

- Create a feeling
- Find creators who produce content you would feel comfortable applying to traffic safety
- Communicate your “why”
- Orient toward solutions and solving people’s problems



Part 4

How is Glendale PD encouraging a safety culture within the city through social media?

Social Media for a Safety Culture

- Reinforcing traffic enforcement
 - Visibility is a crime deterrent
- Meeting the conversation where it is (when appropriate)
 - Contextualize, not sensationalize
 - Civility, not snarky
 - Unite, not fight
- Move the conversation off social media (when appropriate)
 - Traffic Townhall Meeting



Thank you for listening!
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(818) 548-3140



#MyGlendale



NEXT STEPS



WEBINARS






STAY CONNECTED



THANK YOU!

Please look for a follow-up survey to this webinar. We value your feedback and are open to any ideas or suggestions for future meetings.

-  916-509-3030
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-  gosafelyca.org/trafficsafetychampion/



**TRAFFIC
SAFETY
CHAMPION**