


How to Play by the Latest Rules of Engagement on Facebook



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American Traffic Solutions Facebook Page



- ATS is the leading provider of Technology-Enabled Safety, Compliance and Mobility Solutions to Fleets, Rental Car Companies and State and Local Governments.

Challenges

- Challenges
 - Largely B2B, B2G company.
 - Two sides of our business, both indirectly interface with consumers. Issue more than 4million violations per year on behalf of our customers.
- Goal
 - At the table not on the menu.

What we do



What to consider before posting:

- Is your content provocative?
- Is it appropriate?
- Are you posting in a timely or relevant matter?

Watch your insight analytics to see what type of posts your fans are engaging with and use that style.

What has worked

- Facebook Advertising
- Facebook Campaigns
- Promoting Posts
- Posting relevant topics in our industry
- Highlighting non-profits that we partner with
- Integrate other social media platforms such as Twitter and YouTube
- Supervising negative comments

What hasn't worked

- Content heavy pages
- Deleting negative comments
- Overloading your page with posts and clogging your fan's news feeds

Negative Feedback



American Traffic Solutions Richard, yellow lights are set according to DOT standards. Red-light safety cameras reduce the most dangerous types of intersection collisions and change driver behavior as you can see it is doing in Frederick. "Police report a 69 percent decrease in accidents at intersections that have red light cameras." Stop on red and you won't receive a ticket.

Like · Reply · September 17 at 11:54am



Richard Bonfils If this were True they wouldn't have the lights programmed to turn yellow just before you get there after sitting five minutes at the last one so you don't have to think about speeding to make it to the next green light or as it turns yellow when your face instead of having to skidded to a stop or run the red light which in turn causes accidents and deaths just so they can write Tickets and generate revenue generate, revenue, generate revenue.....!

Like · Reply · September 17 at 10:47am via mobile



American Traffic Solutions In 2011 there were 214 people killed as a result of speed related collisions in Louisiana. 30 percent of those fatalities occurred on roads where the speed limit was 35 mph or less. Cameras only capture images of a vehicle's license plate and only trigger during school hours when the lights are flashing.

Like · Reply · September 11 at 7:07am



Gary Stoppenbrink good message but i think traffic cams are more about revenue than anything else. i know lots of people who ignore the signs and ignore stop signs when it appears the road is clear. bad drivers will always cause accidents and i dont think theses cameras are going to change that behavior.

Like · Reply · September 10 at 5:44pm

Positive Engagement



American Traffic Solutions Thanks for the support Richard. It is crazy how many times people disregard the red, putting children in danger. Keep us posted on your findings.

Like · Reply · September 18 at 11:44am



Richard Rogers I need one of those. Since the start of school on Aug 9, I have had my reds run 46 times. I am keeping count this year.

Like · Reply · September 18 at 9:55am via mobile



Scott Anderson Don't we always have to STOP ON RED?!

Like · Reply · 5 · July 30 at 2:10pm



American Traffic Solutions Yes, Scott, thank you for pointing that out. It is ALWAYS important to stop on red, National Stop on Red week is a specific week dedicated to educating Americans about the dangers of red-light running through education and enforcement. We are encouraging everyone to help us spread this vital message now, during this week, and every day.

Like · 2 · July 30 at 2:16pm



John Godwin Personally I come to a COMPLETE STOP at all stop lights (if rt turn on red) AND stop signs. Just NOT WORTH the ticket / fine AND the increase in Insurance.

Like · 1 · July 30 at 3:00pm



Margaret Clark Of course we're supposed to stop at red!!! But people where I live think it's optional.

Like · July 30 at 6:20pm



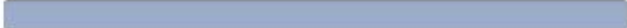










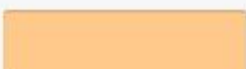


Most Engaged Posts

Best Post Types

The success of different post types based on average reach and engagement.

Show All Posts ▼

Reach Post Clicks Likes, Comments & Shares

Type	Average Reach	Average Engagement
 Video	3K 	164  48 
 Photo	2.4K 	94  38 
 Link	1.4K 	10  19 
 Status	1.2K 	1  19 



American Traffic Solutions

The **City of New Orleans** and American Traffic Solutions have released a video PSA to educate the community about the City's Road Safety Camera Program.

"The camera system is vital to the everyday working relationship pertaining to the **New Orleans Police Department (Official)** because it gives an extra set of eyes and evidence to help support the actual violations," said Commander of NOPD Traffic Division Lt. Anthony Micheu. "If we can save one life because of any of the cameras placed we do believe that that's an effective tool."

Please view and share the video below. Spread the message to always **#StopOnRed!**



ATS NOLA PSA

YOUTUBE.COM

about 3 weeks ago

Like Comment Share

43 Likes 29 Comments 5 Shares

38,656 People Reached

90 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

43	29	5
Likes	Comments	Shares

FROM LIKES, COMMENTS & SHARES

0	6	7
Likes	Comments	Shares

TOTAL

43	35	12
Likes	Comments	Shares

80 Post Clicks

0	19	61
Photo Views	Link Clicks	Other Clicks

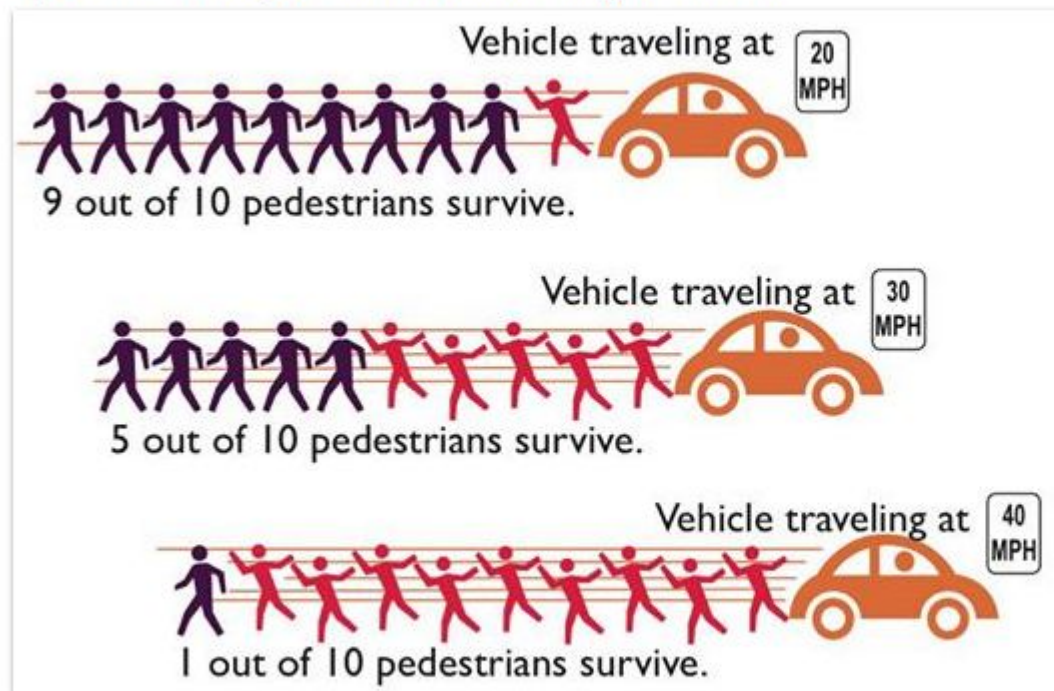
NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page



American Traffic Solutions

Speed kills. Courtesy of the Seattle Road Safety Action Plan.



about a month ago

[Like](#) [Comment](#) [Share](#)

63 Likes 1 Comment 32 Shares

7,932 People Reached

114 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

63	1	32
Likes	Comments	Shares

FROM LIKES, COMMENTS & SHARES

15	3	0
Likes	Comments	Shares

TOTAL

78	4	32
Likes	Comments	Shares

446 Post Clicks

445	1	0
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page



An average of nearly 63 people (62.5) died in red-light running crashes every month for the past five years, 2007-2011 via NHTSA. Next week is National #StopOnRed Week. Help spread awareness about the dangers of red-light running. Together we can make a difference.

Tag Photo Add Location Edit

Unlike · Comment · Share · Edit

American Traffic Solutions and 74 others like this.

27 shares

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Margaret Clark Of course we're supposed to stop at red!!! But people where I live think it's optional.

Like · July 30 at 6:20pm

27 shares
72 likes

Summary

- Give the people what they want
 - Figure out what works and what doesn't for your fans/followers.
- Before posting
 - Is it timely?
 - Is it provocative? Do you even want it to be?
 - Is it appropriate?
- Create a community that fosters engagement
 - Develop and post code of conduct.
 - Don't be afraid to interact with commenters.

Contact Info




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Making Life Safer and Easier on the Road Ahead™