



Ontario Provincial Police
COMMUNICATIONS STRATEGY





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Current Campaigns

The OPP has been policing the King's Highways since 1922. Various campaigns have been used to increase awareness of the dangers of careless driving in the past. Campaigns are run for different periods with varying degrees of effectiveness.

For example, Operation Shield (in partnership with Toronto Police Services) was a 4-day road safety campaign involving 30 officers patrolling a section of Highway 401.

There have been no long-running social media campaigns. In-person patrols and partnerships with local police forces have been the preferred method of raising awareness. However, the OPP does have seasonal social media campaigns.

In 2017, the winter holidays have started the #FestiveRIDE campaign. The videos and images feature uniformed officers singing about road safety during the holidays to the tune of the 12 Days of Christmas, as well as other "festive" material.

Currently, the OPP focuses on reducing accidents caused by:

- » Distracted driving
- » Impaired driving

Currently, the OPP's material seems to target all drivers in Ontario with their campaigns.

The most at-risk population of drivers for distracted and impaired driving are new drivers between the ages of 18 – 25. By not focusing their content to appeal to this demographic, the OPP is not reaching its maximum potential with the campaigns, both online and in the real world.



OBJECTIVES

Primary Objective

Reduce accident statistics: reduce the number of highway accidents due to distracted and/or impaired driving involving young drivers (18-25) by 8% in Q4 2018.

Communication Goals

- » Cause the primary audience to mention the unique #DistractedDriving or #DrunkDriving hashtags at least 10,000 times by Q4 2018
- » Bring it to the community – increase turnout at community awareness events by 15% in Q4 2018
- » Promote awareness of dangers associated with distracted and impaired driving and remind public of them – increase engagement with campaign posts on social media by 25% by end of 2018



Primary Audience

Age Range	18 - 25
Education Level	Literate. Postsecondary qualifications not a must.
Gender	A - Z
Cultural Background	Various
Location	Residents of Ontario
Language	English/French
Skills	Drivers/travel in personal-use vehicles often
Occupations	Various
Special Notes	In possession of G2 or G level Driver's License
Technology	Have social media: Twitter, YouTube, Reddit, Instagram, and Facebook (lesser extent). Access to the internet.

Secondary Audience

Friends or frequent passengers of the target audience. Raising awareness about the danger to their own life when driving with a distracted driver or distracting the driver can help reduce the accident rate.

NOTE: In this document, all mention of "Target Audience" includes both Primary and Secondary audiences.



Within the major communications campaign, two sub-campaigns will be run. These will target the two major causes of highway accidents:

- » Distracted Driving
- » Impaired Driving

Distracted Driving

Current Situation

The OPP uses the #DistractedDriving hashtag on Twitter and Instagram. It uses the hashtag in conjunction with its seasonal accident reduction campaign: Festive R.I.D.E.

Current engagement with #DistractedDriving posts is low - an average of 10 likes per post on Instagram and 1 retweet on Twitter.

The campaign at present shows no structure - it appears to be a hastily thrown together attempt with no goals or timeline in mind. This is, of course, with no insider information to back up these claims.

Campaign Goal

Increase mentions of #DistractedDriving by 25% in 2018.

Tactics

- » Show the dangers of distracted driving
 - » Types of distractions:
 - » Conversations
 - » Lack of focus on the road
 - » Texting
 - » Phone calls
 - » Tuning the radio
 - » Trying to play music while driving
 - » Road rage



CAMPAIGN OVERVIEW

- » Tips and tricks to be more focused
 - » How to stay off your phone while driving
 - » How to use handsfree to play music
- » Dangers of distracted driving
 - » Accident statistics
 - » Collateral damage

Any image content used to promote awareness of the dangers of distracted driving will feature human subjects.

Video content will target the interests of the primary audience.

- » Infographic-style content like [this video](#) [Dumb Ways to Die - Metro Australia].
- » Videos of officers talking about the risks and dangers of driving distracted, and infographic-style statistics reports.

Additionally, the campaign will extend to the real world. The OPP will partner with the York Regional Police, Toronto Police Service, and other regional police departments to patrol sections of the highways to crack down on distracted drivers.

The radio will also be used as a channel of communication. Many younger drivers still listen to the AM/FM radio in their car while driving – having quick 10 second informative snippets and reminders to put their phone away, watch their mirrors, keep their eyes on the road, and more will help keep safety and focus at the forefront of their minds.

A special community event will be held at different high-risk communities across Ontario. Free wristbands and accessories will be handed out by volunteers with the #FocusUp hashtag (another unique hashtag to promote focused driving).



Impaired Driving

#ImpairedDriving is the unique hashtag to use in this campaign.

Current Situation

The #ImpairedDriving hashtag is used with the #FestiveRIDE campaign.

Posts generate an average of 32 likes per image/text-based post on Facebook and Instagram.

Videos get 1,500 views on average. The most recent video, 12 Days of Holidays, which features singing uniformed officers, reached 5,500 people in a week.

Campaign Goals

The goal will be to have this hashtag mentioned by residents of Ontario at least 8,500 times by the end of Q4 2018.

Tactics

- » Impairment comes from:
 - » Alcohol
 - » Drugs
 - » Lack of sleep
 - » Exhaustion
 - » Stress
- » Dangers
 - » Fines
 - » Imprisonment
 - » Accidents
 - » Collateral damage



CAMPAIGN OVERVIEW

- » How to avoid it
 - » Designated drivers
 - » Uber/Lyft (partnership)
 - » Call it in – for friends and concerned citizens to report possible impairment
 - » Sleep and stress relief tips and tricks

The Impaired Driving campaign will use the same channels as the Distracted Driving campaign. The target audience will remain the same.

Content will be video- and image-based. Video content will include: officers singing (for the holidays), animated content in the theme of Dumb Ways to Die, and a mini-campaign to promote the assigning of a Designated Driver on nights out.

The radio will, again, be used as a channel. YouTube will also be used for both campaigns.



Channels

The channels for the new, more focused campaigns will be split into: Online and Offline.

Online

The primary audience for the campaign is not as active on Facebook as it is on Twitter, Instagram, YouTube, and Reddit.

This younger audience favours visual and “fun” content (which is true for all audiences, explaining the popularity of the “12 Days of Holidays” video).

All video content will be posted on YouTube and shared on Twitter, Instagram, and Facebook.

Online content will also include radio advertising (mentions from radio hosts, Spotify ads).

Justification of Channels

Twitter

The largest group of users on Twitter is between the age of 18 and 34. The primary audience is therefore very likely to have an active presence on the platform.

It is also useful because of its analytical tools which allow the OPP to evaluate the success of the campaign. Retweets, likes, replies, and mentions of the hashtags will all count towards raising awareness and meeting the communications goals.

Instagram

The target audience finds visual content easier to retain and apply. Instagram is the biggest image-based social media platform in the world.

Over 58% of all Canadian Instagram users are under 29.



Reddit

Reddit is slowly becoming a more popular platform. It has earned a reputation as the “Last Wild West of the Internet”.

The OPP can leverage Reddit's cheap advertising fees to remind users within Ontario of the key messages mentioned above.

Facebook

Facebook is still one of the most popular social media platforms in the world. The OPP currently has over 25,000 followers on the official Facebook page.

The videos and other content currently posted to the platform generate enough engagement to warrant continuing operations on it.

Offline

The OPP will communicate the Distracted Driving and Impaired Driving messages directly to communities through:

- » Community events with free t-shirts and other items that have the #FocusUp hashtag on them.
- » Workshops at high schools in high-risk regions and towns
- » Patrolled sections of the highways (in partnership with metro and local police departments)
- » Banners at LCBO entrances
- » Billboard reminders at highway entrances and exits

As a provincial police service, the OPP must influence the target audience through direct interaction. Developing trust through community events and workshops means more people heed the advice and tips provided.

Fear of consequences must not be the sole incentive for a driver to avoid distractions or alcohol/narcotics. A healthy relationship must be fostered between the OPP and its constituents across the community.



TIMELINE

DATE	ACTION
January 5, 2018	Online campaign launch
February 10 - 14, 2018	Valentine's Day themed #DistractedDriving posts
April 1, 2018	April's Fool and Easter themed #ImpairedDriving posts (April 1 is also Easter Sunday 2018)
April 4, 2018	Offline Campaign Launch (official)
Winter - Spring transition, 2018	"This Spring, spring for a taxi home": Spring-themed posts for Impaired and Distracted Driving
June 25 - July 2, 2018	Canada Day posts for Distracted and Impaired Driving
July 2018	Increase Impaired Driving campaign's frequency and exposure to coordinate with cannabis regulations going into effect
Spring - Summer transition, 2018	Summer posts including beach days, open alcohol containers in cars, etc.
October 1 - 10, 2018	Thanksgiving themed posts for Impaired Driving
October 28 - November 2, 2018	Halloween themed posts for Impaired and Distracted Driving
November 3 - 5, 2018	Daylight Savings Time ends (awareness campaign for sleep and stress relief tips due to the time change)
December 1, 2018 - January 4, 2019	Festive Ride campaign. Seasonal themed posts for all campaigns



Posting Schedule

- » Facebook: 4 posts a month. Video and image-based content. Use Facebook to create Events for community events coming up.
- » Twitter: 4 - 5 original tweets a week. Text-only content is acceptable. Focus on engagement and responses to users on Twitter. Retweets and likes are acceptable.
- » Reddit: 1 banner advertisement a month.
- » Instagram: 2 - 3 posts a month. Videos posted here must be under 30 seconds.
- » YouTube: 1 video every 2 months. Videos must be 2 minutes long at most.

Posts on all platforms **except Reddit** must feature one or both of the sub-campaign hashtags to track performance: #DistractedDriving or #ImpairedDriving.

YouTube videos must be shared on Facebook, Twitter, and Instagram. For Facebook and Twitter, a link to the video will suffice. For Instagram, the video **must be uploaded**.



BUDGET

ITEM	COST
Communications Coordinator	\$47,000
Social Media Copywriter	\$35,000
Event Organization (Venue, catering, promotional material, local media communications, A/V, etc.)	\$250,000
Promotional Materials (T-shirts, wristbands)	\$100,000
Sponsored posts on social media	\$8,000
Video production costs	\$25,000 (at \$1500 per finished minute)
Banners and billboards	\$15,000 (at \$750 per location)
Additional operating costs	\$20,000
Total	\$500,000



Success is defined as the following:

By January 3, 2019:

Online Channels

- » At least 10,000 collective mentions of the #DistractedDriving, #ImpairedDriving, and #FocusUp hashtags on social media by residents of Ontario.
- » Average at least 100 “likes” on Instagram and Facebook for each new campaign-related post.
- » Average at least 8 retweets for major campaign tweets on Twitter
- » Average 5,000 views per YouTube video
- » Increase the number of tips from concerned friends/citizens to the OPP regarding impaired drivers by 10%

Offline Channels

- » Give away at least 7,600 free T-shirts and wristbands at community events

Campaign Success Parameters

- » See an 8% reduction in highway collisions caused by impaired or distracted drivers between 18 and 25.
- » See a 5% reduction in overall highway collisions between December 1, 2018 and January 3, 2019.



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