



# Social Media Communication Plan

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Developed for the Florida Department of Transportation's 2019  
Mobility Week Partner Agencies and Organizations

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Modal Development  
Florida Department of Transportation  
10/2/2019

**Recommendations for Social Media Posts during Mobility Week**

- Raise awareness of Central Florida's Mobility Week activities by sharing the recommended posts included in this 2019 Social Media Communication Plan.
- Depending on your organization's social media accounts and previous posts, you may want to revise these posts to reflect your brand language and organization's tone of voice.
- Each of the recommended posts are less than 280 characters long to make it easier to use them across different platforms.
- Replace any of these posts with unique social media content to highlight your agency's specific Mobility Week efforts. Sharing photos from your organization's previous Mobility Week programs can increase engagement with your followers.
- Add the hashtags #MobilityWeekFL and #MixItUp to your posts to contribute to the regional digital conversation.
- Using a social media management platform to schedule posts may mitigate concerns about the level of effort required to manage a social media presence during Mobility Week.
- Depending on your organization, the easiest way to share these posts may be to follow the Florida Department of Transportation's social media accounts and share FDOT's messages once posted.
- Follow the accounts of other organizations hosting Mobility Week events to show your support of their efforts.
- If your organization does not have social media accounts, consider featuring Mobility Week activities in your organization's newsletter or in direct messages to your employees and constituents.

Recommended Posts: General Messaging, Images and Timeline		
DATE	TEXT	KEY IMAGE OR LINK
10/3/19 THURSDAY	<p>Save the date for this Year's Mobility Week! Agencies from across Florida will host events to promote safe transportation options from October 25 through November 1, 2019.</p> <p>Learn more at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL</p>	 <p>The graphic features the Mobility Week logo at the top, followed by the dates OCT 25 – NOV 1, 2019. Below this is a 'SAVE THE DATE' section with the text 'Join us in celebrating Mobility Week.' and a paragraph about the week's focus on safe transportation. At the bottom, it provides contact information for partner agencies.</p>
10/4/19 FRIDAY	<p>Take the challenge to #MixItUp during Mobility Week! Find out more at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL</p>	 <p>The graphic displays the 'Mix-It-Up Challenge' title in large blue letters. Below the title are six hexagonal icons representing different transportation modes: a train, a person walking, a person on a bicycle, a car, a van, and a motorcycle. At the bottom, it says 'MOBILITY WEEK OCT 25 – NOV 1, 2019'.</p>
OPTIONAL ADDITIONAL POST	<p>Commit to be a safe driver, pedestrian or cyclist when you explore your transportation options during FDOT's 2019 Mobility Week.</p> <p>Find out more at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL</p>	<p><a href="https://youtu.be/uwU1a2Y9fXE">https://youtu.be/uwU1a2Y9fXE</a></p> <p>Alert Today Florida VIDEO FDOT Pedestrian Safety</p>
OPTIONAL ADDITIONAL POST	<p>Take the Mix-It-Up Challenge during Mobility Week. Try a new way to travel Oct 25–Nov 1, 2019 to make a positive impact on our transportation system.</p> <p>Learn more at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL #MixItUp</p>	 <p>This graphic is identical to the one in the previous row, featuring the 'Mix-It-Up Challenge' title, six transportation mode icons, and the event dates.</p>


<b>Recommended Posts: General Messaging, Images and Timeline</b>		
<b>DATE</b>	<b>TEXT</b>	<b>KEY IMAGE OR LINK</b>
10/07/19 <b>MONDAY</b>	<p>Transit agencies across the state are hosting events to provide an opportunity to ride the bus and find out more about public transportation.</p> <p>Find public transit events in your area at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL</p>	
10/08/19 <b>TUESDAY</b>	<p>Check out this #AlertTodayFL video to see how alcohol interferes with balance, coordination and judgement – whether you are driving, riding or walking.</p> <p>Learn more about safe transportation options at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL</p>	<p><a href="https://youtu.be/wojhy4g8hBU">https://youtu.be/wojhy4g8hBU</a></p> <p>Alert Today Florida VIDEO One Foolish Act – Impaired Pedestrian</p>
10/09/19 <b>WEDNESDAY</b>	<p>Learn what it takes to make the wheels of the bus go 'round and 'round during FDOT's 2019 Mobility Week!</p> <p>Find public transit events in your area at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL</p>	
10/10/19 <b>THURSDAY</b>	<p>Explore your community in a whole new way – on foot!</p> <p>Walking can earn you prizes during the Mix-It-Up Challenge, part of FDOT's 2019 Mobility Week. Find out more at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL #MixItUp</p>	
10/11/19 <b>FRIDAY</b>	<p>Join FDOT and organizations from across Florida in celebrating the second annual statewide Mobility Week from October 25 through November 1, 2019.</p> <p>Find an event in your area and learn more at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL</p>	

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<b>DATE</b>	<b>TEXT</b>	<b>KEY IMAGE OR LINK</b>
<b>10/14/19 MONDAY</b>	<p>Has it been a long time since you've gone for a bike ride?</p> <p>Reconnect with your inner child by riding your bicycle during FDOT's 2019 Mobility Week. Find a group ride and more events at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL</p>	
<b>10/15/19 TUESDAY</b>	<p>Alcohol interferes with balance, coordination and judgement, as shown in this #AlertTodayFL video.</p> <p>Join us during FDOT's 2019 Mobility Week to bring attention to safe multimodal transportation options. Learn more at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL</p>	<p><a href="https://youtu.be/pANftLh0xA8">https://youtu.be/pANftLh0xA8</a></p> <p>Alert Today Florida VIDEO One Foolish Act – Impaired Bicyclist</p>
<b>10/16/19 WEDNESDAY</b>	<p>There's a common misconception that riding your bike against traffic is safe – but it is not! Watch this video to learn more about the dangers of riding against traffic.</p> <p>Find bike safety events and more taking place during Mobility Week at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>.</p>	<p><a href="https://youtu.be/Sz7h0yJINMQ">https://youtu.be/Sz7h0yJINMQ</a></p> <p>Video linked to on the Alert Today Florida website</p> <p>KiDZ Neuroscience Center – iBikeSafe.org</p>
<b>10/17/19 THURSDAY</b>	<p>Getting ready to ride your bike for the Mix-It-Up Challenge during FDOT's Mobility Week? Watch this video to learn tips on riding safely in bike lanes.</p> <p>Find bike events and more taking place Oct 25-Nov 1, 2019 at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL #MixItUp</p>	<p><a href="https://youtu.be/VjWGLzatvQ">https://youtu.be/VjWGLzatvQ</a></p> <p>Video linked to on the Alert Today Florida website</p> <p>KiDZ Neuroscience Center – iBikeSafe.org</p>
<b>10/18/19 FRIDAY</b>	<p>Pump up those tires, install some bike lights and get ready to #MixItUp to earn prizes Oct 25-Nov 1, 2019.</p> <p>Learn more at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL</p>	

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<b>DATE</b>	<b>TEXT</b>	<b>KEY IMAGE OR LINK</b>
<b>10/21/19 MONDAY</b>	<p>During FDOT's 2019 Mobility Week, carpooling can earn you prizes when you take the Mix-It-Up Challenge.</p> <p>Learn more at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL #MixItUp</p>	
<b>10/22/19 TUESDAY</b>	<p>Need more room for your carpool riders? Check out your area's vanpool program, designed for large groups of commuters heading to work.</p> <p>Find your local carpool/vanpool resources at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL</p>	
<b>10/23/19 WEDNESDAY</b>	<p>Carpooling can be a great way to reconnect with old friends and make new friends. During Mobility Week, it can also earn you prizes.</p> <p>Looking to start or expand your carpool? Find your local carpool resource at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL</p>	
<b>10/24/19 THURSDAY</b>	<p>Tomorrow marks the start of FDOT's 2019 Mobility Week! Plan to attend an event to show your support of safe multimodal transportation options in Florida.</p> <p>Find events and more at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL</p>	
<b>10/25/19 FRIDAY</b>	<p>It's the first day of FDOT's 2019 Mobility Week, the annual statewide collection of events to bring attention to safe multimodal transportation options.</p> <p>FDOT and organizations from across the state welcome you on board! Learn more at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL</p>	



<b>Recommended Posts: General Messaging, Images and Timeline</b>		
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<b>10/26/19 SATURDAY</b>	<p>Even if you can't attend a Mobility Week event, show your support for safe multimodal transportation choices by choosing to drive safely.</p> <p>Learn more at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL</p>	<p><a href="https://youtu.be/8K6DmxUf5bM">https://youtu.be/8K6DmxUf5bM</a></p> <p>Alert Today Florida VIDEO FDOT Roadside Markers</p>
<b>10/27/19 SUNDAY</b>	<p>Keep an eye out for more people walking, biking and riding transit this week as part of FDOT's 2019 Mobility Week.</p> <p>Find out more at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL</p>	
<b>10/28/19 MONDAY</b>	<p>Do you want to participate in the Mix-It-Up Challenge, but there isn't a transit option that could work for you?</p> <p>Did you know that working from home can earn you prizes, too?</p> <p>Find out more at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL #MixItUp</p>	
<b>10/29/19 TUESDAY</b>	<p>FDOT and organizations across Florida are hosting events all this week to celebrate safe multimodal transportation options.</p> <p>Get involved by finding an event near you at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL</p>	
<b>10/30/19 WEDNESDAY</b>	<p>Walk, bike, ride – even work from home!</p> <p>There's plenty of ways to participate in the Mix-It-Up Challenge, part of the FDOT 2019 Mobility Week. Find out more at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>. #MobilityWeekFL #MixItUp</p>	

Recommended Posts: General Messaging, Images and Timeline		
DATE	TEXT	KEY IMAGE OR LINK
10/31/19 THURSDAY	<p>Don't be scared that Mobility Week is almost over! There's still plenty of activities planned across the state and opportunities for you to get involved.</p> <p>Find events and more at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>.</p>	
11/01/19 FRIDAY	<p>There's still time to take the pledge to "mix-it-up" and try a new way of travel!</p> <p>Take the Mix-It-Up Challenge, part of FDOT's 2019 Mobility Week, at <a href="http://www.MobilityWeekFL.com">www.MobilityWeekFL.com</a>.            #MobilityWeekFL #MixItUp</p>	