

State FarmTM

#Drive2n2 Social Media Meme Firestorm

Difficulty Level: Medium

Implementation Timeframe:
Any time, year round.

Overview:

StateFarm supports a culture of teen safe driving. The #Drive2n2 campaign focuses on educating drivers on the importance of keeping two hands on the wheel, two eyes on the road. In order for this campaign to gain momentum, you must promote it both your school and over social media!

Purpose:

To create social awareness on the dangers of distracted driving while using compelling imagery that inspires your decision to drive safely.



Implementation of the StateFarm #Drive2n2 Social Media Meme Firestorm:

Step 1: Seek permission from your school administration, SADD chapter advisor, or community leader to host this campaign, and to post flyers around campus.

Step 2: Promote this event:

People won't know to participate in this campaign if you do not call them to action! Start by making your audience AWARE that this campaign is happening...

- Use social media (Instagram & Twitter):
 - Create your own memes and use an image that relates to your thought. For example:
 - I #Drive2n2 because I have plans with my BFF on Friday @StateFarm #FLTeenSafeDriver @JoseSotoSF
 - I #Drive2n2 because I have aspirations to be a doctor someday. @StateFarm #FLTeenSafeDriver @JoseSotoSF
 - I #Drive2n2 because my cat is my life, and I have to make it to home safe. @StateFarm #FLTeenSafeDriver @JoseSotoSF

- I #Drive2n2 because I am the most humorous person of my friend circle. They need me alive! @StateFarm #FLTeenSafeDriver @JoseSotoSF
- Create some meme style posters and display them around your campus. Things you may want to consider adding to your poster:
 - Asking others to Tweet/Instagram you their own reasons for why they #Drive2n2. (Make sure to include you or your organization handle and ask them to use the hashtag #Drive2n2)
 - Ask other to tag @StateFarm in their social media.
 - Print out a couple sample meme's of your own and post them around campus.
- Publicize your campaign on your school's morning announcements
- Ask teachers or advisors if you can display one of your posters or flyers in their classroom to maximize exposure of your efforts.

Step 3: Engage your audience

- Once people start playing along and submitting their ideas, tweet them back and ask permission to share their submissions.
- Retweet posts to @StateFarm and @JoseSotoSF, be sure to include the #FLTeenSafeDriver
- If you're having trouble getting traction, use some time during your lunch break to survey your peers on why they drive distraction free, or #Drive2n2. With their permission you can create a meme for them and then post it to your audience.

Step 4: Track your outreach

Reporting Criteria - Please visit this link to report back on your outreach efforts:

<https://www.floridasadd.org/project-reporting/>

1. Did you implement this project?
2. Estimate the number of MEME'S that were created from their campaign.
3. Estimate the number of total interactions that may have resulted on social media. Ex: Tweets to StateFarm, conversations in the lunchroom, morning announcements, posters hung at school, retweets, replies from other students or advocates.

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