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Why Use Social Media

About 72% of Americans use one or more social media platforms (Pew 2019). As such, Texas Impaired Driving Task Force (TxIDTF) members are encouraged to use one or more social media platforms to communicate their individual program’s message.

How to Share

Simply ‘share’ a post that appears in the general feed or even loading another’s custom designed post on to your team’s feed. When using different platforms, establish a common process to share customized posts that have been created for the intended platform in a JPG or PNG format. This will ensure the originators message is presented as intended. Please note that each platform has its own display quirks. Here is a great resource for sizing rules based on a particular social media platform: <https://sproutsocial.com/insights/social-media-image-sizes-guide/>

What to Share

Stories

Topical news, Statistics and Resources

Events

If you’re interested in having one of your resources of events added to the TxIDTF website, email p-ericson@tti.tamu.edu with the information.

When to Share

Each social media platform has its own [recommended number of daily and weekly posts](#).

Resources

There are several resources you can turn to for Social Media 101 tips and tools for scheduling.

Social media scheduling tools that provides tools and tips for social media managers.

- [Sprout Social](#)
- [HootSuite](#) (free and paid for versions available for scheduling posts)
- [Buffer](#) (free and paid for versions for scheduling posts)

Social media resources in the transportation and safety arena, providing surveys of how social media is used by DOTs, calendars, resources, and ready-to-use campaigns to share.

- [AASHTO TransCOMM on Social Media](#)
- [NHTSA Transportation Marketing Resources](#)
- [National Safety Council -Road Safety](#)



Task Member Social Media Handles

Currently, the TxIDTF can be found on [Facebook](#) and [Twitter](#).

Member	Facebook	Twitter	Instagram	YouTube	Other
AAA - Texas & New Mexico	@AAATexas	@AAATexas	@aaa_texas		
Alcohol and Drug Abuse Prevention Training (ADAPT) & Focus on Reducing Impaired Driving Among Youth (FRIDAY)	@fridayandadapt	@FridayAdapt			
Austin Police Department	@AustinPolice	@Austin_Police	@austin_police		
Cedar Hill Police Department	@cedarhillpolice	@CedarHillPolice	@cedarhillpolice		
College Station Police Department	@CSTXPolice	@CSTXPolice	@cstxpolice		
Education Service Center - Region 6	@Region6ESC	@escregion6	@region6esc	Eduhero	
GDC Marketing & Ideation	@GDCMarketingIdeation	@gdcinspires	@gdcinspires	GDC Marketing & Ideation	
Law Enforcement Advanced DWI Reporting System (LEADRS)	@TexasLEADRS		@txleadrs		
Montgomery County District Attorney's Office	@MCTXDAO	@MontgomeryTXDAO		Montgomery County District Attorney	
Mothers Against Drunk Driving Texas (MADD)	@MADDTexas	@MADDOnline	@madd.texas		



Member	Facebook	Twitter	Instagram	YouTube	Other
National Safety Council Our Driving Concern: Texas Employer Transportation Safety Program & Drug Impairment Training for Texas Employers (DITTE)	@ODCTX	@ODCTXTS	@ourdrivingconcern	NatlSafetyCouncil	Linkedin - National Safety Council
SafeWay Driving Systems	@SafeWayDrivingSystem	@SafeWayDriving	@safewaydriving	SafeWayDriving01	
Sam Houston State University - Impaired Driving Initiatives	@ImpairedDrivingInitiatives				
Smart Start, Inc.	@SmartStartIgnitionInterlock	@SmartStartUSA		Smart Start Inc	Linkedin - Smart Start, Inc.
Teens in the Driver Seat	@teensdriverseat	@TeensDriverSeat	@teensdriverseat	teensinthedriverseat	Snapchat - teensdriverseat
Texans for Safe and Drug Free Youth	@TxSDY	@Tx_SDY	@tx_sdy		
Texas A&M AgriLife Extension Service - Watch UR BAC	@watchurbac	@WatchURBAC	@watchurbac		
Texas Alcoholic Beverage Commission	@TXABC	@TexasABC		TABCCchannel	
Texas Association of Counties	@TexasCounties	@TexasCounties	@texascounties	Texas Counties	
Texas Association of Substance Abuse Programs	Association of Substance Abuse Programs, Texas	@asaptx			
Texas Center for the Judiciary	@TexasCenterfortheJudiciary	@txcourts			
Texas Department of Public Safety	@TxDPS	@TxDPS		Texas Department of Public Safety	
Texas Department of Transportation	@TxDOT	@TxDOT	@txdot	TxDOT	



Member	Facebook	Twitter	Instagram	YouTube	Other
Texas District and County Attorneys Association	Texas District and County Attorneys Association	@TDCAA			TDCAA Infopop Vimeo - TDCAA
Texas Impaired Driving Task Force	@TxIDTF	@TxIDTF			
Texas Justice Court Training Center	@TexasJusticeCourtTrainingCenter	@tjctc			
Texas DPS Troopers Foundation	@DPSOA	@DPSOA			
Texas Municipal Courts Education Center – Municipal Traffic Safety Initiatives	TMCEC - Municipal Traffic Safety Initiatives				
Texas SFST	@txsfst	@DWlenforcement			
Travis County Attorney's Office	@TravisCountyTX	@TravisCountyTX	@traviscountytx	@uthealthsa	
U in the Driver Seat	@UDriverSeat	@UDriverSeat	@udriverseat	U in the Driver Seat	Snapchat - Udriverseat
University of Texas – SHIFT Program	@UTSHIFT	@utshift			
UT Health San Antonio	@UTHealthSA	@UTHealthSA			