

THE NEW MEDIA

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Presented by:
Kayode OLAGUNJU PhD
Assistant Corps Marshal.
Coordinator, FRSC Social Media Group
-at the Capacity Building Workshop for
Zonal and Sector Heads of Operations ,
FRSC Academy, Udi-Enugu State

12TH May, 2016.

What is New Media?

According to New Media Institute(NMI),New media is used to describe content made available on demand through the internet. Generally, it is publishing on CDs, DVDs, multimedia, computer games etc. It implies that the user obtains the material via desktop and laptop computers, smartphones and even the Cloud. New media does not include television programs, feature films, magazines, books, or paper-based publications - unless they contain technologies that enable digital interaction. For example, the cell phone in the late 1980's could be thought of as part of new media, while today the term might only apply selectively to a certain type of phone with a given system of applications.

A defining characteristic of new media is dialogue. New Media transmit content through connection and conversation. It enables people around the world to share, comment on, and discuss a wide variety of topics .Intuitively, it is an evolving phenomena that affects its definitions.

Types of New Media?

- Social Media and sharing platforms
- Streaming audio and video
- Email
- Online communities
- Websites
- Mobile apps
- Web advertising
- DVD and CD-ROM Media
- Virtual Reality environments
- Integration of digital data with the telephone, such as Internet telephony

Popular Types of New Media

- Social Media
- Email
- Websites
- Mobile apps

What is Social media?

According to Gartner, Social media is an online environment where content is created, consumed, promoted, distributed, discovered or shared for purposes that are primarily related to communities and social activities rather than to functional, task-oriented objectives. "Media," in this context, represents an environment characterized by storage and transmission, while "social" describes the distinct way these messages propagate in a one-to-many or many-to-many fashion.

It is all about having communication online. Online tools allow us to easily interact, communicate and collaborate. Social media is powered by three parameters:

- Communication: Blogs, Forum, Social networking sites
- Collaboration: Social news, Opinion
- Multimedia: Video sharing., Photo Sharing, Audio Sharing, Life Streaming

How can it be useful?

It's about communicating with others and building trust with your followers

Social media is one of the most important things for business owners to participate in, but it can also be one of the most difficult things to handle. It takes a lot of time and planning to make it work properly. If it's not done correctly, it will not work for you and that means you're wasting your time and resources.

How effective?

The shift to Social Media platforms has really affected the way we communicate and it affects us in every present every area of human life, businesses and in real time

- Facebook has 1.59 billion monthly active users (MAU) as at December 31, 2015
- Twitter has a total number of 320 million monthly active users as at December 31, 2015.
- Whatsapp has about 1 billion registered users as at February 2016
- Youtube has a record of more than 15hours of video been watched at every minute
- Presently it has been discovered that Social media has become more popular than email and websites, of course letter writing has been completely relegated

Types of Social Media

There are different types of social media amongst which are:

- Blogs
- Microblogs e.g. Twitter
- Social Networks: Facebook, LinkedIn
- Media Sharing Sites: Youtube, Flickr
- Social Bookmarking and Voting: Digg, Reddit
- Review Sites: Yelp
- Forums e.g. Blackberry group, Whatsapp

You Tube
Broadcast Yourself

digg

flickr

facebook

twitter



Linked in



FRSC presence on social media (Facebook)

www.facebook.com/Federalroadsafetycorps

The screenshot displays the Facebook profile of the Federal Road Safety Corps (FRSC) of Nigeria. The page header includes the name 'FEDERAL ROAD SAFETY CORPS (FRSC), NIGERIA' and navigation links for Home, Messages, Notifications, Insights, and Publishing Tools. The cover photo is a composite image featuring a yellow diamond-shaped road sign with the text 'MADE OF ACTION FOR ROAD SAFETY', the words 'EMERGENCY TOLL FREE NO', and the official FRSC logo which includes an eagle and the text 'FEDERAL ROAD SAFETY COMMISSION'. Below the cover photo, the page statistics are listed: 771 Page Likes, 134,955 Post Reach, 2 Website Clicks, 45% Response Rate, and 26 minutes Response Time. The timeline section shows a post from February 25, 2016, published by Uzoma Okiti. The page also includes a search bar for posts on the page and a section for recent activity.

Page Statistics:

- 771 Page Likes
- 134,955 Post Reach
- 2 Website Clicks
- 45% Response Rate
- 26 minutes Response Time

Timeline:

- 45% response rate, 26-min response time
Respond faster to turn on the badge
- 252k likes +771 this week
- 388 were here +3 this week

Recent Activity:

- 2016
- 2015
- 2014
- 2013
- 2012
- 2011

FRSC presence on social media (twitter)

www.twitter.com/FRSCNigeria

FRSC, NIGERIA (@FRSCNigeria)

Making the highway safe & motorable for all road users. FRSC is the lead agency on Road Safety Administration in Nigeria. Call 122 or 070022553772

Abuja, Nigeria

frsc.gov.ng/sign-up-to-dec...

TWEETS 16K FOLLOWING 428 FOLLOWERS 181K LIKES 2 LISTS 2

Edit profile

Tweets Tweets & replies Photos & videos

FRSC, NIGERIA @FRSCNigeria · 13h
fb.me/39Y6UKUHT

FRSC, NIGERIA @FRSCNigeria · 13h
Introducing MD Eagle Insurance. fb.me/6Xp7hSSdO

Your Tweet activity

Your Tweets earned **18,082 impressions** over the last 24 hours

View your top Tweets

FRSC presence on social media (youtube)

www.youtube.com/FRSCNigeria

The screenshot shows the YouTube channel page for FRSCNigeria. The header includes the YouTube logo, a search bar, and navigation links for 'Browse' and 'Upload'. The channel name 'FRSCNigeria' is displayed in the top right corner. The left sidebar contains navigation options: 'Browse channels', 'My channel' (with links to Videos, Likes, History, and Watch Later), 'Upgrade account', 'Subscriptions', 'Social', 'adebayoben', 'see all', 'From YouTube', 'Trending', 'Popular', and 'Music'. The main content area is divided into two sections: 'Subscriptions' and 'Spotlight'. The 'Subscriptions' section lists three videos: 'WHY DECADE OF ACTION ON ROAD SAFETY?' (2:09, 111 views, 2 months ago), 'WHY DECADE OF ACTION ON ROAD SAFETY?' (2:09, 111 views, 1 year ago), and 'Effective Performance Appraisals' (4:21, 12 views, 1 year ago). The 'Spotlight' section features a birthday message for Robert Johnson and a list of music videos: 'Robert Johnson - Robert Johnson's Cross Road' (2:38, 41,057 views), 'Crossroad Blues - Robert Johnson (open A +)' (2:46, 38,322 views), 'Eric Clapton: "Me and the Devil"' (3:05, 1,856 views), and 'Sound Check: Macyn Taylor performs' (3:48, 320 views). The 'Featured' section at the bottom shows a video titled 'anecdote uni 1'.

YouTube [Browse](#) [Upload](#) **FRSCNigeria** ▾

Subscriptions
1 subscriptions ▾ ☐ Show uploads only | [View](#) ▾

Spotlight
Happy Birthday Robert Johnson
Some said he made a deal with the devil, but Robert Johnson was a deity when it came to playing Delta Blues. The music he made reverberates even today, on his 101st birthday.

Robert Johnson - Robert Johnson's Cross Road
by RobertJohnsonVEVO
41,057 views

Crossroad Blues - Robert Johnson (open A +)
by InvisibleNinjar
38,322 views

Eric Clapton: "Me and the Devil"
by OvationTV
1,856 views

Sound Check: Macyn Taylor performs
by jsonline
320 views

Featured
anecdote uni 1

WHY DECADE OF ACTION ON ROAD SAFETY?
2:09
Video presented at the International Road Safety Forum on "Traffic Safety in a adebayoben · 111 views
FRSCNigeria subscribed to adebayoben

WHY DECADE OF ACTION ON ROAD SAFETY?
2:09
Video presented at the International Road Safety Forum on "Traffic Safety in a adebayoben · 111 views
adebayoben uploaded

Effective Performance Appraisals
4:21
12 views
adebayoben uploaded

FRSC Documentary
7:51
193 views
adebayoben uploaded

From YouTube
[Trending](#)
[Popular](#)
[Music](#)

FRSC presence on social media (Instagram)

www.instagram.com/FRSCNigeria


Federal Road Safety Cor X +

instagram.com/frscnigeria

Instagram

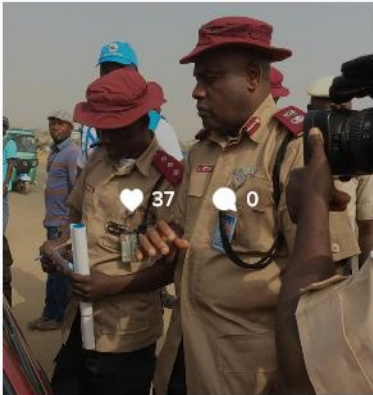
Search


Log out


 frscnigeria [EDIT PROFILE](#)

Federal Road Safety Corps FRSC is the lead Agency on Road Safety Administration in Nigeria. www.frsc.gov.ng

410 posts 2,385 followers 7,500 following

 37 0





How Social Media Affects FRSC

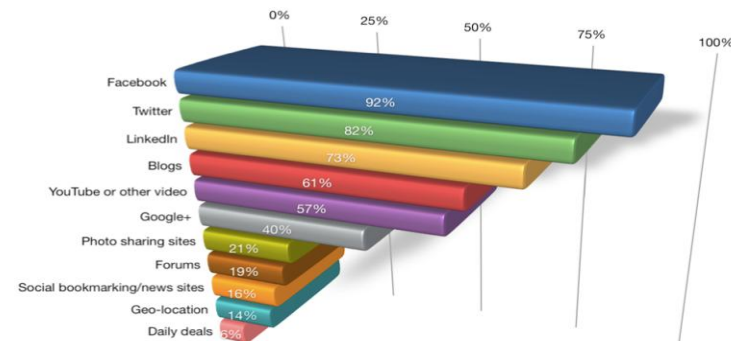
According to Susan Rose, Brand Manager P&G "We are in the social media space because at the heart of our company we very much believe that the consumer is the boss".

- Public enlightenment and education affects the behaviour of road users.
- Report of traffic situation in real time will aid traffic flow.
- Perception and Feedback system: People talk about situations, ideas and innovations and can proffer solutions. These conversations are visible and influential, if we don't listen and participate, we might not know how we are performing within the society and how the society rate or view us.
- It's a great avenue to listen, get involved and establish a virile relationship among Nigerians and the world at large so as to build trust.

Usage of Social Media(Information Sharing)

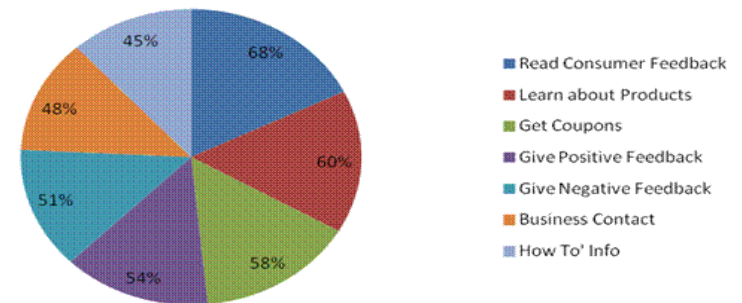
- Public education and Enlightenment
- Feedback and Opinions
- Quiz
- Polls
- Real time traffic and Crash alert
- Graphical Representation of FRSC Activities
- Alternative to Mass Media Platforms
- Dissemination of Information.

Commonly used social media tools



Source: Social Media Marketing Industry report 2012 via Social Media Examiner

What is Social Media Used For?



Benefits of Social Media in FRSC

- Easy Dissemination of Information such as traffic alerts
- Measure organizational performance
- It helps to provide a real time information on the activities of the Corps to the public
- It helps provide instant feedback on our operational activities
- It helps to share information and response to crisis situations promptly
- It helps create and increase operational and administrative awareness
- It aids positive public perception
- Tool for measuring performance from the public

Guidelines on the Use Of Social Media In FRSC

FEDERAL ROAD SAFETY CORPS

flickr

LinkedIn

facebook



FRSC SOCIAL MEDIA MANUAL AND
STANDARD

REACHING THE WORLD

Structure of Social Media Group(SMG)

- SMG is under the Office of the CM
- SMG Coordinator manages Social Media nationwide in all commands.
- SMG Administrators report to the Coordinator.
- SMG Administrators in the command liaise with RSHQ and report to the commanding officer.
- SMG Staff Officers report to the National Coordinator
- Commanding Officers are responsible for monitoring activities of their SMG administrators

Content and Restrictions

Certain information should not be posted on FRSC social media platforms. These include:

- Obscene pictures e.g. mangled corpses or exposed bodies of injured
- Pornography
- Restricted or confidential matters
- Any incorrect information and personal content.
- Any material that will not enhance the course of road safety
- Any material that will portray the Corps or the members negatively and matters without clearance .

CM Latest Directives on Social Media Restrictions(3/8/16)

- Approval should be sought for crashes resulting in more than two fatalities from RSHQ through the National Coordinator of the Social Media Group.
- Pictures or Details involving high profile VIP's crashes should not be posted.
- Decorum should be maintained in circulating graphic content.
- No photographs of mutilated, burnt and mangled bodies and critically injured victims should be posted on social media platforms
- Use Social media strictly for public enlightenment and traffic situation reports rather than albums for commanding officers routine activities.



GIDITRAFFIC @Gidi_Traffic · 21h
 " @Ckxqo: @FRSCNigeria
 1. Broken tail light
 2. Half number plate
 3. Holding big sticks on the road
 @Gidi_Traffic pic.twitter.com/1WHsoY1V8

271 2



GIDITRAFFIC @Gidi_Traffic · 21h
 " @Ckxqo: @FRSCNigeria
 1. Broken tail light
 2. Half number plate
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 @Gidi_Traffic pic.twitter.com/1WHsoY1V8

271 2





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Free Bauchi Ng... 4 new photos



Free Bauchi Ng
20 hrs · 🌐

Share



15 shares

Shamea Moh'd Make
8 hrs

Sponsored



Harvard Kennedy School



Fran Bascchi Mq

10 hrs · 10

Share



Comment



James Adams states May the soul departed rest in peace

17 hrs

Sponsored

Harvard Kennedy School Executive Education
Join the Harvard...



How Social media can enhance FRSC

- It helps to communicate and establish connections with the public
- It helps build relationship, reputation and increase trust among the public
- It provide a platform for the public to share there thought, ask questions, and tell us what we can improve on
- It is used for advertising, for instance recruitment.
- It helps drive traffic to our website
- It aids rescue as information on crashes are promptly relayed
- It enhances knowledge and exposure of staff
- It allows measurable comparison of notes with related organizations worldwide
- Signing of petitions and commitment e.g.
 - I will not text while driving
 - Support road safety
 - Commitment to decade of action on road safety

Further Expectations

- Each Command should create a Social Media page if unavailable.
- Social Media should be used to enhance FRSC activities and not to promote individual pages.
- Commanding Officers should appoint Social Media administrators in their command
- Commanding Officers would be held responsible for page violations and non-monitoring.
- Commands are to liaise with the SMG in respect of their pages.
- Follow @FRSCNigeria on twitter
- Always tweet traffic situations and crashes starting with the location

Future Expectations.....2

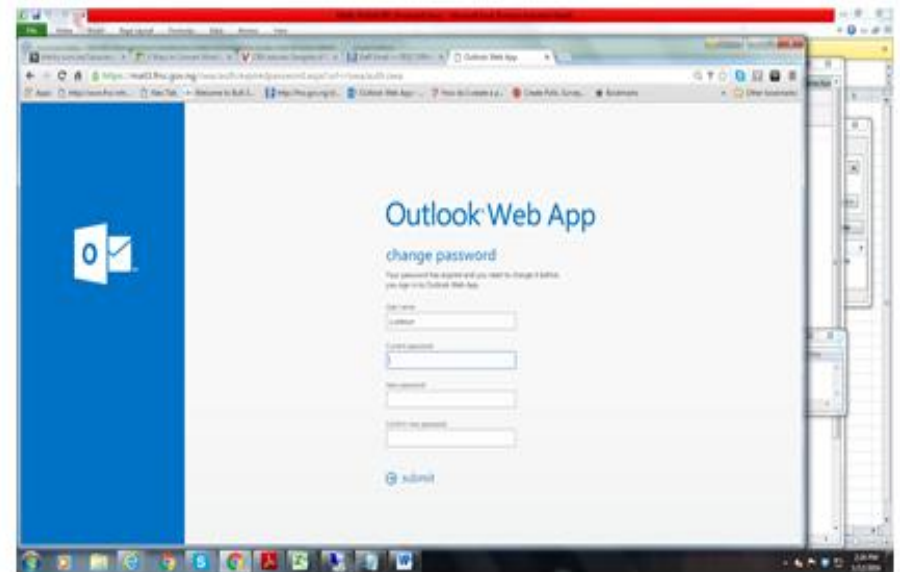
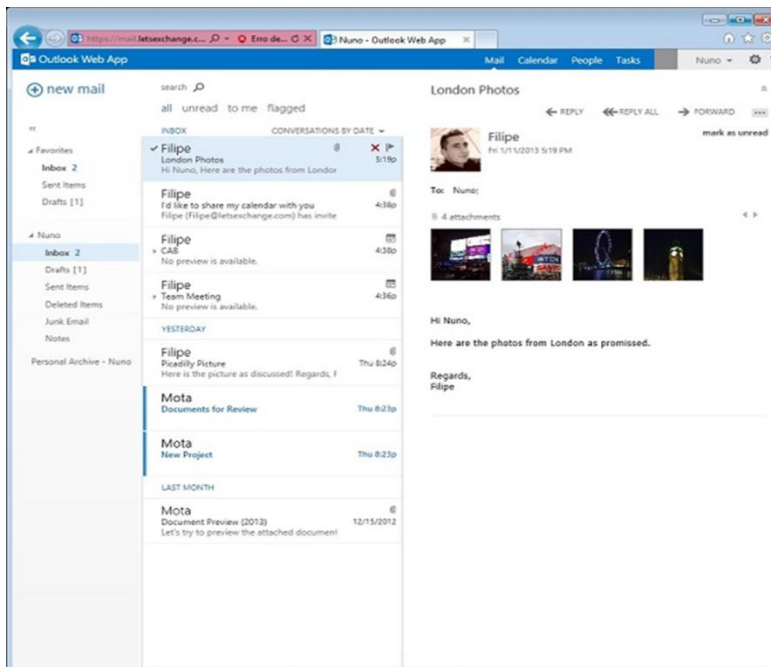
- Visit our youtube page (youtube.com/FRSCNigeria) regularly
- Use and share videos, mostly documentaries, jingles and programs on your Facebook wall and with friends, for public enlightenment
- Where network is not available, or its more convenient to use the CUG send text on traffic situations to the social media group
- Staff are encouraged to correct any wrongful or deliberate lies posted as comments or facts on the networks. However, they should only rebroadcast or share where FRSC through its official channel example CPEO has reacted.
- Use all networks to spread the FRSC Emergency numbers, especially 122
- FORM THE COMMAND SOCIAL MEDIA GROUP COMPRISING OF TECHNICALLY COMPETENT STAFF FOR EFFECTIVE COORDINATION AND MANAGEMENT.

Future Expectations.....3

- Signing of petitions and commitments on FRSC page
- While we are setting up a Whatsapp number for FRSC, those presently on Whatsapp should share and broadcast positive information on FRSC.
- Avoid posting or sharing obscene pictures and information e.g.
 - Offensive pictures or images of crash victims
 - Pornographic images
 - Subversive materials
 - Official secrets and restricted materials

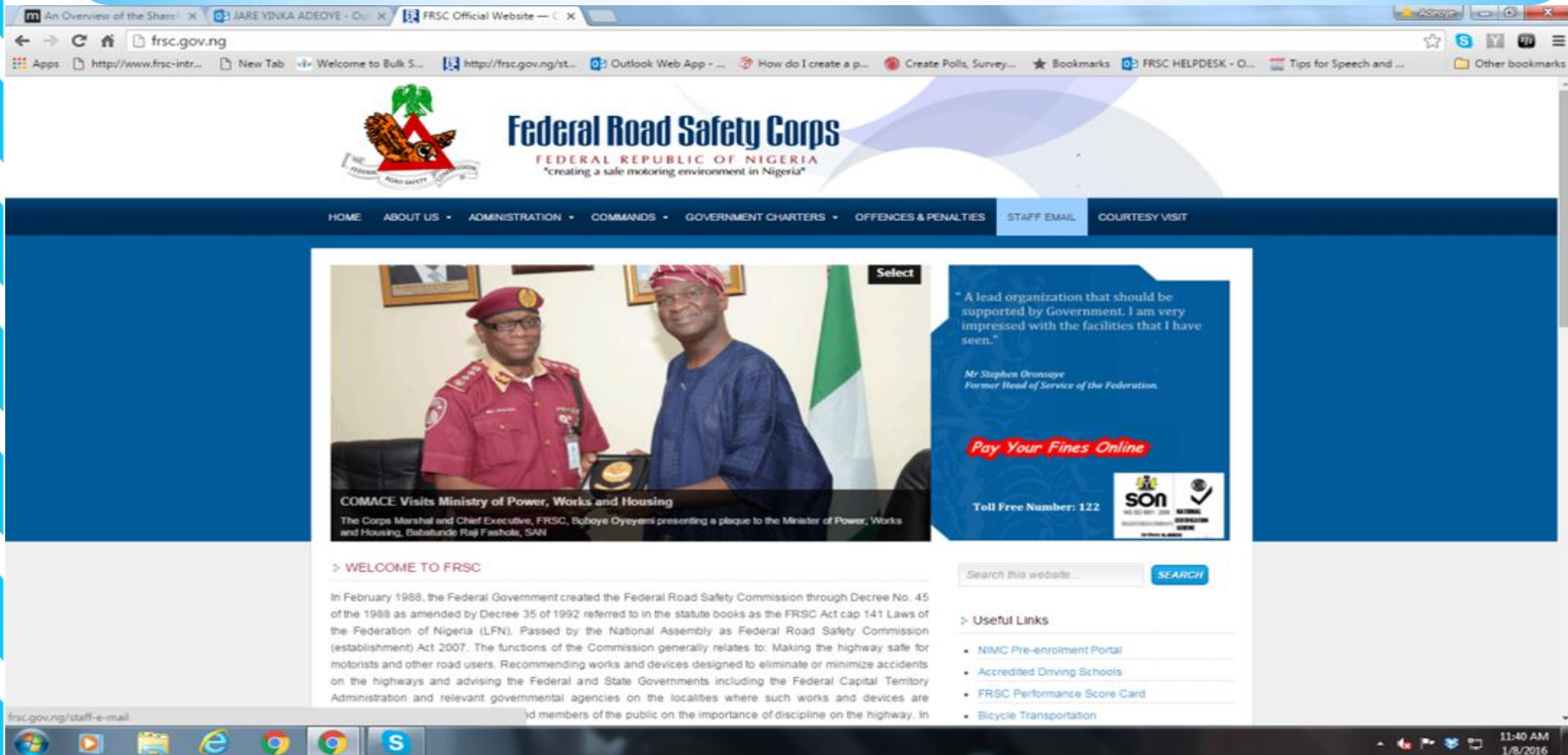
Email

- Outlook Web App [OWA], originally called Outlook Web Access and before that Exchange Web Connect [EWC], is the webmail service of Microsoft Exchange Server. It allows users to access their mailbox (e-mail, calendar, contacts, etc.) through a web browser.



Portals

- Websites
- Links
- URLs



The screenshot displays the official website of the Federal Road Safety Corps (FRSC) of Nigeria. The browser's address bar shows the URL <http://www.frsc.gov.ng>. The website's header features the FRSC logo, which includes a shield with a green tree and a red triangle, and the text "Federal Road Safety Corps" and "FEDERAL REPUBLIC OF NIGERIA". Below the logo, the tagline "creating a safe motoring environment in Nigeria" is visible. The navigation menu includes links for HOME, ABOUT US, ADMINISTRATION, COMMANDS, GOVERNMENT CHARTERS, OFFENCES & PENALTIES, STAFF EMAIL, and COURTESY VISIT. The main content area is divided into several sections. On the left, there is a photograph of two men, one in a red FRSC uniform and the other in a blue shirt, standing in front of a Nigerian flag. Below the photo, the text reads "COMACE Visits Ministry of Power, Works and Housing" and "The Corps Marshal and Chief Executive, FRSC, Eboye Oyeemisi presenting a plaque to the Minister of Power, Works and Housing, Babatunde Raji Fashola, SAN". To the right of the photo, there is a quote from Mr. Stephen Oronsaye, Former Head of Service of the Federation, stating: "A lead organization that should be supported by Government. I am very impressed with the facilities that I have seen." Below the quote, there is a red button that says "Pay Your Fines Online" and a toll-free number: 122. On the far right, there is a search bar with the text "Search this website..." and a "SEARCH" button. Below the search bar, there is a section titled "Useful Links" with a list of links: NIMC Pre-enrolment Portal, Accredited Driving Schools, FRSC Performance Score Card, and Bicycle Transportation. The website is displayed in a browser window with multiple tabs open, including "An Overview of the Share...", "JARE YINKA ADEOYE - O...", and "FRSC Official Website - C...". The taskbar at the bottom shows various application icons and the system clock indicating 11:40 AM on 1/8/2016.

Federal Road Safety Corps
FEDERAL REPUBLIC OF NIGERIA
"creating a safe motoring environment in Nigeria"

HOME ABOUT US ADMINISTRATION COMMANDS GOVERNMENT CHARTERS OFFENCES & PENALTIES STAFF EMAIL COURTESY VISIT

COMACE Visits Ministry of Power, Works and Housing
The Corps Marshal and Chief Executive, FRSC, Eboye Oyeemisi presenting a plaque to the Minister of Power, Works and Housing, Babatunde Raji Fashola, SAN

WELCOME TO FRSC

In February 1988, the Federal Government created the Federal Road Safety Commission through Decree No. 45 of the 1988 as amended by Decree 35 of 1992 referred to in the statute books as the FRSC Act cap 141 Laws of the Federation of Nigeria (LFN). Passed by the National Assembly as Federal Road Safety Commission (establishment) Act 2007. The functions of the Commission generally relates to: Making the highway safe for motorists and other road users. Recommending works and devices designed to eliminate or minimize accidents on the highways and advising the Federal and State Governments including the Federal Capital Territory Administration and relevant governmental agencies on the localities where such works and devices are needed members of the public on the importance of discipline on the highway. In

Pay Your Fines Online
Toll Free Number: 122

Useful Links

- NIMC Pre-enrolment Portal
- Accredited Driving Schools
- FRSC Performance Score Card
- Bicycle Transportation

Mobile Apps

- FRSC apps
- Mobile Rescue apps
- Social Media Analytics using Google
- Geographic Information System

4:21 PM 22%

Create an Account Done

Account You Card

Card Number

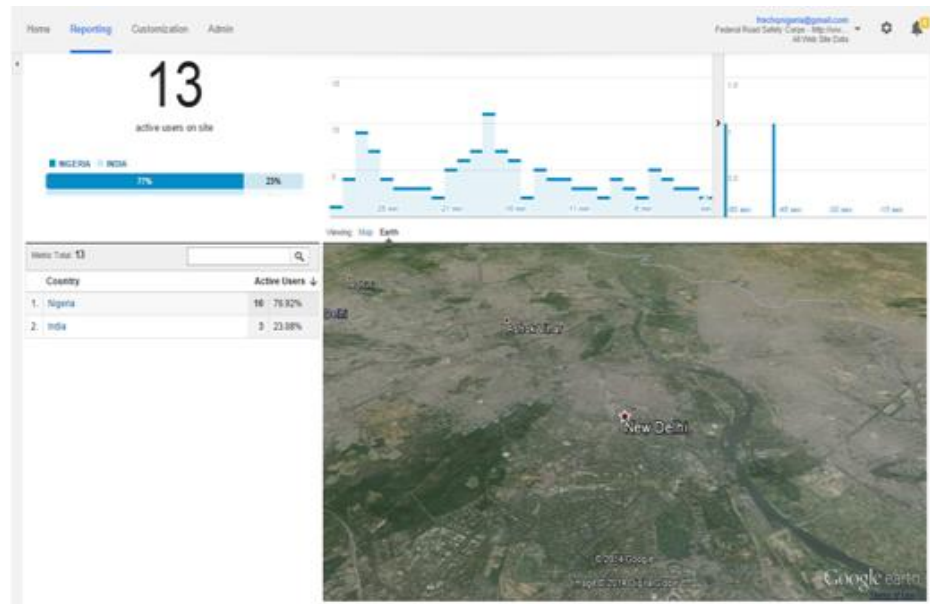
Expiry MM/YYYY

CVV

Civil Id

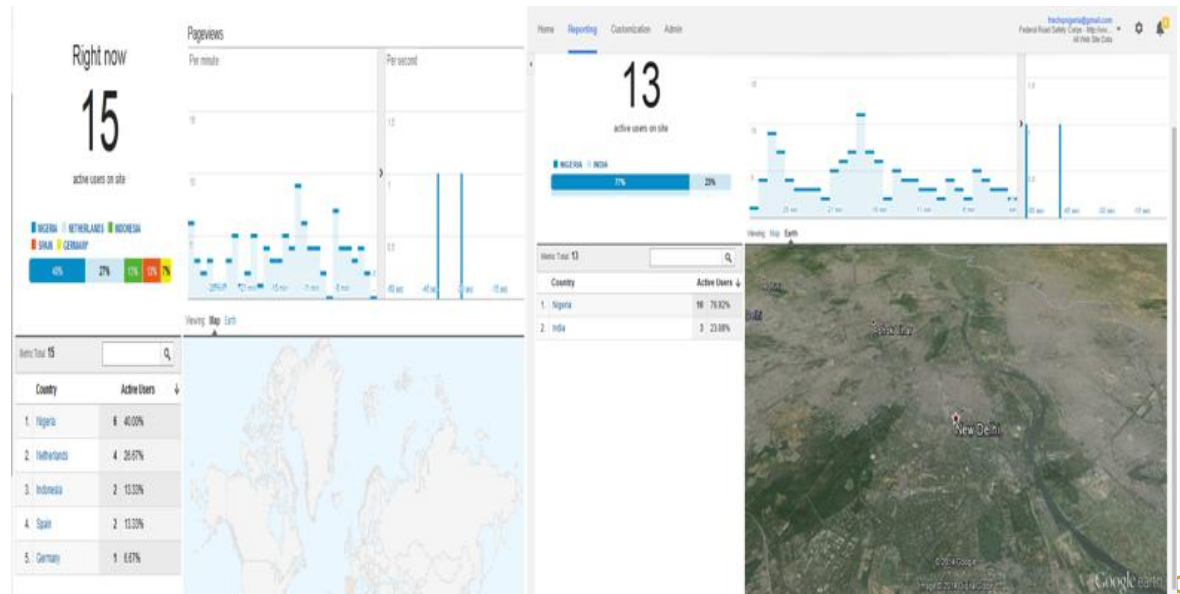
Driver Licence Id

CARD INFO STORED SECURELY IT WILL BE USED ONLY FOR RESCUE PAYMENT



Recent trends

- Presently, the Corps is using Social Media to promote Road Safety through different Campaigns i.e. Exxon-Mobil Road Safety Campaign(#dotherightthing)
- People based targeted advertising versus publication
- Mobile Penetration
- Continued Converged Media
- FRSC apps
- Google Analytics



Conclusion:

With social media , the world is in our hand. So, get connected and stay informed

Contact FRSC Social Media Group

Facebook: www.facebook.com/FRSCNigeria

Twitter: www.twitter.com/FRSCNigeria

Youtube: www.youtube.com/FRSCNigeria

Instagram: www.instagram.com/FRSCNigeria

Email: frscsocialpages@frsc.gov.ng

Call: 08077690009, 07054005741, 07054005754,
07054005712, 07054005723