THE NEW MEDIA

Presented by:
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Zonal and Sector Heads of Operations ,
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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 15 hours 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.
There are different types of social media amongst which are:

- Blogs
- Microblogs e.g. Twitter
- Social Networks: Facebook, LinkedIn
- Media Sharing Sites: Youtube, Flick
- Social Bookmarking and Voting: Digg, Reddit
- Review Sites: Yelp
- Forums e.g. Blackberry group, Whatsapp
FRSC presence on social media (Facebook)

www.facebook.com/Federalroadsafetycorps
FRSC presence on social media (twitter)

www.twitter.com/FRSCNigeria
FRSC presence on social media (youtube)

www.youtube.com/FRSCNigeria
FRSC presence on social media (Instagram)

www.instagram.com/FRSCNigeria

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
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?](chart)
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

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.
@Coxo: @FRSCNigeria
1. Broken tail light
2. Half number plate
3. Holding big sticks on the road
@Gidi_Traffic pic.twitter.com/1W9s0yY1V8

271 2

@Gidi_Traffic @Gidi_Traffic 21h
@Coxo: @FRSCNigeria
1. Broken tail light
2. Half number plate
3. Holding big sticks on the road
@Gidi_Traffic pic.twitter.com/1W9s0yY1V8

271 2
OVERLOADED TRUCK
IKEJA, LAGOS STATE

STRIKE SUSPENDED AFTER PRESIDENCY'S INTERVENTION
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 their thoughts, 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 it's 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
Mobile Apps

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