



## **Safer Roads Goes All Of A Twitter Internet Service Targets Key audiences**

Safer Roads for Cumbria is experimenting with a micro-blogging service on the Internet to get its messages over to key target audiences. The service called Twitter allows short SMS style messages to be posted on the Internet and be picked up through web browsers and mobile phones.

Kevin Tea, Communications Manager for Safer Roads For Cumbria said: "People have to subscribe to the Twitter account which limits its use as a "scattergun" effect tool but as part of a focused marketing campaign if people are aware that they will benefit from receiving the posts called Tweets then they will participate.

"For example, if we were using Twitter to run a road safety treasure hunt with a high value prize at an event, we could transmit educational clues to participants who would pick them up on mobile phones and retrieve answers from pre-determined partner stands which would eventually lead them to the prizes," he continued.

The Twitter facility, which can be found at [www.twitter.com/saferroads](http://www.twitter.com/saferroads), will also be used to provide updates of casualty statistics, links to content on the Safer Roads For Cumbria YouTube site, details of forthcoming campaigns and special events.

Mr Tea continued: "Twitter started approximately a year ago and was initially used by people to keep in touch with friends but it is increasingly being used by blue chip companies to get marketing messages out to their target audiences. High Street stores in the US use Twitter to highlight promotions and even encourage time-limited, ad hoc purchases in quiet periods.

"The service is very popular among younger people which makes it ideal for getting key messages across to younger drivers," he added.

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