12th Annual Southwestern Rail Conference

Social Media & Safety: How Union Pacific Gets the Word Out

Jeff DeGraff
Director of Media Relations
Safety is Top Priority

↓ 44% EMPLOYEE

↓ 38% DERAILMENT

↓ 12% PUBLIC

Reportable Injuries Per 200,000 Employee Hours

<table>
<thead>
<tr>
<th>Year</th>
<th>2004</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.75</td>
<td>0.98</td>
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</tbody>
</table>

Reportable Derailments Per Million Train Miles

<table>
<thead>
<tr>
<th>Year</th>
<th>2004</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3.00</td>
<td>2.67</td>
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</tbody>
</table>

Grade Crossing Accidents Per Million Train Miles

<table>
<thead>
<tr>
<th>Year</th>
<th>2004</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.34</td>
<td>2.67</td>
</tr>
</tbody>
</table>
Public Safety Campaign: 2012-2014

Messaging

- Trespassing
- Truck driving
- Winter driving
- Agricultural driving
Collisions by State
2014

Highway-Rail Grade Crossing Collisions - Top 15 States
(Based on Preliminary 2014 Federal Railroad Administration Statistics)
UPDATED 7/29/15

According to FRA statistics, 2,267 highway-rail grade crossing collisions occurred in 2014. Approximately 67% of all Year 2014 highway-rail grade crossing collisions occurred in these states:

<table>
<thead>
<tr>
<th>RANK</th>
<th>STATE</th>
<th>COLLISIONS</th>
<th>DEATHS</th>
<th>INJURIES</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Texas</td>
<td>287</td>
<td>20</td>
<td>103</td>
</tr>
<tr>
<td>2.</td>
<td>Illinois</td>
<td>134</td>
<td>21</td>
<td>53</td>
</tr>
<tr>
<td>3.</td>
<td>California</td>
<td>128</td>
<td>33</td>
<td>45</td>
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<tr>
<td>4.</td>
<td>Indiana</td>
<td>123</td>
<td>11</td>
<td>50</td>
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<tr>
<td>5.</td>
<td>Georgia</td>
<td>107</td>
<td>8</td>
<td>38</td>
</tr>
</tbody>
</table>

THE SOCIAL MEDIA AGE
Social Media Usage: 2015 Pew Research

• 93% of Americans ages 18-29
• 81% of American adults
• 52% of online adults use two or more social media sites
  – 71% Facebook
  – 28% LinkedIn and Pinterest
  – 26% Instagram
  – 23% Twitter
• 63% say Twitter and Facebook are a primary source of news
Your Life is Worth the Wait

Filmed in Beaumont, Tx
Your Life is Worth the Wait
Social Media Campaign

- YouTube.com
  - 3 separate ads; 45 seconds each
  - Diverse characters
  - Most watch just the mandatory seconds of a YouTube ad
- Facebook sponsored ads
- Sharable links for internal and external opportunities
- Additional earned media
TARGETED MESSAGING
ABC News Report
ACCORDING TO FRA IN 2014, >500 PEOPLE KILLED WALKING OR STANDING ON RR PROPERTY
UP High School Photo Safety Campaign

15 second ads for YouTube, Facebook, Instagram

Quick animation and mild humor

Targeted audience
High School Photo Safety Campaign

• 656,613 paid Facebook impressions – nearly 7x the industry standard.
• Tweets reached 50,844 accounts in the first week.
• Multimedia news release generated 54,000 views.
• Outreach effort to educate more than 100 industry leaders.

www.up.com/photosafety
“In doing research of the campaign's target audience ... it became evident that scare tactics in advertising aren't effective,” says UP spokeswoman Kristen South.

Instead, the campaign takes a somewhat humorous look at the risks involved: The tone is casual, but the messaging is urgent. As South puts it, the campaign “played on teens' desire to look 'cool' in front of their peers.”
Connect with Me!

jdegraff@up.com
@DeGraff_UP
We live in more than 7,300 communities
Creating Positive Interaction
Don’t Sell, Tell Me a Story

• Develop engaging, highly shareable stories in Community Ties.
  – Technology
  – Safety
  – Community Outreach
• Photos and video are a must!