



**BUILDING AMERICA<sup>®</sup>**

January 22, 2016

# 12<sup>th</sup> Annual Southwestern Rail Conference

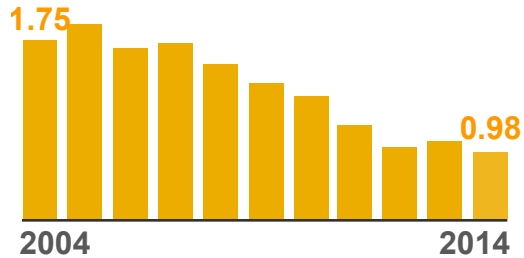
Social Media & Safety:  
How Union Pacific  
Gets the Word Out

**Jeff DeGraff**  
Director of Media Relations

# Safety is Top Priority

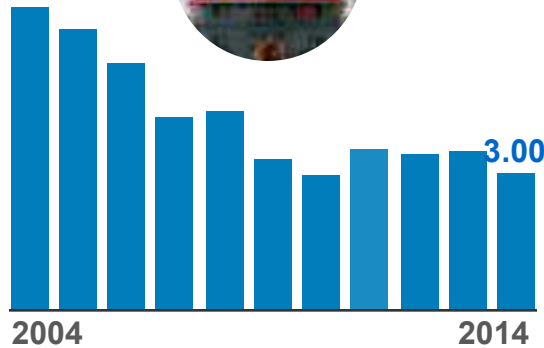


**↓44%**  
**EMPLOYEE**



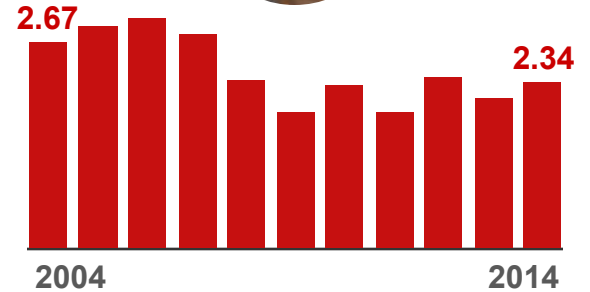
Reportable Injuries  
Per 200,000 Employee Hours

**↓38%**  
**DERAILMENT**



Reportable Derailments  
Per Million Train Miles

**↓12%**  
**PUBLIC**



Grade Crossing Accidents  
Per Million Train Miles

# Public Safety Campaign: 2012-2014



## Messaging

- Trespassing
- Truck driving
- Winter driving
- Agricultural driving



# Collisions by State

## 2014



## COLLISIONS BY STATE

### 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.

TEXAS  
#1

RANK	STATE	COLLISIONS	DEATHS	INJURIES
1.	Texas	287	20	103
2.	Illinois	134	21	53
3.	California	128	33	45
4.	Indiana	123	11	50
5.	Georgia	107	8	38



# 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







ACCORDING TO FRA IN 2014,

**>500 PEOPLE KILLED  
WALKING OR STANDING ON  
RR PROPERTY**

## Resources: Pedestrian Safety

- › Union Pacific Photography Policy
- › Pedestrian Safety

## Share



# UP High School Photo Safety Campaign

15 second ads for YouTube, Facebook, Instagram

Quick animation and mild humor

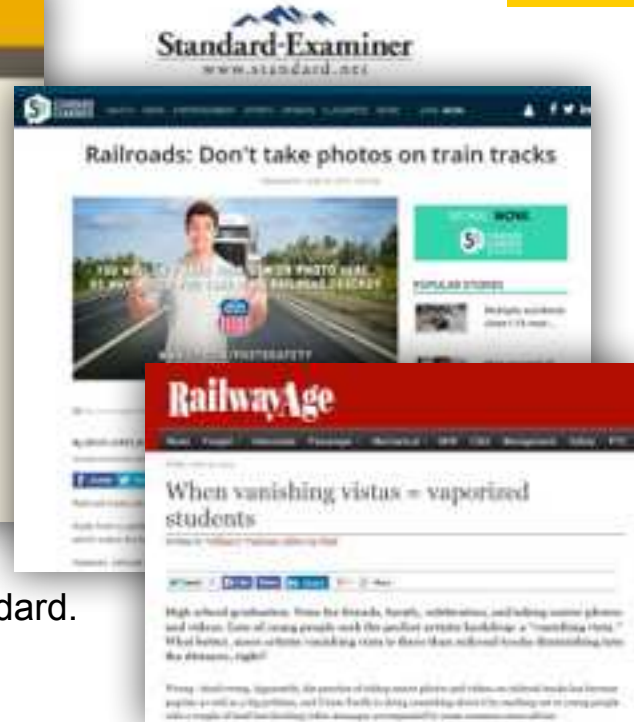
Targeted audience







# 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](http://www.up.com/photosafety)

## Article

### Railroads refine safety campaigns, update infrastructure to reduce accidents at grade crossings

By Daniel Kiepow, Associate Editor



TRIMET

TriMet's new pedestrian-friendly grade crossing equipment features signs at lower heights.

"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!**

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**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!

