



**FLORIDA'S SOURCE
FOR TRAFFIC INFO**



#FanOf511

SOCIAL MEDIA TOOLKIT

2016





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The Florida Department of Transportation (FDOT) would like sport enthusiasts to become a Fan of 511!

The FDOT's Florida 511 is updated with traffic information on Florida's interstates, toll roads and other metropolitan roadways, allowing motorists to hear updates on crashes, congestion, construction and more. Florida 511 provides traffic information via a toll-free call, FL511.com, Android and Apple apps, and 511 Twitter feeds. Through FL511.com, individuals can sign up for time and route-specific text message, email or phone call alerts as well.

With athletes, sport fans and coaches traveling all over the state to attend games, practices and team events, FDOT would like to share with you the Fan of 511 Toolkit to help sport enthusiasts arrive quickly and safely to and from your sporting events.

The Fan of 511 toolkit includes suggested social media content, an embedded FL511 iFrame that you can add to your website, and public service announcements for you to use freely throughout the sport season, informing sport fans about 511 Traveler Information System.

Feel free to use this information as you see fit and let us know if you would like additional content.

To learn more about Florida 511, visit www.FL511.com.

If there are any other helpful tools we can provide for you to help attendees travel quickly and safely, please let us know.





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#FanOf511



Fan of 511 Sample Social Media Content



FLORIDA'S SOURCE FOR TRAFFIC INFO



#FanOf511



Fan of 511 Drafted Tweets

GENERAL

(Insert Sport) season kicks off soon! Don't miss out & be a #FanOf511. Get the app or create custom traffic routes.

Become a #FanOf511 this (Insert Sport) season by calling 511, getting the app or checking <http://bitly.com/1QAIIIG5> to avoid traffic! #FL511.

Before the (Insert Sport) season starts make sure to become a #FanOf511 & download the free app and create custom traffic alerts.

Before the (Insert Sport) season starts make sure to be a #FanOf511 & get the app so you're never late to a game. <http://bitly.com/1QAIIIG5>.

Are you ready for playoffs? Become a fan of #FanOf511 & create custom traffic alerts so you don't miss a play! <http://bitly.com/1QAIIIG5>.

Are you a #FanOf511 yet? Download the free app & check local traffic before heading the (Insert sport) season starts.

PRE-GAME

Hey #FanOf511! Be sure to call 511, get the app or check FL511.com to avoid traffic on the way to the (Insert Team) game tonight!

Become a #FanOf511 this (Insert Sport) season by creating custom alerts on <http://bitly.com/1QAIIIG5> to receive traffic info! #FL511.

The (Insert Team) season kicks off tonight! Be a #FanOf511 & download the app or follow #FL511 on Twitter <http://bitly.com/1QAIIIG5> for traffic info.

Don't head to the (Insert Team) game before becoming a #FanOf511. Download the app or visit <http://bitly.com/1QAIIIG5>.

Don't want to miss the first half of the (Insert Team) game? Be a #FanOf511 & sign up for custom traffic alerts <http://bitly.com/1QAIIIG5>.

Know before you go! Be a #FanOf511 & get traffic info to tonight's (Insert Team) game. Get the app or check <http://bitly.com/1QAIIIG5>.

Are you a #FanOf511 yet? Download the free app & check local traffic before heading to (Insert Team/Event) this weekend!

Before heading to the (Insert team) game, be a #FanOf511 & create custom traffic alerts so you don't miss a play. <http://bitly.com/1QAIIIG5>.



Fan of 511 Drafted Tweets (pt.2)

POST-GAME

Heading home from the (Insert Team) game?
Before you get on the road become a
#FanOf511 & download the free #FL511 app
for traffic info.

Before driving home from the (Insert Team)
game, be a #FanOf511 & follow #FL511
Twitter accounts for traffic info. <http://bitly.com/1QAIIIG5>.

Before heading home from the (Insert team)
game, be a #FanOf511 & create custom
traffic alerts for your ride home <http://bitly.com/1QAIIIG5>.

Are you a #FanOf511? Get real-time traffic
info before leaving the (Insert Team) game.
Download the app for free <http://bitly.com/1QAIIIG5>.

Before driving home after the (Insert Team)
game, be a #FanOf511 & create custom
maps with real-time traffic info. <http://bitly.com/1QAIIIG5>.

Now that the game is over become a
#FanOf511 & download the #FL511 app for
free & get real-time traffic information for your
drive home.

Avoid post-game traffic & become a
#FanOf511. Create custom routes & alerts for
your drive home from the game. <http://bitly.com/1QAIIIG5>.



Fan of 511 Facebook Posts

PRE-GAME

Going to the (INSERT TEAM) game today? Become a #FanOf511 and check #FL511 for up-to-date traffic information on your way to the game. Sign up for My Florida 511 alerts and personalize a custom route so you'll always know the best route to take on game day. <http://fl511.com/Login.aspx>

If you're heading to tonight's (INSERT TEAM) game make sure to become a #FanOf511 and follow one of our 13 #FL511 Twitter accounts here: <http://fl511.com/twitter.aspx>. They're a great way to stay up-to-date with traffic information in the state of Florida on your way to and from practice or game day.

POST-GAME

Before driving home from the (INSERT TEAM) game, become a #FanOf511 to receive up-to-date traffic information by downloading the #FL511 app. The 511 apps are available for free download on both Android and Apple devices. <http://fl511.com/app.aspx>

On your way home from tonight's (INSERT TEAM) game? Become a #FanOf511 and make sure to download and check the #FL511 app for traffic information and travel times for the drive home.

GENERAL

Before the (INSERT SPORT) season starts, become a #FanOf511 and check FL511.com for up-to-date traffic and construction information throughout the state of Florida including major roadways. #FL511

Become a #FanOf511 this (INSERT SPORT) season by calling 511, downloading the app or checking FL511.com to avoid traffic on your way to a game. Check out FL511.com to learn more about how #FL511 can keep you updated on traffic info.

Before you head to practice or the big game, check FL511.com for traffic information on your way to the (INSERT STADIUM, FIELD or ARENA). Receive real-time traffic info via [Twitter](#), free apps for [Android](#) and [Apple](#) or call 511.

Hey #FanOf511! Are you traveling out of state for the (INSERT TEAM) away game? Make sure to check <http://fl511.com/Transit.aspx> for information on transit services throughout the state of Florida and check up-to-date traffic information on your way to the airport.



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#FanOf511



Fan of 511 E-newsletter Content Copy

E-NEWSLETTER COPY

Know before you go! As you head out to practice or attend (INSERT TEAM) game, become a #Fanof511 for real-time traffic info. The Florida Department of Transportation encourages motorists to use FL511 before hitting the road to stay up-to-date on crashes, congestion and construction along their route. The 511 system provides information all of Florida's interstates, toll roads and other major metropolitan roadways, including those traveling near your event.

To get traffic updates, you can call 511 toll free, visit FL511.com, download the free 511 mobile app on [Apple App Store](#) or [Google Play](#), or follow FL511 on [Twitter](#).

Before the (INSERT SPORT/TEAM) season starts become a #FanOf511 and use the 511 Traveler Information System before hitting the road to stay up-to-date on crashes, congestion and construction throughout Florida. Call 511, download the app or visit FL511.com to personalize a custom route so you'll always know the best route to take on game day. <http://educate.fl511.com/landing/>



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Fan of 511

Sample Public Service Announcements



FLORIDA'S SOURCE FOR TRAFFIC INFO



Fan of 511 PSA - 60 seconds

1 -- HEY FANS OF (TEAM NAMES/SPORT), OUR FRIENDS AT FLORIDA
2 -- DEPARTMENT OF TRANSPORTATION WANT YOU TO BECOME A
3 -- FAN OF 5-1-1. FLORIDA'S SOURCE FOR FREE ROADWAY
:10 4 -- INFORMATION – 5-1-1 – PROVIDES TRAFFIC INFO AT YOUR
5 -- FINGERTIPS. DIAL 5-1-1 ON ANY PHONE IN FLORIDA, VISIT F-L-5-1-1
6 -- DOT COM, DOWNLOAD THE FREE MOBILE APP FROM THE
7 -- APPLE APP STORE OR FROM GOOGLE PLAY, AND FOLLOW
8 -- FLORIDA 511 TWITTER ACCOUNTS. ON THE 5-1-1 WEBSITE, YOU
9 -- CAN EVEN SIGN UP TO RECEIVE TEXT, EMAIL AND PHONE CALL
:30 10 -- ALERTS REGARDING YOUR SPECIFIC ROUTE FOR FUTURE
11 -- GAMES, DAILY COMMUTES, OR VACATIONS. YOU WILL BE ABLE
12 -- TO ACCESS THESE ROUTES ON THE MOBILE APP AS WELL. BE
13 -- SURE TO CHECK TRAFFIC WITH FLORIDA 5-1-1 BEFORE
14 -- HEADING HOME TONIGHT AND BEFORE HEADING TO FUTURE
15 -- GAMES! USE THE APP AT A SAFE LOCATION, OR HAVE A
16 -- PASSENGER CHECK 5-1-1 FOR YOU.ARRIVE SAFELY AND ON
17 -- TIME WITH FLORIDA'S 5-1-1.
18 --
19 --
:60 20 --



FLORIDA'S SOURCE FOR TRAFFIC INFO



Fan of 511 PSA - 30 seconds

1 -- HEY FANS OF (TEAM NAMES/SPORT), OUR FRIENDS AT FLORIDA
2 -- DEPARTMENT OF TRANSPORTATION WANT YOU TO BECOME A
3 -- FAN OF 5-1-1. FLORIDA'S SOURCE FOR FREE ROADWAY
:10 4 -- INFORMATION – 5-1-1 – PROVIDES TRAFFIC INFO AT YOUR
5 -- FINGERTIPS. DIAL 5-1-1 ON ANY PHONE IN FLORIDA, VISIT F-L-5-1-1
6 -- DOT COM, DOWNLOAD THE FREE MOBILE APP FROM THE
7 -- APPLE APP STORE OR FROM GOOGLE PLAY, AND FOLLOW
8 -- FLORIDA 511 TWITTER ACCOUNTS. BE SURE TO CHECK TRAFFIC
9 -- WITH FLORIDA 5-1-1 BEFORE HEADING HOME TONIGHT AND
:30 10 -- BEFORE HEADING TO FUTURE GAMES!
11 --
12 --
13 --
14 --
15 --
16 --
17 --
18 --
19 --
:60 20 --



FLORIDA'S SOURCE FOR TRAFFIC INFO



Fan of 511 PSA - 15 seconds

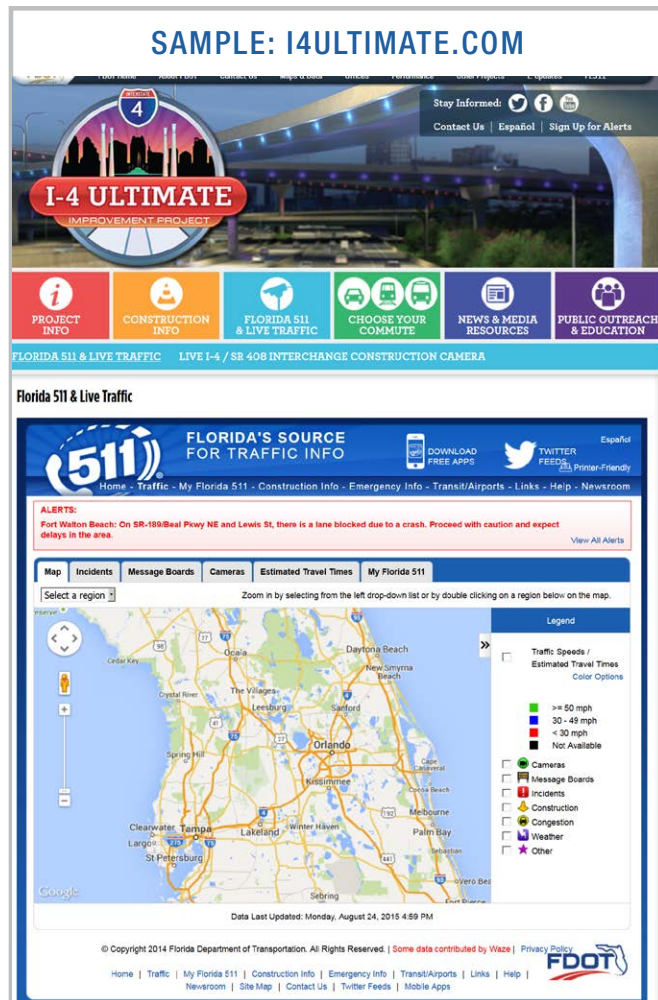
1 -- HEY FANS OF (TEAM NAMES/SPORT), OUR FRIENDS AT F-D-O-T
2 -- WANT YOU TO BECOME A FAN OF 5-1-1. FLORIDA'S SOURCE FOR
3 -- FREE ROADWAY INFORMATION – 5-1-1 – PROVIDES TRAFFIC
:10 4 -- INFO AT YOUR FINGERTIPS. DIAL 5-1-1 ON ANY PHONE IN
5 -- FLORIDA, VISIT F-L-5-1-1 DOT COM, DOWNLOAD THE FREE
6 -- MOBILE APP, AND FOLLOW FLORIDA 511 TWITTER ACCOUNTS.
7 --
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:30 10 --
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17 --
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:60 20 --



FLORIDA'S SOURCE FOR TRAFFIC INFO

#FanOf511

How to Embed (iFrame) FL511.com on Another Website



The individual conducting updates to your website should be able to insert the HTML code.

Minimum size recommended:

910 x 870 px

★★ = region code for your area:

- NE (Northeast FL)
- NW (Northwest FL)
- CEN (Central FL)
- TB (Tampa Bay)
- SW (Southwest FL)
- SE (Southeast FL)

EXAMPLE SOURCE CODE

```
<iframe seamless src="http://fl511.com/Map.aspx?region=**;width=890" width="910"
height="870" frameborder="0"><br />
FL511.com Website could not be embedded. Please open a new tab and go to
<a href="http://www.fl511.com">fl511.com</a>.<br />
</iframe>
```

FOR MORE INFORMATION, CONTACT:

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