

Rail Safety Social Media Ad Campaign Results



Tracy Russ


Rail Safety Social Media Ad Campaign

- Platforms: Facebook and Instagram
- Targeted to North Carolina residents, ages 18 – 65 +
- Campaign timeline:
 - January 13 – April 22, 2022
- Budget: \$800

**ITRE Traffic Safety Marketing & Programs**
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See track? Stay back.
Oncoming trains are quieter
than you think.



Calculate the cost of rail crashes with a **free tool at go.ncsu.edu/rail**


[GO.NCSU.EDU/RAIL](https://go.ncsu.edu/rail)

Cost of Rail Crashes
In 2019, there were 187 rail crashes in North Carolina.

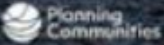

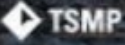
Learn more

Linked to Rail Crash Cost Tool (go.ncs.edu/rail)

 **ITRE Traffic Safety Marketing & Programs**
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Not a shortcut.
Stay safe, stay away
from train tracks.

Calculate the cost of rail crashes with a **free tool at go.ncsu.edu/rail**

[GO.NCSU.EDU/RAIL](https://go.ncsu.edu/rail)
Cost of Rail Crashes
In 2019, there were 187 rail crashes in North Caro...
[Learn more](#)

 **Like**  **Comment**  **Share**

Linked to Rail Crash Cost Tool (go.ncs.edu/rail)

Results

- Campaign reached **266,658** Facebook and Instagram users in North Carolina
- **339** people clicked on the ad and visited the Rail Cost Tool site
- 7 people reacted to ads by leaving a “like” or “care”
- 70% men vs 30% women

Definitions

Impressions – Number of times ad was seen on screen.

Reach – Number of people who saw ad at least once.

Results: Ad 1 (See Track Stay Back)



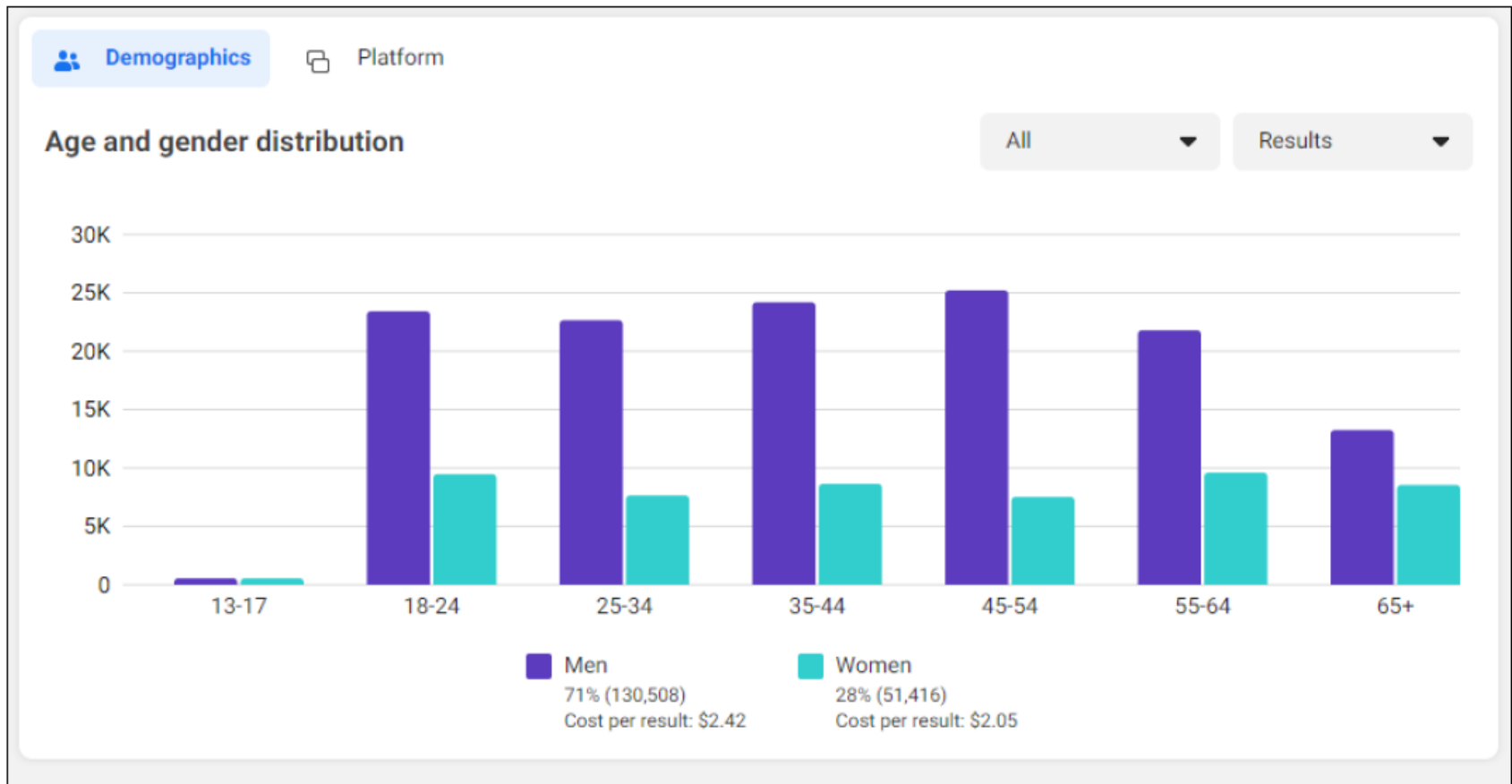
Impressions: 353,841

Reach: 183,363

Link Clicks: 201

Cost per 1,000 people reached:
\$2.32

Results: Ad 1 (See Track Stay Back)



Results: Ad 1 (See Track Stay Back)

GO.NCSU.EDU/RAIL

Cost of Rail Crashes






In 2019, there were 187 rail crashes in North Carolina.

[Learn more](#)



4 3 Comments

Like Comment Share




Most relevant ▼

 Comment as ITRE Traffic Safety Marketing & Programs    


Press Enter to post.

 **Mary Jane Hawkins**
I grew up in the city. The tracks and the trains have a scheduled business to be able get goods from one place to another. I would take heed of those signs of working of warning because you are placing them in danger, if you decide to not heed the need and end up unfortunately killed. 

Like Reply Hide 5w

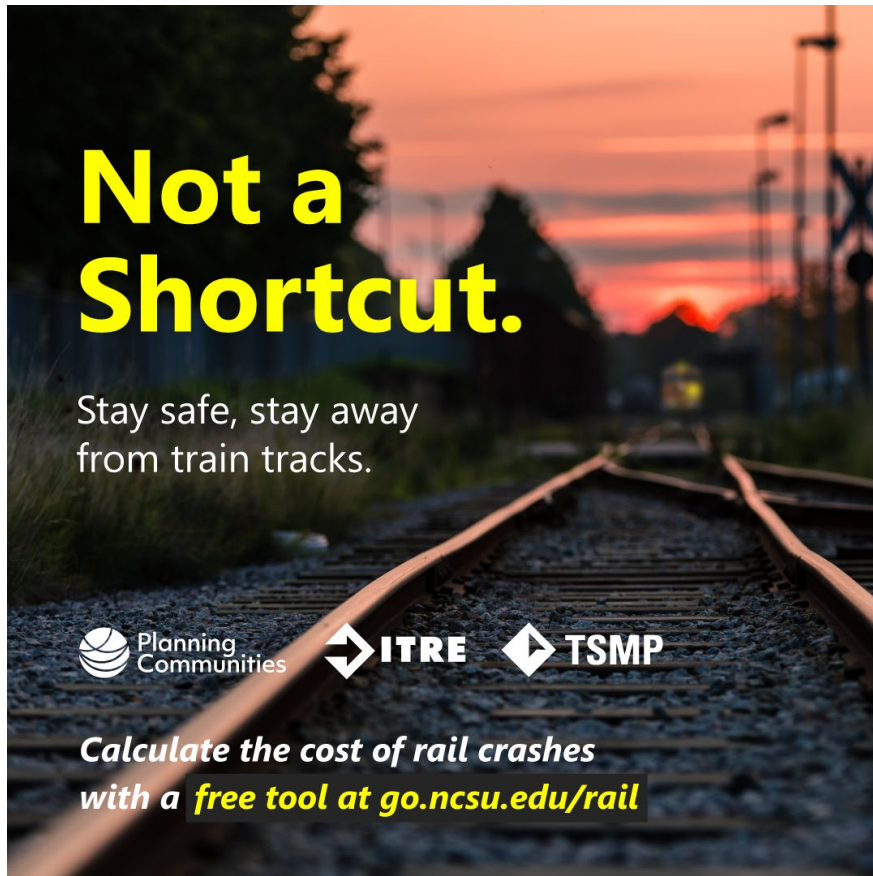
 **Kevin Smith**
Mary Jane Hawkins...my Dad was a 30th year veteran working with Southern Railway in western North Carolina....he DRILLED crossing safety into me and my sister..🤔👍👍❤️   2

Like Reply Hide 1w

 **Kevin Smith**
Well..if they are blowing the crossing properly...you'll hear them...unless you're driving distracted 👍

Like Reply Hide 1w

Results: Ad 2 (Not a Shortcut)



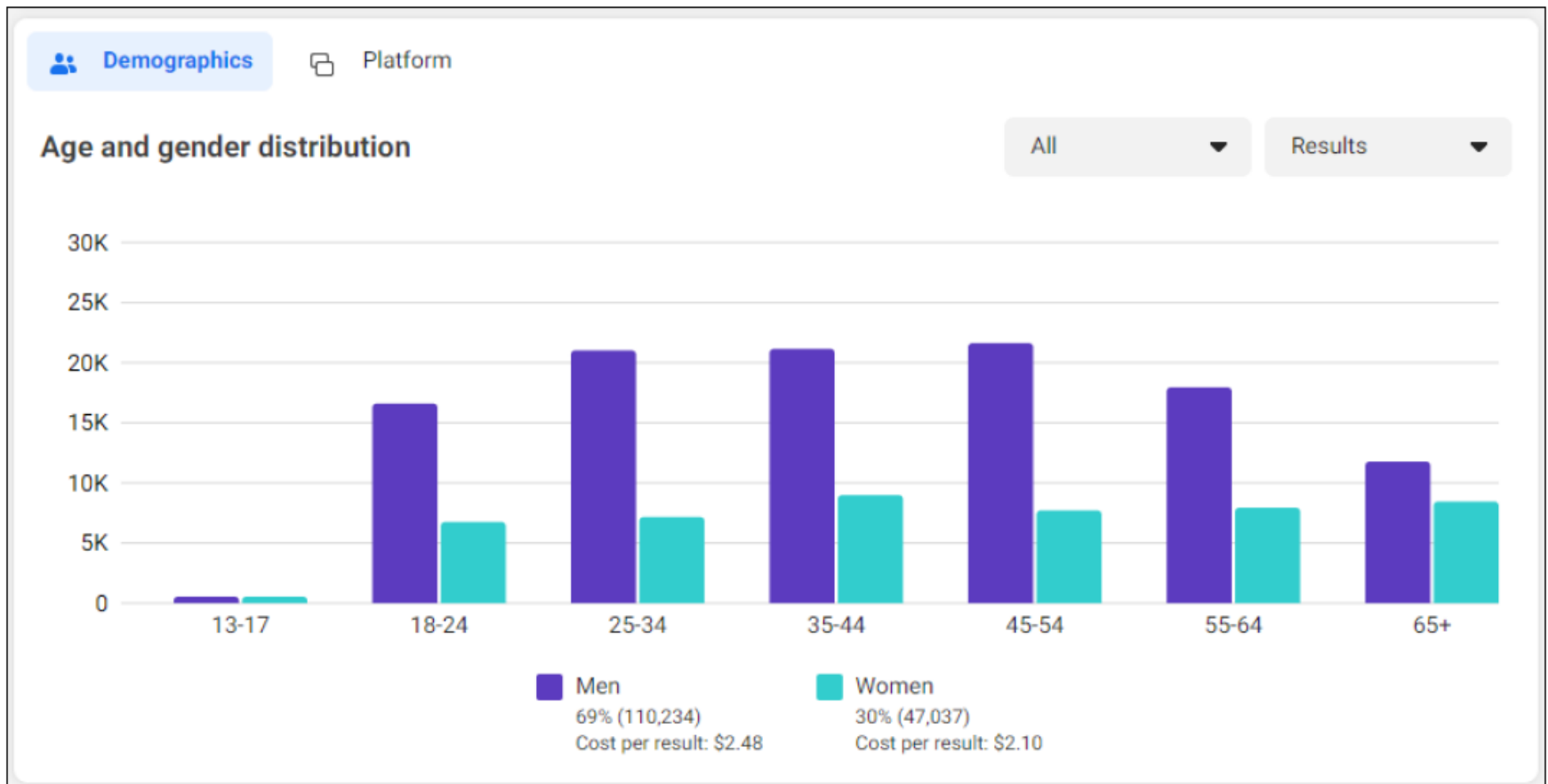
Impressions: 289,638

Reach: 158,615

Link Clicks: 138


Cost per 1,000 people reached:
\$2.37

Results: Ad 2 (Not a Shortcut)



Rail crashes cost North Carolina **\$2.4 billion.**

(Estimated costs from 2010 – 2019, ITRE)


Human Loss of Life (injuries & deaths) 

Personal & Public Property Damage 

Supply Chain Disruptions 

Emissions 

Operating Costs 

Emergency Response 



Calculate the cost of rail incidents with a free tool at go.ncsu.edu/rail

