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## ITS America

 @ITS\_America

 @ITSAmerica

 @Intelligent Society of America

# Social Media Worksheet #THISisITS

## OVERVIEW

ITS America is happy and eager to promote anything our members are doing across our marketing and social platforms. Whether it be an upcoming event, big announcement or a quick brag on what you are doing to make a difference in the future of transportation and technology. Fill out this sheet and send it back to Jade Kenny, [jkenny@itsa.org](mailto:jkenny@itsa.org) (Director of Digital Media) and we will broadcast your message to our audiences.

### Instructions:

1. Provide all content and attach graphics.
2. Submit to Jade Kenny and allow 48 hours to process.
3. Retweet, Repost, Reshare and we will do the same in order to “start the conversation” and build a larger audience.



**Example:** “ How smart are your city’s traffic signals? Take [@Miovisionthe](#) [#MyCitySmarts](#) survey to see ([insert Website link](#)) [#THISisITS](#)”

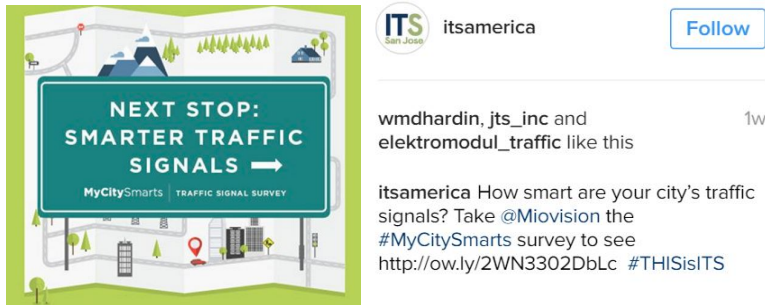
“Looking forward to ITS and highway safety workshop today from ITS Georgia. [#THISisITS](#)”

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**Campaign Dates** Start: \_\_\_\_\_ End: \_\_\_\_\_



**Example:**



\*Attach Graphics

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Campaign Dates Start: \_\_\_\_\_ End: \_\_\_\_\_



**Example:** “Leadership Circle Spotlight: Leadership Circle members are companies, public organizations, research institutions and universities at the forefront of the transformative moment in deployment of ITS technologies. Together, these members serve as sustaining members of ITS America and as an emerging issues forum. The Leadership Circle operates to identify strategic and tactical means to increase deployment, bring together industry leaders to solve technical challenges and build consensus, and drive discourse around disruptive topics among traditional and nontraditional industry players to inform market, policy and business analysis. Learn more. <http://ow.ly/euAA302HkI5>”

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## Smartbrief

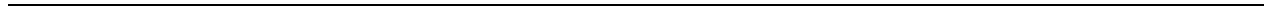
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## Member Buzz Email

**Example:** (Subject Line) **Contra Costa Transportation Authority Tests Self Driving Trucks**  
Contra Costa Transportation Authority’s GoMentum Station has partnered with Otto Technologies to produce the first generation of autonomous trucks, starting with testing at the Concord, CA facility. The trucks are equipped with sensors, radar, lasers, cameras, and GPS- and are being optimized for long haul freeways. Click here for more Information: <http://sanfrancisco.cbslocal.com/2016/08/04/self-driving-trucks-tested-on-concord-naval-grounds/>



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