

PIO 511 Resource Kit



Overview

The Florida Department of Transportation (FDOT) thanks you for your continued partnership with FDOT's 511 Traveler Information System over the years. This PIO resource kit includes social media posts, newsletter and website content and key messages to help keep travelers safe on Florida's roadways.

FDOT's 511 system is Florida's comprehensive traffic information source and a toll-free service that provides real-time traffic information on all Florida interstates, toll roads and other major metropolitan roadways in the state. 511 provides helpful information to travelers about crashes, congestion, construction, AMBER, Silver and LEO Alerts, evacuation updates and more.

511 offers four convenient ways for motorists to receive traffic updates:

- Call 511 toll free for updates in English and Spanish.
- Visit FL511.com for interactive roadway maps showing traffic congestion and crashes, travel times and traffic camera views.
- Download the free Florida 511 mobile app available on [Google Play](#) and [iTunes](#).
- Follow one of the 12 statewide, regional or roadway-specific feeds on [Twitter](#).

[My Florida 511 personalized services](#) also allows drivers to register the routes they use frequently and the times of day they use them to have updates sent directly to them via text, phone call or email when an incident occurs. Drivers can register at FL511.com.

Cooperation from local and state agencies has been a tremendous benefit to spreading the word about the 511 system. We have found during times of adverse roadway conditions, such as severe weather, road closures and construction, the use of the 511 system increases even more when local agencies are encouraging it to drivers through traditional and social media communications.

Testimonials



"511 is a great resource for traffic information during holidays, emergencies or a daily commute. Buckle up and know before you go."

Sheriff Grady Judd
Florida Sheriff's Assoc. President



"When drivers can avoid traffic and congestion it helps reduce crashes, so we encourage everyone driving to check 511 before leaving the house. Just knowing about congestion and delays helps people stay calm and safe on the road."

Captain Nancy Rasmussen
Florida Highway Patrol, Chief of Public Affairs

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511 for Social Media

FDOT provides traffic information via [12 FL511 Twitter accounts](#) that covers the entire state, including specific regions and major roadways. We encourage you to follow the appropriate Twitter account for your region for traffic reports and also retweet important updates or remind followers to check 511 to stay up-to-date.

- Statewide - [@FL511_State](#)
- Northeast Florida - [@FL511_Northeast](#)
- Southeast Florida - [@FL511_Southeast](#)
- Central Florida - [@FL511_Central](#)
- Tampa Bay Region - [@FL511_TampaBay](#)
- Southwest Florida - [@FL511_Southwest](#)

- Florida Panhandle - [@FL511_Panhandl](#)
- Interstate 95 - [@FL511_I95](#)
- Interstate 10 - [@FL511_I10](#)
- Interstate 4 - [@FL_511_I4](#)
- Interstate 75 - [@FL511_I75](#)
- Florida's Turnpike - [@FL511_Turnpike](#)

Sample Social Media Posts*

Holidays:

TWITTER

Millions are hitting the road for [Holiday Name]. Get free traffic updates by calling 511, w/ mobile app, on FL511.com or [@\[insert regional Twitter handle\]](#)

FACEBOOK/GOOGLE+

[Holiday Name] is just around the corner. Millions of drivers are expected on Florida's roadways as they take advantage of the holiday weekend. If you're heading out of town, be sure to check Florida 511 before heading out. You can get free traffic information by calling 511 toll free, checking FL511.com or using the free Florida 511 mobile app available on Google Play and iTunes. You also can get statewide and regional traffic updates on Twitter. Check out <http://fl511.com/Twitter.aspx>.

Severe Weather:

TWITTER

Severe storms in area may make roads dangerous. Updates on crashes & traffic by calling 511, on FL511.com, w/ mobile app or [@\[insert regional Twitter handle\]](#)

FACEBOOK/GOOGLE+

Severe thunderstorms are predicted to move near [insert city] today, which may make for bad driving conditions. Residents and visitors are encouraged to check Florida 511 for updates on crashes, road conditions and traffic before driving. You can access Florida 511 by calling 511 toll free, visiting FL511.com, downloading the free Florida 511 mobile app on Google Play and iTunes or following [@\[insert regional Twitter handle\]](#) on Twitter.

*For our complete Social Media Toolkit with additional social media posts, please email JenniferRadulovic@Global-5.com.



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511 Content for Newsletters and Websites

Below you will find optional copy for your newsletters or websites, along with links to informational fliers, PSAs and images.

511 Copy

The Florida Department of Transportation's (FDOT) 511 Traveler Information System provides up-to-date traffic information on crashes, congestion, construction and more on all of Florida's interstates, toll roads and other major metropolitan roadways.

There are four convenient ways for motorists to receive traffic updates:

- Call 511 toll free for updates in English and Spanish.
- Visit FL511.com for interactive roadway maps showing traffic congestion and crashes, travel times and traffic camera views.
- Download the free Florida 511 mobile app available on [Google Play](#) and [iTunes](#).
- Follow one of the 12 statewide, regional or roadway-specific feeds on [Twitter](#).

[My Florida 511 personalized services](#) also allows drivers to register the routes they use frequently and the times of day they use them to have updates sent directly to them via text, phone call or email when an incident occurs. Drivers can register at FL511.com.

FDOT reminds all travelers to check 511 before traveling, have a passenger check 511 or pull over to avoid distracted driving.

Links to Supplemental Photos, Videos and Graphics:

- FLIERS: Informational, Severe Weather and Wildfire Fliers on 511 — educate.fl511.com/fliers
- IMAGES: 511 Logos — educate.fl511.com/logos
- IMAGES: 511 Images — educate.fl511.com/web
- VIDEO: General Video PSA on 511 — <http://youtu.be/af3pQD0F89I>
- VIDEO: Severe Weather Video PSA on 511 — <http://youtu.be/mjVieKZAn64>
- VIDEO: Florida 511 Mobile App Promo — http://youtu.be/Av_Vc4XQk40



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511 Key Messages

- Drive safe, buckle up and check 511 before you head out. Know before you go for [Holiday Season travel, emergency evacuation, construction, lane closures, congestion, etc.] information every day of the year.
- Travelers can download the Florida 511 mobile app to stay updated on traffic in their area. The free app is available for iPhone and Android devices. Travelers can even view traffic camera images associated with incidents on the app.
- Florida 511 is on Twitter. Follow @FL511 to check traffic by region or major roadway. Links to the 12 511 Twitter accounts are available at FL511.com.
- FDOT's FL511.com website is the single source for all your traffic and transportation needs. Know before you go by visiting FL511.com, checking your route and calling 511. Informed drivers are safer drivers.
- Take a few minutes now to register for your free My Florida 511 personalized services on FL511.com. Sign up to receive text, email or phone updates on the routes you choose during the times you choose. If there's a problem on your regular route, you will know in advance and can decide if an alternate way is better.
- 511 is the one, easy-to-remember number you need to get real-time traffic information in English and Spanish and connect to airports, seaports and transit agencies across Florida.
- Florida 511 provides traveler information more than 40,000 times a day. Usage peaks during rush hour and significant events including wildfires, hurricanes and major roadway incidents.
- Our recent FDOT statewide research shows people appreciate 511, trust the information and find it useful. Our researchers surveyed several thousand people statewide and found 81 percent of those surveyed have changed their route or departure time based on information from the 511 system.
- All transportation technology works together. The electronic message signs, traffic cameras and 511 system are all part of one big integrated system to keep Florida moving safely. 511 is the most cost-efficient tool we have to manage congestion. This smart transportation technology keeps you moving every day of the year.
- Florida's 511 system gives you real-time travel reports on all interstate highways, toll roads and other major metropolitan roadways. The system provides information on roadway conditions such as commuter travel times, construction, lane closures, crashes, congestion and severe weather affecting traffic. 511 users can request traffic, transit, travel times, airports, seaports or a specific roadway, city or county.