

Twitter used to announce safety camera locations

Central Scotland, Lothian and Borders and Tayside Safety Camera Partnerships are now using Twitter to inform motorists where safety cameras are located at the touch of a button.

Each week the three Partnerships will Tweet the locations of mobile safety cameras, as well as information on road safety events and campaigns.

By using Twitter to publicise the locations on a weekly basis the Partnerships are embracing social networking which is becoming an increasingly popular platform for reaching more people with information.

Mobile safety cameras are deployed at locations where there is a history of accidents and speeding, with the sole aim of reducing the number of collisions and casualties. Recent figures show that safety cameras have reduced the number of people killed or seriously injured at camera sites across Scotland by 63%.

The Scottish Safety Camera Partnerships currently publicise the locations of their cameras in the local media and on their websites each week. The use of Twitter provides another way for people to access this information.

Lothian and Borders Safety Camera Partnership spokesperson, Victoria Edmond said:

‘By tweeting we are offering those who currently access social media quick and up to date safety camera information. People should not be surprised that we are telling drivers where the cameras will be, as we want motorists to think about their driving and reduce their speed rather than detect them speeding. I would ask that all road users drive within the

speed limit to help make the roads safer for all.'

The use of social media channels such as Twitter are already widely used by many organisations and agencies across Scotland, including police authorities, as another channel of communication and as a way of reaching a wider audience.

To receive the Partnership's tweets log onto www.twitter.com and follow:

Central Scotland Safety Camera Partnership [@csscpcomms](https://twitter.com/csscpcomms)

Lothian and Borders Safety Camera Partnership [@lbcameras](https://twitter.com/lbcameras)

Tayside Safety Camera Partnership [@safetayside](https://twitter.com/safetayside)