


## Example of commemorative plate given to quarterly winner

Post Details
Reported stats may be delayed from what appears on posts ✕

**Ohio Bureau of Motor Vehicles**

Published by DPS Communications [?] · March 5, 2015 · 🌐

Check out past "What's on Your Plate" contest winners Doug and Julie Menkhaus with their commemorative plate award!



323 people reached
Boost Unavailable

👤
Tremaine Bowman, Michael Brown, Heather Orr and 6 others
2 Comments
👇

👍 Like
💬 Comment
➦ Share
📧 Hootlet

**323** People Reached

**11** Likes, Comments & Shares

<b>9</b> Likes	<b>9</b> On Post	<b>0</b> On Shares
<b>2</b> Comments	<b>2</b> On Post	<b>0</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares

**64** Post Clicks

<b>58</b> Photo Views	<b>0</b> Link Clicks	<b>6</b> Other Clicks <span style="font-size: 0.8em;">👤</span>
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page


## Example of a call for submissions

Post Details
Reported stats may be delayed from what appears on posts ✕

**Ohio Bureau of Motor Vehicles**

Published by Lindsey Bohrer [?] · October 8, 2015 · 🌐

Do you have an unique, personalized license plate? We want to hear from you! E-mail us at [Communications@dps.ohio.gov](mailto:Communications@dps.ohio.gov) a photo of you with your personalized plate and tell us how you chose your plate's message. Plates must be current and valid. You could be featured on BMV's Facebook page and BMV's official website. You could also win a decorative plate award with the personalization of your choice! Winners selected quarterly.



112 people reached
Boost Unavailable

👤
George Giammarino
👇

👍 Like
💬 Comment
➦ Share
📧 Hootlet

**112** People Reached

**1** Likes, Comments & Shares

<b>1</b> Likes	<b>1</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares

**4** Post Clicks

<b>4</b> Photo Views	<b>0</b> Link Clicks	<b>0</b> Other Clicks <span style="font-size: 0.8em;">👤</span>
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

## Example Instagram Post

*A second chance  
AT LOVE  
and a 1974 bug*

**ohiodps**

42 likes 38w

**ohiodps** Rus Leichtenberger's personalized license plate that reads LUV ME 2X wins the BMV "What's on Your Plate?" contest. He and his wife Deniece were recently married in 2014. They were high school sweethearts, and at the time she had a 1974 VW Bug which Rus purchased from her mother when she was in Army Basic Training. After more than 30 years apart, fate brought them back together and they purchased another Bug, which signifies their second chance at love.

♥ Add a comment...

## Example of #WhatsOnYourPlateWednesday post

Post Details Reported stats may be delayed from what appears on posts

**Ohio Bureau of Motor Vehicles**  
Published by Hootsuite [?] · November 18, 2015 ·

Your plate could be featured next week! E-mail us (Communications@dps.ohio.gov) a photo of you with your personalized plate and tell us how you chose your plate's message! #WhatsOnYourPlateWednesdays

**What's on Your Plate WEDNESDAYS**

"My sister and I attended our first Elvis concert at the UD Fieldhouse in Dayton, OH on May 27, 1956 and have been fans ever since. So many versions of the name Elvis were already taken that it took me a while to find something with his name or part of it, that I could have on my plate. Finally ended up with EP 4 EVR and everybody knows what it means! I have met a lot of nice people and had fun conversations because of my Elvis license plate!"

380 people reached Boost Unavailable

9 1 Comment

Like Comment Share Hootlet

**380** People Reached

**13** Likes, Comments & Shares

10 Likes	9 On Post	1 On Shares
1 Comments	1 On Post	0 On Shares
2 Shares	0 On Post	2 On Shares

**10** Post Clicks

6 Photo Views	0 Link Clicks	4 Other Clicks
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**NEGATIVE FEEDBACK**

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

## Examples of promotion on our weekly News in :90 program

Post Details Reported stats may be delayed from what appears on posts

Video **Post**

**Ohio Bureau of Motor Vehicles**  
Published by Lindsey Bohrer [?] · September 9, 2015 ·

This week's News in :90 features the latest BMV "What's on Your Plate" winner and September is National Preparedness Month. Are you Ready?

01:49

293 people reached Boost Unavailable

Tracann Higgins

Like Comment Share Hootlet

**293** People Reached

**57** Video Views

**1** Likes, Comments & Shares

<b>1</b> Likes	<b>1</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares

**12** Post Clicks

<b>6</b> Clicks to Play	<b>0</b> Link Clicks	<b>6</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

YouTube



COMMUNICATIONS@DPS.OHIO.GOV

0:46 / 1:48

Your News in :90 for 9.8.2015

OhioPublicSafety Channel settings



294 views

Add to Share Hootlet More


## Example post announcing winner

Post Details Reported stats may be delayed from what appears on posts X



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 **Ohio Bureau of Motor Vehicles**  
Published by Lindsey Bohrer [?] · September 1, 2015 · 

The BMV has selected its latest "What's on Your Plate?" winner!  
As this quarter's winner, Pattie Stechschulte of Westerville will be featured on the BMV's Web site, Facebook and Twitter pages. She will also receive a decorative license plate with the personalization of her choice.  
Pattie's plate reads 4MYJCK. Pattie bought the plate and created the message as a great way to honor and recognize her 16 year old son's brave struggles with autism. Pattie says his severe au... See More



972 people reached Boost Unavailable

 Carrie Ward Taylor, Jen Mary, Jane Heller- Leader and 11 others · 1 Share 

 Like  Comment  Share  Hootlet

**972** People Reached


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**16** Likes, Comments & Shares

<b>14</b> Likes	<b>14</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>2</b> Shares	<b>1</b> On Post	<b>1</b> On Shares

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**107** Post Clicks

<b>13</b> Photo Views	<b>0</b> Link Clicks	<b>94</b> Other Clicks 
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

**Example media release announcing winner**



# MEDIA RELEASE

## Bureau of Motor Vehicles

Ohio Bureau of Motor Vehicles • Donald J. Petit, Registrar  
[www.ohiobmv.com](http://www.ohiobmv.com)



**FOR IMMEDIATE RELEASE**

**March 3, 2015**

**Contact: Lindsey Bohrer, Public Information Officer (614) 752-6585**

### **Ohio Bureau of Motor Vehicles Selects Sixth Winner of “What’s on Your Plate?” Contest**

**COLUMBUS** –The Bureau of Motor Vehicles (BMV) has selected its sixth “What’s on Your Plate?” winner!

As this quarter’s winner, Robin Meadows will be featured on the BMV’s Web site, Facebook and Twitter pages. She will also receive a decorative license plate with the personalization of her choice.

Robin Meadows is this quarter’s winner with her personalized plate which reads SURVR2X. Robin is a two time breast cancer survivor. She chose her plate to spread awareness and to show that you can survive breast cancer, even twice. We are happy to report that Robin is now on her 8<sup>th</sup> year being cancer free!



The BMV still wants to hear from you! If you have a unique personalized license plate, send a photo of you with your personalized license plate and a brief summary of how you chose your plate’s message. Email the photo and summary to [Communications@dps.state.oh.us](mailto:Communications@dps.state.oh.us) and you could be featured on BMV’s Facebook page and BMV’s official website. You could also win a decorative plate award with the personalization of your choice! Plates must be current and valid. Winners will be selected quarterly.

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