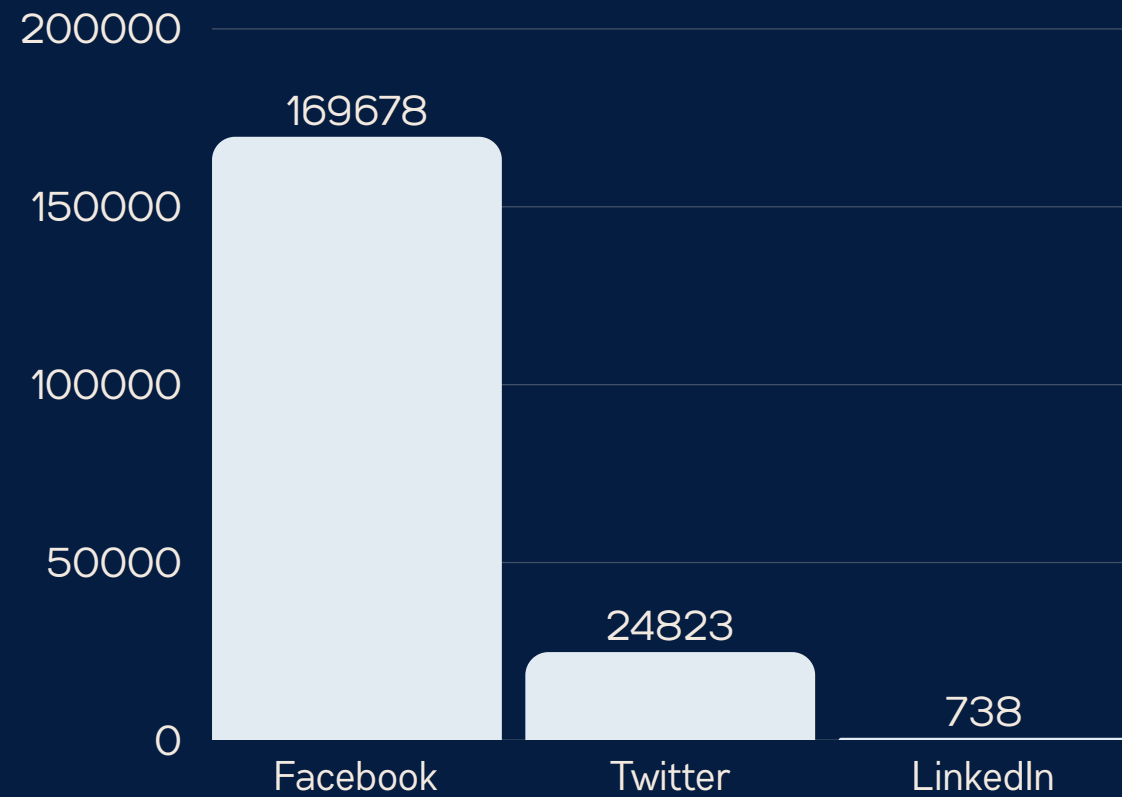




#MOVEOVERDRIVESAFE CONTENT PERFORMANCE REPORT

Launched on **December 23, 2024**, the campaign has achieved the following metrics:



Performance by Social Media Platform Impressions:

Facebook:	169,678	167%	↑
Twitter(X):	24,823	119%	↑
LinkedIn	738		

Total Impressions: 195,239

Top Performing Content:

Livonia Police Department | July 11, 2025 | Facebook

Likes:	299
Impressions:	26,000
Shares:	58
Comments:	65

City of Westland | February 27, 2025 | Facebook

Likes:	200
Impressions:	52,000
Shares:	282
Comments:	9

Wyandotte Police Department | March 31, 2025 | Facebook

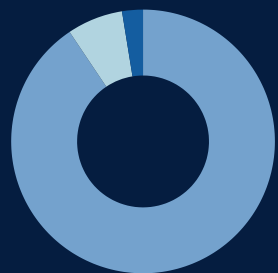
Likes:	104
Impressions:	15,000
Share:	34
Comments:	62

Livonia Police Department | February 6, 2025 | Facebook

Likes:	89
Impressions:	11,000
Share:	37
Comments:	13

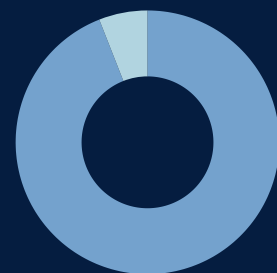
Social Media Engagement Metrics:

Likes



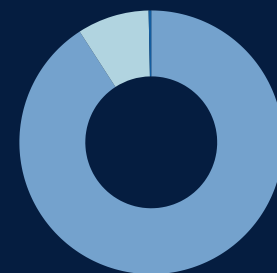
Facebook	1,204
Twitter	91
LinkedIn	34

Comment



Facebook	205
Twitter	13
LinkedIn	0

Share



Facebook	567
Twitter	55
LinkedIn	2