

What on earth should we do with this tweet, post or feed?

Examining the role of social media during NEPA

October 30, 2012
UDOT Annual Conference

Agenda

- Introduction – *Eileen Barron*
- A Social Media Primer – *Julie Oaks-Smith*
- UDOT and Social Media – *Dan Adams*
- Transportation Agencies and Social Media – *Lloyd Brown, AASHTO Communications Director*
- Interactive Discussion

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639,800 GB of global IP data transferred

20 New entries of charity dash

47,000 App downloads

61,141 Hours of music

204 million Emails sent

183,000 In ads

20 million Photo views

3,000 Photo uploads

135 Smart solutions

1,300 New mobile users

100+ New LinkedIn accounts

330+ New Twitter accounts

100,000 New tweets

5 New Wikipedia articles published

277,000 logins

6 million Facebook views

2+ million Search queries

30 Hours of video uploaded

1.3 million Video views

to view all video streaming IP networks each second

And Future Growth is Staggering

Today, the number of networked devices = the global population

By 2015, the number of networked devices = 2x the global population

In 2015, it would take you 8 years

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Eileen Barron, Parsons Brinckerhoff

What social media tool do you use most frequently?

Text 256189 and your message to 22333

Tweet @poll 2 and your message to 22333

Submit 256189 and your message to <http://PollEv.com>

No responses received yet. They will appear here...

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Do you use social media as part of

Text a **CODE** to 22333

Tweet @poll an

Submit a **CODE** to <http://PollEv.com>

Yes, I manage social media accounts and upload new content on a regular basis. **256190**

Yes, I monitor social media for my projects but do not actively post. **256192**

Not now, but social media is relevant to my job and I would like to do it if I had the opportunity. **256193**

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A Social Media Primer

Social Media:
forms of electronic communication (such as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)

Julie Oaks-Smith, Parsons Brinckerhoff

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A Social Media Primer

The "Big's"






Julie Oaks-Smith, Parsons Brinckerhoff Oct. 30, 2012

A Social Media Primer

The "Others"













Julie Oaks-Smith, Parsons Brinckerhoff Oct. 30, 2012

A Social Media Primer

The "Newbs"






Julie Oaks-Smith, Parsons Brinckerhoff Oct. 30, 2012

What is the biggest risk of social media in transportation planning projects?

Text a **CODE** to **22333** Tweet **@poll** and
Submit a **CODE** to <http://PollEv.com>

Individuals hi-jacking the site and/or conversation.	256257
Misinformation going viral.	256258
Inappropriate content posted by staff.	256259
Negative comments damage reputation.	256264

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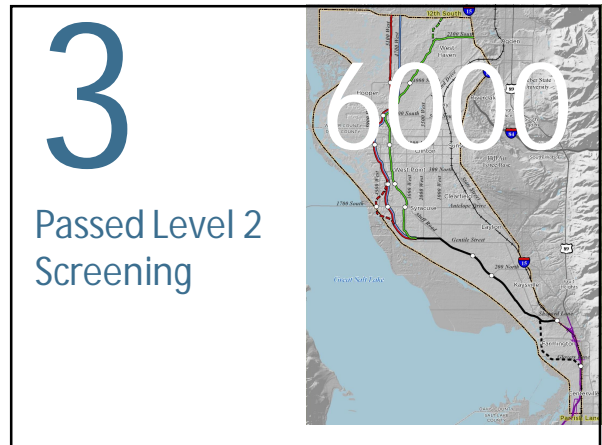
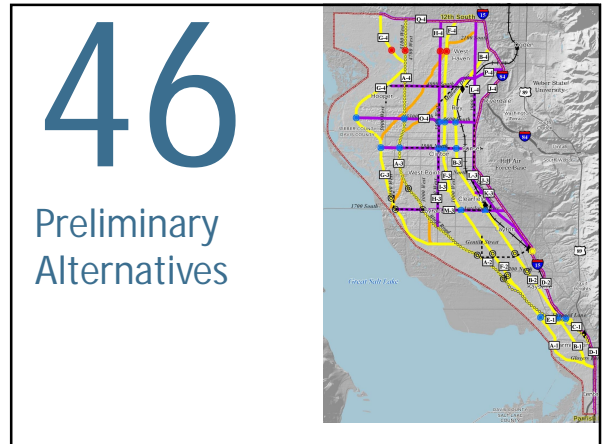
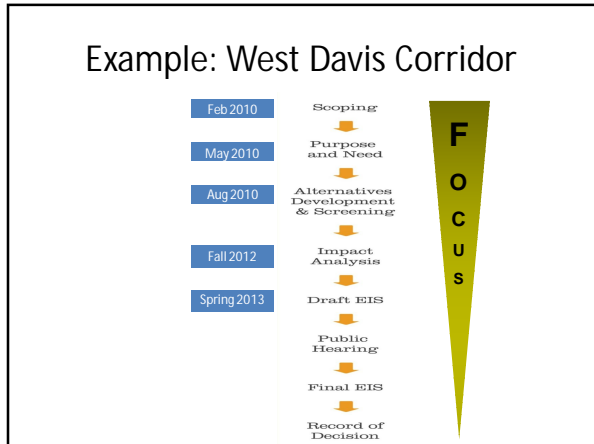
UDOT and Social Media

- **UDOT has maintained a Social Media Committee for several years.**
- **In June 2012 UDOT launched its Social Media Policy.**

Dan Adams, The Langdon Group Oct. 30, 2012

Becky's Top 10 Tips for UDOT Social Media

1. Utilize what already exists.
2. Social Media is a major effort, don't do it half way.
3. John and Carlos vision that people know that UDOT is listening, that people have a voice, and that UDOT is not a nameless organization.
4. Remember that UDOT is a government agency.
5. Do not offend or use too much humor.
6. Watch for those traps that look like gimmicks or too much personality.
7. Big Brother: the public doesn't want UDOT to always post comments.
8. Can't stop people from voicing anger about a project.
9. Facebook and Twitter comments are owned by Facebook and Twitter.
10. Transition from "tag along" to driver of UDOT media.



West Davis Corridor – Lessons Learned

- If you are going to use it – and you are going to have to – do it well!
- Swing for the fences! Staff for and plan for it!
- Trust... It is low in Utah towards government. If Social Media is done right, it helps build it!
- Use it with Policy, Program and Public.
- It is not a silver bullet... At the end of the day you will have to still meet with the stakeholder!

What does it mean to emphasize "social" in social media?

Text a **CODE** to **22333** Tweet **@poll** an

Submit a **CODE** to <http://PollEv.com>

Converse with people in the same way they converse with each other.	256195
Interactive dialog online.	256196
Sharing links and ideas.	256197
Creating a community of people with a common interest or cause.	256198
Networking with stakeholders impacted by or with an interest in a project.	256201

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Transportation Agencies and Social Media

Lloyd Brown, AASHTO Communications Director Oct. 30, 2012



What is the most important potential social media?

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Submit a **CODE** to <http://PollEv.com>

Creating an interactive community builds trust.	256222
Interaction brings insight from people in a project area.	256232
We can respond quickly to questions and concerns.	256247
The project becomes part of the community fabric.	256254

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Interactive Discussion

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Question 1:
**How has social media
changed the way you work or
perform your job?**

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Question 2:
**What are the challenges of
using social media for public
involvement?**

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Question 3:
**How will social media shape
public involvement in the
future?**

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Thank you for coming!

@ebarronslc
@jujusmith
@langdongroup
@lloydbrown

