

Transportation Agencies and Social Media

Why hitting a moving target matters ...

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Social media = Internet

To get to the heart of social media adoption, we first must understand Internet access.



- 1990 - AOL rules
- 1996 - Cable broadband
- 1998 - Online PR grows in stature
- 2002 - AOL disappearing
- - Rise of streaming audio
- 2005 - What's a blog?
- 2006 - We need a blog!
- 2007 - Twitter, Facebook, LinkedIn
- 2009 - Smart phones, iPads = mobility



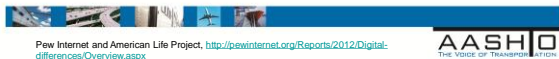
Internet access

Contributing factors

- Race
- Education
- Geography
- Disability

Latest statistics:

- 1 in 5 Americans do not use Internet
- Those with disabilities use Internet 30% less than non-disabled
- 'Mobile' is changing the game



Pew Internet and American Life Project, <http://pewinternet.org/Reports/2012/Digital-differences/Overview.aspx>

Shoot for a moving target

The advent of mobile changes the game

- Your "customers" have gone mobile
- For DOTs that means Internet = Mobile Media = Social Media



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Wireless Generations?

- 63% of American adults connect to the Internet wirelessly
- However, 6 in 10 American adults connect via broadband (as of Aug. 2011)
 - Nearly 90% of adults with household income over \$75,000 annually have broadband access.

Mobile internet use, by demographics	
% of American adults age 18+ within each group who go online wirelessly with a mobile or cell phone, as of August 2011	% who go online wirelessly
All adults (age 18+)	
Men	67
Women	59
Age	
18-29	88
30-49	76
50-64	53
65+	21
Race/ethnicity	
White, non-Hispanic	63*
Black, non-Hispanic	63*
Hispanic (English- and Spanish-speaking)	63*
Household income	
Less than \$45,000/yr	50
\$45,000-\$49,999	64
\$50,000-\$74,999	75
\$75,000+	86
Educational attainment	
No high school diploma	36
High school grad	53
Some College	72
College +	82

* All differences are statistically significant except for those between the race designated with an asterisk. Source: The Pew Research Center's Internet & American Life Project's August Tracking Survey conducted July 27-August 20, 2011. 100,200 adults age 18 and older, including 100 interviews conducted by cell phone. Interviews were conducted in both English and Spanish.



Source: <http://pewinternet.org/Reports/2012/Digital-differences/Overview/Digital-differences.aspx>

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Connected devices here to stay

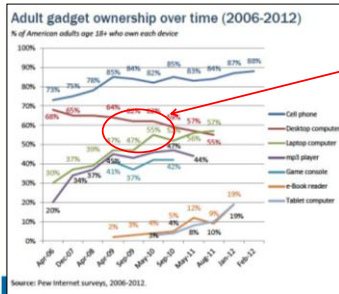
- ### American ownership:
- Cell phones - 88%
 - Netbooks/laptops - 57%
 - E-readers - 19%
 - Tablet computers - 19%



As of April 2012. Source: <http://pewinternet.org/Static-Pages/Trend-Data/Device-Ownership.aspx>

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Forget the desk: We're moving



Since 2009, laptop computers have out sold desktops

Source: <http://www.pewinternet.org/Static/Pages/Trend/Data/Device-Ownership.aspx>



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Cell phones dominate wireless

- 90% of Americans live in a house with at least one cell phone.
 - 97% of Millennials (18-34) own a cell phone
 - 68% of 66-74 year olds
 - 48% of those over 75



Source: <http://www.pewinternet.org/Reports/2011/Generations-and-gadgets/Report/Cell-phones.aspx>



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We love our 'smart' phones

- 46% of ALL adults own a SMART PHONE!
- Smart phone owners (53%) now outnumber users of basic cell phones.



Source: <http://pewinternet.org/Reports/2012/Smartphone-Update-2012/Findings.aspx>



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Mobile phones open opportunities



Photo by Ed Yourdon

New York Times:
"Other cultural forces aside, minorities, lower-income households and younger adults access the Internet at higher rates on mobile devices **because they often do not have computers at home.**"

Source: http://www.nytimes.com/2010/08/02/technology/02drill.html?_r=1



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In 2010, the New York Times reported **YOUTUBE** receives **2 BILLION** searches a day



So what do people do online?

Search	Email	Shop	Social network	Banking
92%	91%	71%	64%	61%

What does this mean for DOTs?

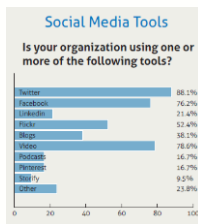


- Your customers are **mobile and moving.**
- They will expect you to be, too.



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2012 State DOT Survey



"We used to be very rigid and formal in all our responses. Now, we're trying to humanize the feed. We post pictures of ourselves and answer the feed as people (*saying I and we*) instead of an agency (*DOT says...*). It has helped tremendously and we've received really good public feedback!"

— Survey Comment



New technologies = Old problems

- You still need a **message** that beaks through the information clutter
- Accuracy** and **timeliness** of information remain critical concerns for communication teams
- New tools **complement** old tactics ... more pressure on communication teams to manage more tools



A new opportunity for engagement

Formal federal decision-making process does not directly provide for the use of these new engagement technologies ... but also doesn't prohibit them.



Recommendations

- Consider your customers' expectations. Keep doing the basics well.
 - Be available:** Is the web site easy to access? What about a mobile app?
 - Be responsive:** Are there internal processes in place to handle questions or to pass along information?
 - Be creative:** Are there opportunities to engage the public in new ways?



Conclusion

- The public is moving, no longer limited by time or space.
- The new technologies bring with them old challenges ... and, new opportunities
- Focus on a core communications program that includes:
 - Accountability
 - Responsiveness
 - Creativity



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Additional Reading

Articles for further reading:

- [Forecast: Mobile content, ad sales to hit \\$67B in 2012](#) (paidContent.org)
- [From cyber to hybrid: Mobile technologies as interfaces of hybrid spaces](#) (Adriana de Souza e Silva)
- [Public Engagement in a Wireless World](#) (Lloyd Brown)



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