

Social Hour

Jen Longaecker

Public Information Officer
Social Media Coordinator
DPS Office of Communications

Dave Boxum

Public Information Officer
DPS Office of Communications

Kristi Loobeek

Social media coordinator
MnDOT Office of Communications

Is Social Media Right For You?

- Do you have the time/resources?
 - The answer is yes!
- Determine what channels are best for your organization.
- What sort of voice or image do you want to project?

The Good and the Bad

Good

- Lots of potential.
- Free.
- Immediate.
- Direct.
- Cheap ads.

Bad

- Mistakes happen and they can last forever.
- Something can backfire.
- Trolls and nasty comments.

What Works?

- Social media should be, well, social.
 - Interact with your audience. It shows them you care.
- Creativity – mix it up!
 - Watch what other law enforcement agencies are doing.
 - What's going on in the world? What's trending?
- Make it about them or how they can help.
 - If it affects me, I am interested.
- Behind the scenes access.
 - Take them places they have never seen.

Resources for content

- NHTSA
- OTS
- Partner agencies
 - State Patrol
 - BCA
 - DPS blog
 - Other sheriff's departments, police departments
- MnDOT

Examples

 **Minnesota State Patrol**
Published by Jen Longaecker [?] · January 30 · 🌐

We hate to sound like a broken record here but some people just aren't getting it.
If you see flurries, we need to see your headlights.
It's the law in Minnesota.



809,974 people reached [Boost Post](#)

Examples

Olmsted County Sheriff's Office shared Sheriff Kevin Torgerson's post
October 21 at 4:06pm

Please buckle up...

Sheriff Kevin Torgerson
October 21 at 4:05pm

Please buckle up ...everyone. Make it a safe weekend.
<https://www.youtube.com/watch?v=YYr1f1VkkQy0&feature=youtu.be>

Unbelted Heartbreak: A Grieving Mother's Plea to Always Buckle Up
YOUTUBE.COM


Like Comment Share

10

Bretting Police Department
April 10 at 10:00am

In 2015, distracted driving contributed to 7,666 injuries and 74 deaths in the state.

For the first time, law enforcement across the state is extending the extra enforcement period to two weeks to conduct overtime patrols for distracted driving. Starting April 10, Bretting Police Department will take part in the extra enforcement along with more than 300 law enforcement agencies across Minnesota. The distracted driving campaign that runs through April 23 is coordinated by the Minnesota Office of Traffic Safety




Polly McDonald, Kammy Fox Huneke and 6 others

Examples

Baxter Police Department
March 10

Congratulations to the 2017 State Champion Brainerd Warriors Adaptive Floor Hockey Team! The Warriors are on their way home now and will be arriving at the High School around 7:30pm. Show your support as we escort the team in to town along Business Hwy 371/South 6th St.




201 10 Comments 20 Shares

Like Comment Share

Bretting Police Department
May 24, 2016

Yesterday Officer Nylund saw some kids out riding their bikes while wearing helmets. This earned each of them an ice cream cone from Dairy Queen.



109 6 Comments

Examples

SPEAK UP Minnesota Office of Traffic Safety
Published by Jen Longaecker (9) - October 23 at 10:37am

The consequences of drunk driving can last a lifetime. Just ask Winona resident Tammy Evenson.

"Drunk driving doesn't stop with the car crash. It doesn't stop whether the person dies or lives, because whether it's family members that continue to suffer the loss of missing the person that's not there, or it's the individual who has suffered as the result of the car crash, the injuries don't go away -- internally and externally, physically and mentally," said Evenson.

For your sake, Tammy and all the other people on the road, drive sober 100 percent of the time.



Winona woman injured by drunk driver still can't use left arm

For Winona resident Tammy Evenson, life has been one surgery after another -- because a drunk driver crashed into her car head-on. And after more than 23...


KTTV.COM

Winona County Sheriff's Office
April 25 at 8:30pm

Here is the answer to our earlier trivia post!

The decals listed (clockwise) belong to the MN State Patrol, St. Charles Police Dept., Winona County Sheriff's Office, and Lewiston Police Dept.

Thanks for your answers!



15

Examples



Overnight
21,000 people
reached

101 shares

Examples

m **MEET JERRY**

YEARS PLOWING:
25

ROUTE PLOWED:
Hwy 14 & 15
New Ulm to
Sleepy Eye

AREA:

Q: What is your favorite thing about plowing?
A: The thought of contributing to keep the roads as safe as possible for traveling motorists to get to their destination and clearing the way for emergency vehicles.

Q: What's something most people might not know about plowing or the truck?
A: A lot of people don't understand why we drive so slowly. There are a number of reasons:

1. Keep chemicals on the road in order to start melting process.
2. Keep snow off sidewalks, buildings and parked cars.
3. Prevent knocking mailboxes over with heavy snow.

Q: What is your favorite winter activity?
A: I used to ride snowmobiles and ice fish. Now I prefer staying warm indoors enjoying time with family and friends with activities like cards and bowling.
 For about 15 years I have played in a local band called "The Worst Band in the World." I play violin, fiddle, guitar and harmonica. My son, Nick, who is a junior in high school, plays in the band, too.

Examples



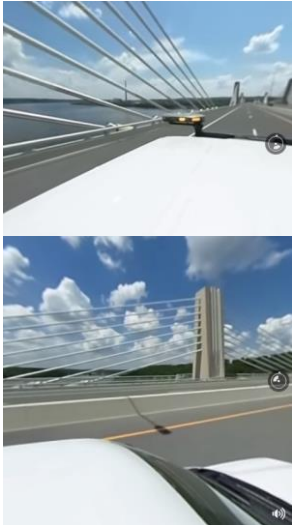
Examples



Minnesota Department of Transportation
Published by [?] · August 2 ·

After decades of debate and development, the St. Croix Crossing Bridge is open to vehicle, pedestrian and bicycle traffic. Don't live nearby? No problem, check out our 360° video. Click and drag your mouse on the video to look around.

Dedication ceremony: https://youtu.be/P_9U2rWoaZc
Ribbon cutting ceremony program: mndot.gov/stcroixcrossing/pdf/SCC-program.pdf



Twitter. What works?

- Timely reminders about driving behaviors.
- Live tweets during enforcement.
- Ride-alongs.
- RT and top with your messaging.

Examples



Examples



MN Traffic Safety @MnDPS_OTS

Jul 21

Driver cited by S. Minnetonka PD 74/55. Claimed going to funeral but was wearing gym clothes. Xtra speed enforcement out now. [#BrakeTheHabit](#)

Examples



MN Traffic Safety @MnDPS_OTS

May 26

Be safe this [#MemorialDay](#) weekend.

WHO @WHO

Drink-driving increases the risk of a road traffic crash.

Don't drink and drive.

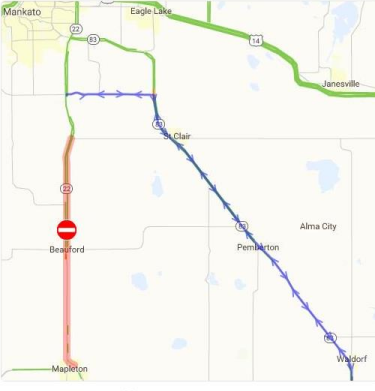
<https://t.co/rYS6gOR0kE>

[#RoadSafety](#)



Twitter examples

MnDOT District 7 @mndotcentral · Mar 27
Hwy 22 south of Mankato - Mapleton closed. Please follow the detour. 511mn.org for all other road construction!



MnDOT Traffic @MnDOTTraffic · 25m
US 61 SB: Crash from 12th Street to High Street (Newport). bit.ly/2gyAuk4

MnDOT Traffic @MnDOTTraffic · 5h
Note: I-94 EB to close from 12M-5AM Thurs at Portland Tunnel. I-94 EB will be reduced to 2 lanes at the tunnel at 10PM Wed night.

MnDOT Traffic @MnDOTTraffic · 6h
Ramp closed: Bass Lake Rd. ramp to southbound 494 (Maple Grove) due to a crash and law enforcement activity.

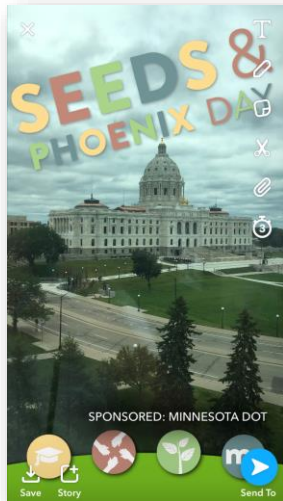
MnDOT Traffic @MnDOTTraffic · 6h
Note: Hwy 169 both directions reduced to 1 lane Londonderry Dr. (Hopkins), Tonight 8PM-5AM. bit.ly/2xzGpVu

Twitter examples

MnDOT @MnDOTnews · Oct 16
There's still time to enter our fall cover photo contest. Tweet us pics of your MN adventures by 10/20 📸 This beauty is from @SaraSavoy



Snapchat geofilters



- Younger audience
- Balloons at a party
 - Raises awareness for the event
 - They're fun



Instagram



mndot
Baudette–Rainy River International B...

mndot #ThrowbackThursday (1960 and today)
The international bridge spanning from Baudette, MN to Rainy River, Ontario will be replaced next year. The project is a coordinated effort between MnDOT and the Ontario Ministry of Transportation.



40 likes

23 HOURS AGO

Add a comment...

Instagram stories



- 24 hours
- Live events
- Behind the scenes
- Fun!



What's next?

- Facebook Live
- Periscope
- Instagram
- Nextdoor
- Promoted posts and tweets

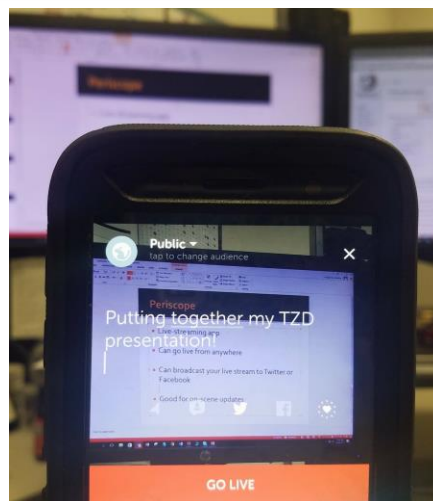
Facebook Live

- What is it?
 - It is not: One-way blabbing, rehearsed, boring, sales pitch.
 - It IS: Authentic, helpful, educational, inspiring, human, high-value content.

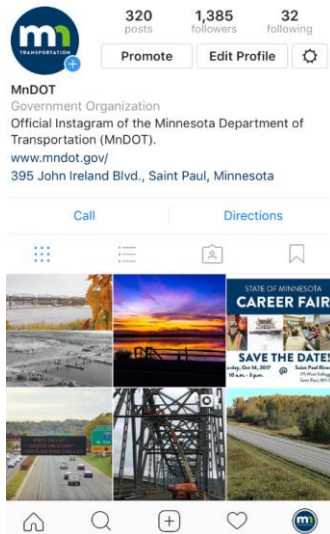
- How do I make FB Live work for me?
 - Have a plan and promote your FB Live.
 - Decide your topic & have 3-5 points.
 - Involve the audience.

Periscope

- Live-streaming app
- Go live from anywhere
- Broadcast your live stream to Twitter or Facebook
- Good for on-scene updates

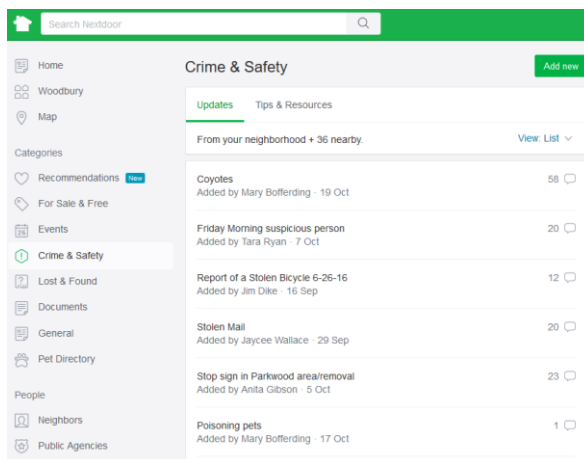


Instagram



- No hyperlinks
- Can link FB, Twitter and Insta accounts
 - Advertising

Nextdoor



- Community bulletin board
- Post info that is neighborhood-based.
- Specific crime and safety section

Facebook boosts/ads

- Very cost effective
- Target by
 - Age
 - Gender
 - Location
 - Interests

Facebook boosts/ads

The screenshot shows a Facebook interface with a search bar at the top. The main content area displays a sponsored post from Blenders Eyewear. The post features a pair of teal sunglasses on a sandy surface with a watermelon slice in the background. The text of the post reads: "OMG! Check out our NEW Arrival ♥ 'Avalon Breeze' ♥ Teal Frames and Silver Mirrored Lenses, what's not to love? 🍉 Use code 'GET15' for 15% off all orders today! Get 'em before they're gone... Shop Now >> <http://bit.ly/2XAGimo>". Two red arrows point to the "Sponsored" label and the link in the text. Below the image, it shows 19K reactions, 21 comments, and 16 shares.

To the right of the main post, there is a "Sponsored" section with two items:

- Chipotle Careers**: Service Industry Networking Night. Ate you currently working in the Hospitality/Service Industry, or have in the past? Want L... Tomorrow at 6:00pm. Interested.
- Buy Sour Patch Kids**: www.Amazon.com/SourPatchKids. Trick or treat, give out something sour then sweet!


Facebook boosts/ads

Minnesota Department of Transportation shared their event.
Sponsored · 🌐

All are welcome to our passenger rail open house at the St. Paul Union Depot on 9/7 from 5-7 pm.

There is currently one train that runs between the Twin Cities, Milwaukee and Chicago. MnDOT and its partners are asking the public about their interest in a second train that would run along the same tracks. The second train would provide greater reliability at a speed of 79 mph.

Unable to attend? You can still provide your thoughts: mndot.gov/passengerrail/tc-mil-chi/contactform.html



SEP 7 **Twin Cities-Milwaukee-Chicago Passen...**
Thu Sep 7 - 1 Time - Union Depot - Saint Paul
864 people interested · 54 people going

★ Interested

You are targeting men and women, ages 18 - 65+ who live in 2 locations.

Location: United States: Minnesota; Wisconsin

Age: 18 - 65+

People Who Match: Interests: Environmentally friendly, Commuter rail, Bus, High-speed rail, Sustainable living, Train station, Rapid transit, Rail transport, Public transport, Train, Express train, Light rail or Commuting, Behaviors: Commuters or Employers: Rail transport

[Hide full summary](#)

This promotion will run for **8 days**

Your total budget for this promotion is **\$75.00**.

18,864 **717** **\$75.00**
People Reached [?] Engagements Total Spend [?]

Facebook boosts/ads

Minnesota Department of Transportation [Like Page](#)
Sponsored · 🌐

MnDOT is looking for individuals interested in construction inspection work. Two full-time positions are available out of the Marshall, MN office. Positions are permanent and work Monday through Friday from 7-3:30 pm. Interested candidates must apply to both postings in order to be considered for both positions. Resumes are being accepted through 9/25/17. Apply by 9/25. Job IDs: 15936 & 15943.



MnDOT | Construction Inspector / Highway Technician

Job Summary: Inspect and document highway construction operations, perform various testing, inspections, measurements, computations, drafting or other related work.

- \$10
- 3 days
- Within 50 miles of Marshall, MN
- 122 followed link
- 2,177

Questions?