

TZD Stakeholder Breakfast

Social Media and Public Safety



Why Social Media

- Filter-free communication
- Fast, direct, efficient
- Engage public
- Amplify messages
- Streamline communication to media



How We Use

- Build calendar
- Media relations
- Aim to be constant, relevant
- Timed with campaigns
- Fun, engaging



Challenges

- Building fan base
- Reaching the right audience?
- Pushing the envelope
- Response to questions/comments



Paid Media

- Superb at hyper targeting
- Boost fan-base



You are posting, commenting, and liking as MnDPS OTS - Traffic Safety — Change to Minnesota Dps

Admin Panel

Notifications

Edit Page

Build Audience

Help

Show

Ads Manager



Screwed driver.

Don't be what you drink.



MnDPS OTS - Traffic Safety

19,132 likes · 170 talking about this · 23 were here

✓ Liked



Government Organization

Welcome to the official Facebook page of the Minnesota Office of Traffic Safety.



Photos

19,132

Likes



Map



MnDPS_OTs Twitter

5

About

Highlights



Status



Photo / Video



Offer, Event +

Write something...

2 Friends

Like MnDPS OTS - Traffic Safety



MnDPS_OTS
View my profile page

1,861 TWEETS 1,272 FOLLOWING 2,954 FOLLOWERS

Gain more followers ×
Promote your account and get discovered by more people on Twitter. [Preview it first below.](#)

Compose new Tweet...

Who to follow · Refresh · View all

- Nina Hale, Inc** @ninahale ×
Follow Promoted
- Marney Gellner** @MarneyGellner ×
Follow
- Laura Oakes** @LauraWCCO ×
Follow

Popular accounts · Find friends

Trends · Change

- #hb2
- #standwithwomen
- #StraightUpTellSomeoneTheyreHot
- #Raw
- #MessageToMyFutureSpouse
- This Thursday
- Pacific Rim
- Ramadan
- NFL
- iPad

Tweets

- City Pages** @citypages 16s
DJ Sidereal on beating brain cancer and opening for Macklemore -- blogs.citypages.com/gimmnoise/201...
Expand
- BringMeTheNews** @BringMN 18s
Head downtown: Lynx game will go on as scheduled dlvr.it/3dV5hc
Expand
- Bring_Me_The_News** @BringMeTheNews 18s
Head downtown: Lynx game will go on as scheduled dlvr.it/3dV5gf
Expand
- NPR News** @nprnews 19s
Harmful Parasites In Cat Poop Are Widespread n.pr/16oje2r
[View summary](#)
- NPR News** @nprnews 19s
A Coup Or Not In Egypt? \$1.5 Billion In U.S. Aid At Stake n.pr/1am8YIG
Expand
- Minnesota Gophers** @GopherSports 29s
Be sure to check out @MNCochPitino's first blog entry! Includes summer practice updates on all #Gophers: z.umn.edu/pitinoblog
Expand
- Julio Ojeda-Zapata** @ojezap 38s
New nerdy comics from @steinlicht and @nitrozac/@snaggy League of Awesomeness are up on my blog: bitly.com/xCUUms (look to the right).
Expand
- Dunkin' Donuts** @DunkinDonuts 43s
If you guessed today's city was Dallas, TX, u were right! Today's landmarks: Margaret Hunt Hill Bridge, @ReunionTower & @KlydeWarrenPark!
Expand







Metrics

- 19,000 Facebook Likes — average reach of 3,000 per post.
- More than half are 18-34 demo.
- 3,000 Twitter followers — 642 re-tweets in May.



Thank You!

@MnDPS_OTIS

[Facebook.com/DPSTrafficSafety](https://www.facebook.com/DPSTrafficSafety)





Social Media Saves Lives

New channels, new challenges

Your Destination...Our Priority



« OLDER
Sign Up Your Teen to Pilot Jet-Propelled Drones on the ISS

NEWER »
Are Apple iMessages and Facetime Chats Really Secure From Government Spying?

Facebook May Have Saved Thousands of Lives by Tweaking One Little Feature

By Will Oremus | Posted Tuesday, June 18, 2013, at 1:36 PM

Share 607 Like 2.3k Tweet 221 S EMAIL PRINT COMMENT 42



A donor is prepared in an operating room before a kidney transplant at Johns Hopkins Hospital on June 26, 2012. Photo by Brendan Smialowski/AP Photo/Getty Images

It's easy to overstate the extent to which a social network like Facebook can change the world. It played a role in the Arab Spring, sure, but calling the uprisings there a "Facebook



Why Now?

- ▶ Safety Soapbox



Our Strategy

- ▶ Social Media helps us tell our story, and drives people to our website
 - Sometimes we engage our audience



- ▶ “One thing the humanitarian world doesn’t do well is marketing. As a journalist, I get pitched every day by companies that have new products. Meanwhile, you have issues like clean water, literacy for girls, female empowerment. People flinch at the idea of marketing these because marketing sounds like something only companies do.” — Nicholas Kristof, *New York Times* columnist



Cable Median Barriers—A Case Study



Facebook



Minnesota Department of
Transportation

January 30, 2012

Ever wonder about the cable median barriers that run on our highways? Ever wonder how strong they are?

Here's a picture from Minneapolis this morning showing what they can stop. There are probably a whole lot of motorists on the other side of those cables that are glad they can stop a semi. More info about these barriers here: <http://www.dot.state.mn.us/trafficeng/reports/cmbARRIER.html>

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Noah Malmquist, Wayne Bishop, Jason Watts and 121 others like this.

92 shares

View 43 more comments

Will Underwood holy crap!!
January 30, 2012 at 9:47pm · Like

Adam Ferber I dont wonder about how strong the cables are, I wonder who's gonna have to put the cables back...
January 31, 2012 at 1:52pm · Like

Tim Arvidson Actually there was a great deal of thought put into the placement. The design is based

Write a comment...



Facebook

- ▶ Organizational tool--Groups



Twitter–The Power of Listening

The screenshot shows a change.org petition page. At the top, the change.org logo is on the left, and navigation links for 'Start a petition', 'Donate', and 'Sign in' are in the center. On the right, there is a 'Login or sign up' button and a small link for 'Petitions - The Social Media Guide'. The main content area features a photograph of a person in a red helmet and safety gear standing next to a utility pole, with a string of red heart-shaped signs hanging from it. Below the photo, the petition title reads: 'Petitioned MnDOT (Minnesota Department of Transportation) - MnDOT (Minnesota Department of Transportation): Install Cable Median Barriers on I-94 between Miles 96 & 106 this Fall'. The petitioner is identified as Joseph Holenko from Fargo, ND. To the right of the main content is a 'Victory' badge indicating 2,642 supporters, a progress bar, and a list of other petitions signed by supporters, including 'California EPA: Protect Children and Families from BPA', 'Protect Walden Woods', and 'Lend's End, American Girl Doll, and Restoration Hardware: Make fewer, greener, and smaller catalogs'. At the bottom left, there is a 'Victory' section dated November 2012 with a message from the organizer. At the bottom right, there is a 'Recent signatures' section listing names and locations.

change.org Start a petition Donate Sign in

Petitions - The Social Media Guide Login or sign up

Victory
with 2,642 supporters

2,642 signatures

Supporters are signing:

- California EPA: Protect Children and Families from BPA
- Protect Walden Woods
- Lend's End, American Girl Doll, and Restoration Hardware: Make fewer, greener, and smaller catalogs

More +

Victory November 2012

From petition organizer, Joseph Holenko: "Dear Mr. Holenko, Because of your earlier interest in the cable median barrier project near Alexandria, I want to give you a quick update. Our Traffic Engineer, Tom Swenson, has also relayed this

Recent signatures

Scott Barnes	NORTHFIELD, MN	2774
Hakker Hall	FARGO, ND	2774
Ellen Fenton	WASHBURN, MN	2774



- ▶ <http://www.change.org/petitions/mndot-minnesota-department-of-transportation-install-cable-median-barriers-on-i-94-between-miles-96-106-this-fall>



YouTube

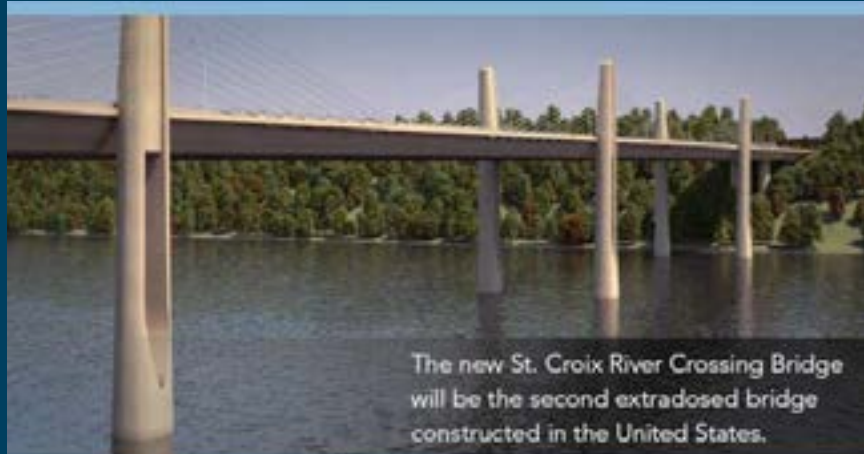
- ▶ This is where we really get to tell our story and [reinforce safety messages](http://www.youtube.com/watch?v=JKoLkzDWUCM)
(<http://www.youtube.com/watch?v=JKoLkzDWUCM>)
- [Additional safety messages](http://youtu.be/wmJex-iPtvo)
(<http://youtu.be/wmJex-iPtvo>)



Content

- ▶ There is no substitute for good content
(<http://youtu.be/h-8PBx7isoM>)
- ▶ Want to make a viral video?
(<http://youtu.be/b7Nxyqi4WK0>)
- ▶ What is an infographic?





The new St. Croix River Crossing Bridge will be the second extradosed bridge constructed in the United States.

	St. Croix Crossing	I-94 Hudson Bridge	
BRIDGE TYPE	Extradosed The extradosed system is a hybrid design that is a combination of a concrete box girder bridge (I-35W in Minneapolis), and a cable-stayed bridge (Sunshine Skyway Bridge in Tampa, Fla.)	Steel Girder	
DATE BUILT	Open	Replaced	Built
EASTBOUND SPAN	Fall 2016	1995	1951
WESTBOUND SPAN	Open	Rebuilt	Built
	Fall 2016	2004	1971
HIGHWAYS			
DAILY TRAFFIC COUNT	18,000 2010 (Stollwater Lift Bridge)	91,000 2010	



Audience

- ▶ How to get an audience
- ▶ What to do with them once you've got them
- ▶ Tone



Wrong Tone?



meant for as much traffic as we are seeing now. Be sure to check our website before you head out. Expect to add at least an hour to your trip time if you are going that way, or even better plan to stop by one of the local businesses and have lun... See More

Like · Comment · Share

Jenny Aunan, Diane Stephens, Eric Mende and 802 others like this.

906 shares

Paul Joseph Canniff It would be nice if Antrak could add capacity in times like this, but it has been out and out.

Like · Reply · 25 · May 25 at 11:54am via mobile

WSDOT replied · 5 Replies

Wendy Cumpston Holmgren LOVE your sense of humor WSDOT!!!! LOL

Like · Reply · 20 · May 25 at 11:44am

Paul Joseph Canniff Your social media team (or person) is quite deft. Other govt agencies and even corporations could learn a lot from your posts. You post a touch of humor and a ton of useful info. Keep up the good work.

Like · Reply · 23 · May 25 at 2:19pm via mobile

Kumar Anbalagan This is called "making lemonade"

Write a comment...



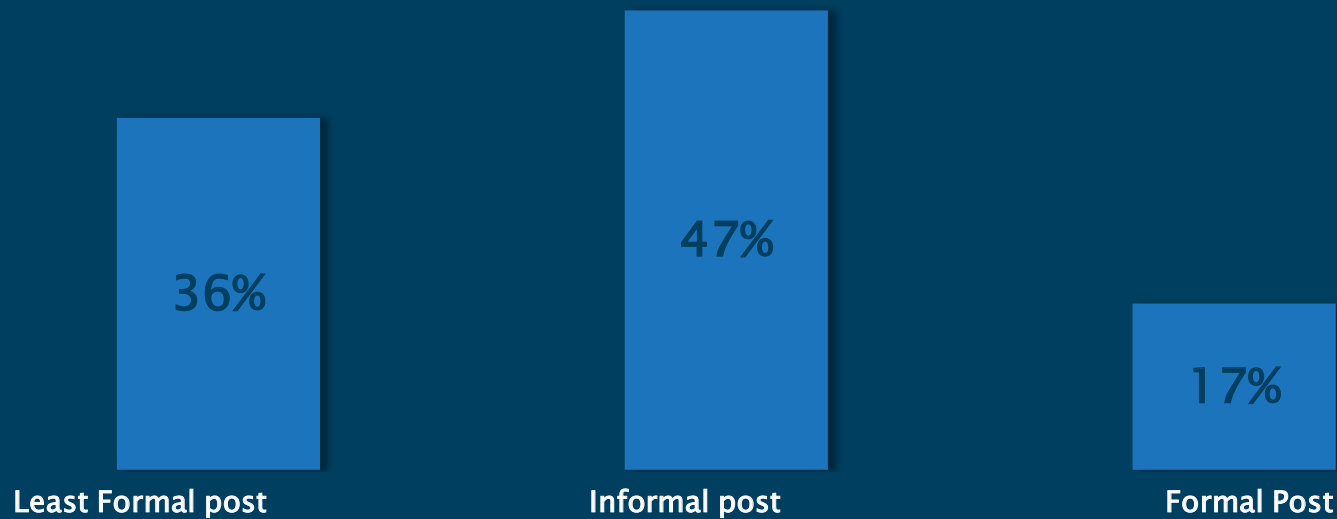
Residents prefer a friendly tone combined with professional, detailed and relevant information for potential Facebook/Twitter posts from MnDOT

“It strikes a balance between being professionally informative and slightly casual which is appropriate for social media.”

“[Communications should be] casual enough to sound friendly and real.”

“Offer real and helpful information in a manner that is casual, but not silly.”

Please take a look at a series of following posts and tell us which one out of the three you think MnDOT should put on their future potential Facebook or Twitter page? (n=255)



Formal MnDOT Facebook post

Motorists travelling I-94 between the Twin Cities Metro Area and St. Cloud should expect major delays in both directions of the interstate between Clearwater and St. Cloud. Traffic forecasts show initial backups could extend five to seven miles, with summertime backups of 20 miles or more possible during peak travel periods. The longest backups are expected for weekend travelers.

Informal MnDOT Facebook post

If you're headed north this weekend, there is going to be construction slowdowns and backups on I-94 between Clearwater and St. Cloud. Our estimates say there could be five-mile backups Friday and Sunday afternoons in the spring, and 20-mile backups in the summer. Until then, think about alternate routes—Hwy 10 and Hwy 55.

Least formal MnDOT Facebook post

Plug that War and Peace audiobook into your stereo if you are driving north on I-94 this weekend. The construction between Clearwater and St. Cloud could result in traffic jams 5 miles long (add one hour to your travel time) to 20 miles (add five hours to your travel time). Check out alternate routes, highway 10 and 55 are beautiful this time of year we hear!



Trolls



- ▶ Robert.filipczak@state.mn.us
- ▶ 651-216-5754

