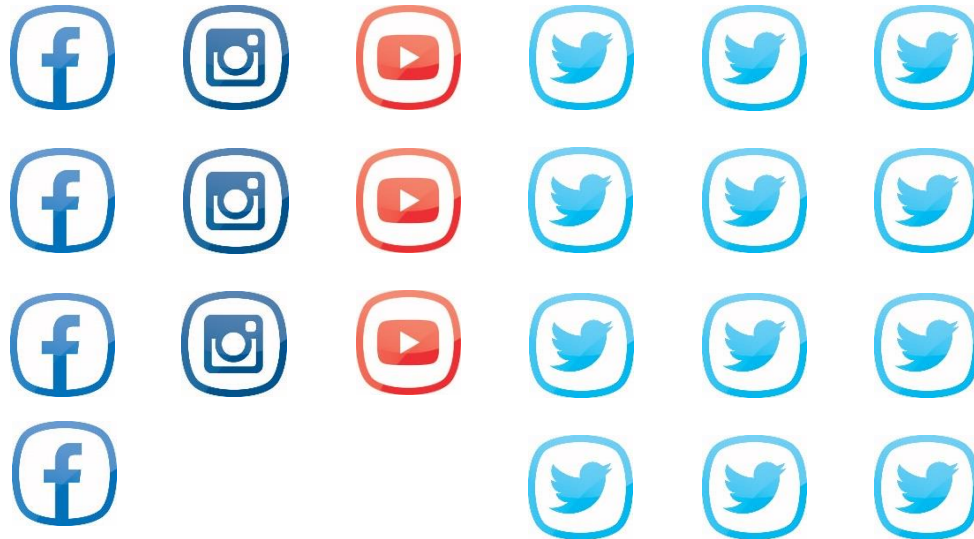


Sharing the Safety Message

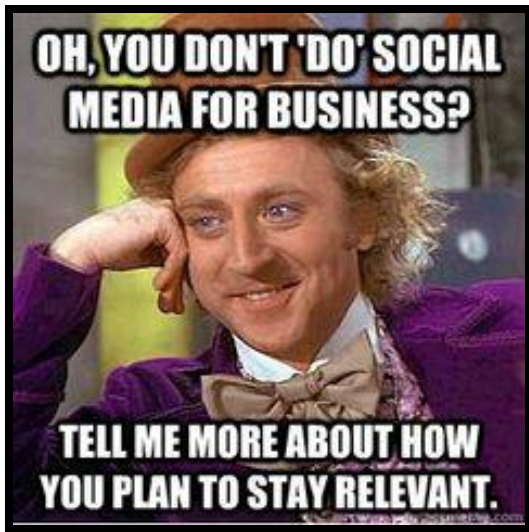
LARISSA NEWTON
DIGITAL DIRECTOR
PENNDOT

A quick overview of PennDOT's social media accounts ... we've got 22.



WHY DOES SOCIAL MEDIA MATTER?

- **Communication:** Be more effective by talking directly with the public.
- **Audience:** Reach a broader audience than via traditional media (or target more efficiently).



- **Engagement:** Interact with the public to provide customer service or correct false information.
- **Transparency and accountability:** Show the public you are listening and acting. Change the public perception.

An example of changing public perception:

 **Phil Kestenbaum** ▶ **Pennsylvania Department of Transportation (PennDOT)** ✓
April 11 · Philadelphia · 🌐

It would be exceptionally nice if PENNDOT did their job and fixed the giant sinkholes on the 200 block of Montrose St. They've been reported multiple times, and the largest one has been there for almost two months. Philadelphia is the 5th largest city in the country. It's time to act like it. Quit wasting money on parades for schools that aren't even in the city limits and start fixing the roads.

👍 Like 💬 Comment ➦ Share ✉ Message

Chronological ▾


 **Pennsylvania Department of Transportation (PennDOT)** ✓ Thank you for reaching out with your concerns. Montrose Street is not a road under PennDOT's jurisdiction, but you can reach out to the Philadelphia Streets Department, which should be able to help you further.

Like · Reply · Commented on by Larissa Newton [?] · April 12 at 9:32am


 **Phil Kestenbaum**




Like · Reply · April 12 at 4:03pm

 **Pennsylvania Department of Transportation (PennDOT)** ✓
Transportation is a very complicated case, Phil. You know, a lotta ins, a lotta outs, lotta what-have-yous.


Like · Reply · 👍 1 · Commented on by Larissa Newton [?] · April 12 at 4:13pm


 **Phil Kestenbaum** Pennsylvania Department of Transportation (PennDOT) should pay their Social Media department more, because this is an incredible response.

Unlike · Reply · 👍 1 · April 12 at 4:16pm


 **Phil Kestenbaum** Clearly I was wrong about you guys not doing your jobs.

Unlike · Reply · 👍 1 · April 12 at 4:18pm


 Write a reply...

 **Zach Agins** this is pretty funny stuff


Like · Reply · 👍 1 · April 12 at 5:00pm


 **Phil Kestenbaum** Dude, not only that, but the street was actually kinda fixed today.

Like · Reply · April 12 at 5:02pm

 **Pennsylvania Department of Transportation (PennDOT)** ✓ **Phil Kestenbaum** Glad to hear that, Phil!

Like · Reply · Commented on by Larissa Newton [?] · April 13 at 9:07am

 Write a reply...

 Write a comment...

HOW TO GET STARTED:

- First and foremost: What do you want to achieve?
- Get leadership buy-in.
 - Explain large benefits, small risks.
 - The conversation is already happening.
 - Show examples of how similar agencies are using it.
- Start simple: Pick one platform and get comfortable with that before adding more.
- Create a social media policy for your employees, as well as your audience.



SO, WHAT SHOULD I BE SHARING?

- **Safety tips:** Create awareness.
- **Safety alerts:** What is happening in real-time.
- **Insider looks:** What is your agency doing? Particularly items that promote your mission.

AND WHERE CAN I FIND CONTENT?

- Create it yourself.
 - Look at what you already have and adapt it for social media.
 - Take lots of pictures, including general stock art.
 - Try free tools like Canva.com.
 - Build a stockpile and re-use appropriately.
- Work with partners to share each other's content.

BEST PRACTICES:

- **Find your voice.** Usually, a balance between light-hearted conversation and professional.
- **Use hashtags.** They keep the conversation together.
- **Use visuals,** like photos, videos, animated gifs and even memes.
- **Be consistent.**
- **Use your analytics.** They will tell you about your audience, best posts, when to post, etc.



CONTINUING THE CONVERSATION:

- **Respond to comments.** Customers ultimately want to know you are listening.
- **Use search tools to find more of the conversation.** You won't always be tagged.
- **Follow partner organizations.** Not only can you share content, but you can join the conversation on their pages, too.
- **REMEMBER!** It is OK to ignore customers who are blatantly antagonistic. Follow your policy.

EMERGENCY MANAGEMENT:

“In an emergency, you must treat information as a commodity as important as the more traditional and tangible commodities like food, water, and shelter.”

—Jane Holl Lute, Deputy Secretary, Homeland Security

- Save lives through rapid communication.
- Build situational awareness.
- Respond to new, incorrect or conflicting information.
- Reduce call volume.
- Got a power outage? Many will still be able to access information via mobile devices.

INFO FROM FEMA COURSE → [HTTPS://TRAINING.FEMA.GOV](https://training.fema.gov)

HELPFUL RESOURCES:

- Emojis: <http://emojipedia.org>
- FEMA course: <https://training.fema.gov/is/courseoverview.aspx?code=is-42>
- Hashing Out Hashtags: What they are and how to use them:
<http://blog.hubspot.com/marketing/hashing-history-tutorial>
- A Beginner's Guide to Facebook Analytics and Insights:
<https://blog.hootsuite.com/facebook-analytics-insights-beginners-guide/>
- Twitter Analytics: The Only Guide You'll Ever Need:
<http://www.razorsocial.com/twitter-analytics-guide/>
- Hootsuite Blog: <https://blog.hootsuite.com/>

QUESTIONS?

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