

Governor's New Media Workshop

WSDOT Social Media Usage

Twitter and Facebook - Uses, Value, and Challenges

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WSDOT's Communication Response

The Standard Toolbox

We use tools to 'leverage' the media.

- Established 24-hour EOC
- Coordinated media relations across regions
- Updated press releases and media briefings to coincide with media cycles
- Constant web and 5-1-1 updates
- Listserv and e-mail alerts sent directly to public and industry (freight)



WSDOT Communications Response

The NEW Toolbox

We ARE the Media! In today's Web 2.0 world, WSDOT is the content provider. The media no longer dictates the relationship with the customer.

- YouTube.com
- Flickr.com
- www.wsdotblog.blogspot.com
- Podcasting (on hold)
- Facebook
- Twitter
- Gov Delivery



So Why Twitter?

It's a two-way conversation

WSDOT alerts and traffic updates are sent to subscribers and received on their computer, cell phone, or mobile hand-held device. This enables the user to adjust their travel plans or routes accordingly.

- @wsdot - main account
- @wsdot_traffic -puget sound traffic reports
- @wsdot_passes - mountain pass reports
- @wsdot_tacoma - Tacoma traffic

And here are a few actual tweets ...

“Learn more about the planned I-90 bridge closures in May and July: <http://cli.gs/JZgaMQ>.”

“Photo contest update: Rabbit has passed the snow donut. Rabbit: 3,027 views; Donut: 2,446 views - <http://cli.gs/S9Ya86about> 11 hours ago”

“Uh-oh, more snow forecast on I-90 Friday, Saturday, and Sunday <http://cli.gs/XqXp5B12:06> PM Apr 10th”



@wsdot - Twitter Search - Windows Internet Explorer provided by WSDOT

http://search.twitter.com/search?q=@wsdot

File Edit View Favorites Tools Help

Google Search

Bookmarks Find Check AutoFill Notebook

@wsdot - Twitter Search

 **washdems:** [@wsdot](#) Tried PM'ing you, but didn't work so I'll tweet and say thanks about tip about trackable links - cli.gs and budurl.
about 7 hours ago from *TweetDeck* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

 **StillSwirling:** RT [@wsdot](#) Learn more about the planned I-90 bridge closures in May and July: <http://cli.gs/JZgaMQ> (YouTube video)
about 9 hours ago from *web* · [Reply](#) · [View Tweet](#)

 **SeattleViewHome:** RT [@wsdot](#): Learn more about the planned I-90 bridge closures in May and July: <http://cli.gs/JZgaMQ> (YouTube video) [#seattle](#)
about 10 hours ago from *TweetDeck* · [Reply](#) · [View Tweet](#)

 **ShaneDeLorenze:** [@jennihogan](#) well... according to [@wsdot](#), the planned I-90 bridge closure in May and July are on topic! the post has a link to a youtube vid.
about 10 hours ago from *web* · [Reply](#) · [View Tweet](#)

 **morriganfae:** RT [@wsdot](#): Counting down: 17 days until the Hood Canal bridge closure - <http://cli.gs/1SH7LP>
about 11 hours ago from *TweetDeck* · [Reply](#) · [View Tweet](#)

 **ferryinfo:** Love this, though timing seems to be on the rabbit's side. RT [@wsdot](#): Photo contest update: Rabbit passes snow donut - <http://cli.gs/S9Ya86>
about 11 hours ago from *TweetDeck* · [Reply](#) · [View Tweet](#)

 **ferryinfo:** RT [@wsdot](#): Counting down: 17 days until the Hood Canal bridge closure

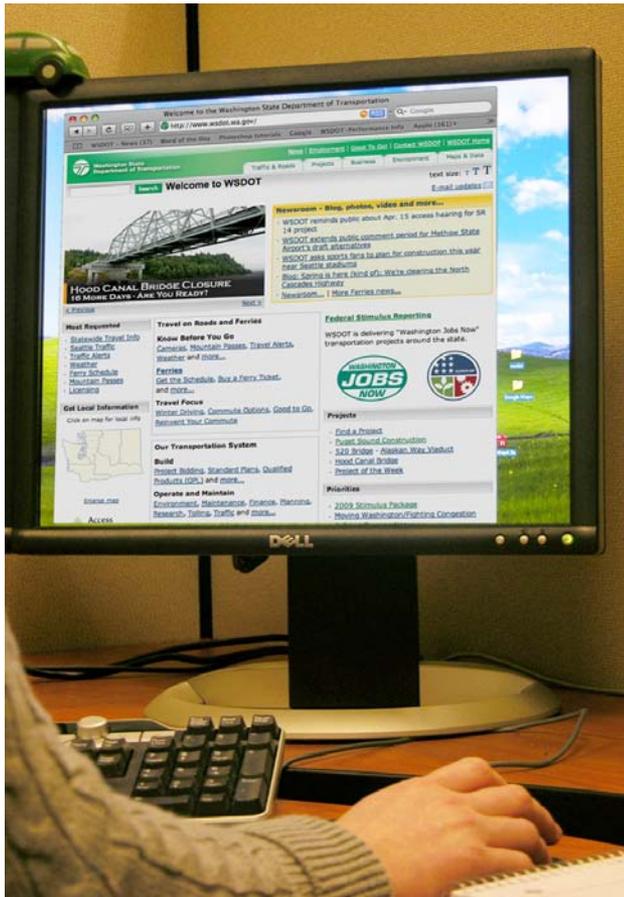
[David Wright](#)

Nifty queries:

- [cool filter:links](#)
- ["is down"](#)
- [movie :\)](#)
- ["happy hour" near:SF](#)
- [#haiku](#)
- ["listening to"](#)
- [love OR hate](#)
- [flight :\)](#)

Internet 100%

Twitter: Uses Beyond Conversation



Continuity of operations

Major weather events can cause sudden spikes in traffic to WSDOT's web site, threatening to overwhelm the site's servers and leave people without a reliable source of travel information.

Twitter helps ensure continuity of operations by providing the public with an alternative source of information in the event they can't access WSDOT's website.

Source: www.govtech.com/gt/print_article.php?id=423688

Twitter Followers – Main WSDOT account

- Tracking since **September, 2008 (361 Days)**
- Followers on September 25, 2008.....**75**
- Added since then.....**6,220**
- Total Number of Followers...**6,329**
- Average growth per day.....**4**

*Statistics as of September 21, 2009
Data Source: www.twittercounter.com*

So What's the Downside?

Twitter: Challenges

- **Resources.** Like any relationship, Web 2.0 tools demand regular maintenance.
 - The more you tweet, the more people look to see what you have to say.
- **Executive support.** You have to have it. Without the support of the top management, no Web 2.0 program can be successful.
 - Content must be fresh and often doesn't stand up to long review process.
 - You'll have to be ready to hear what the public is saying. Only strong managers are willing to do that.
- **Government policies.** Government still hasn't decided how to tackle a couple of issues.
 - What is appropriate to "tweet?"
 - Who is appropriate person to "tweet" on behalf of the agency/organization?
 - How are these discussions archived? Should they be archived?
- **Twitter Stability.** Social media outsourcing can be risky
 - Don't rely on just one form of social media - have a back-up plan

Facebook

Beyond Human Resources?

- WSDOT Facebook started.....**June 2008**
- Total Number of Fans as of September 21, 2009.....**211**

Challenges:

- Facebook is only for “Friends and Family”?
- Utilization of Facebook growth: 500,000 new users a day

Summary

- Don't abandon what works – the traditional tactics are tried and true.
- Don't wait for an emergency to try something new. Take your time and earn management support.
- Think of the audience and make the social media information relevant to that audience.
- Measure, measure, measure ... your success, or lack of success isn't just in page views but rather in how the public relates to your crisis.