



# Social Media Outreach



**“ I realize everyone is telling you  
social media is a unicorn, but maybe  
it's just a horse?”**

**– Jay Baer,  
social-media strategist**

# Traditional Communication



# Social Communication



## Texas Department of Transportation

Don't Mess with Texas means Don't Litter. Read the facts about littering--especially cigarette butts. It can be deadly. <http://bit.ly/TXtrash>



## Wall Photos

Like · Comment · September 12 at 3:33pm ·

Catherine Browne, Houston METRO, Stuart Burden and 25 others like this.

View all 7 comments



**Mike Yindrak** yea u got that right i have lived in states where it was against the law to flip a cig butt on the ground & it was enforced ! .. i think it would be a good law in Texas as well  
September 16 at 3:51am



**Hazel Poe Burge** Me too, I agree! Once upon a time in Dist. 20

# Highway Signs





# Highway Tweets



**TxDOTFTWPIO** TxDOT Fort Worth

SH 360 is OPEN in both directions! There will be NO construction impacting travel to the Arlington venues today. Go Rangers!

8 Oct



**I35travel** I-35 TxDOT PIOs

Need a pit stop as you drive to #UT #OU game? Check out the new TxDOT rest area on I-35 in Bell County! Find others: [bit.ly/TXrest](http://bit.ly/TXrest)

7 Oct

↻ Retweeted by TxDOTFTWPIO



**TxDOT** TxDOT

Governor Perry names Commissioner Houghton Chairman of the Texas Transportation Commission. [conta.cc/oFkJuZ](http://conta.cc/oFkJuZ)

7 Oct

↻ Retweeted by TxDOTFTWPIO



**TxDOTFTWPIO** TxDOT Fort Worth

SH 360 closed tonight at 8 pm until approx. 3 pm Sat. weather permitting! More info and detour map @ [bit.ly/qpgUot](http://bit.ly/qpgUot).

7 Oct



**I35travel** I-35 TxDOT PIOs

Always use CAUTION in hwy work zones, especially if ur driving to #UT #OU game. Pay attn & give us a BRAKE. [bit.ly/9wcdtg](http://bit.ly/9wcdtg) Pls RT

7 Oct

↻ Retweeted by TxDOTFTWPIO

# TxDOT uses social media

- Twitter

- ☐ 40 accounts with 30,800 followers
- ☐ 1,659 Fort Worth District followers

- Facebook

- ☐ 5,162 likes/followers



# TxDOT uses social media

(cont.)

- YouTube

- 88 videos viewed over 144,902 times

- Podcasts

- 12,000 statewide hits per month



Like



# Why use social media?

- Improve department outreach
- Establish dialogue & engage the public
- Supplement traditional communication
- Help interaction with the agency



# TxDOT social media topics

- Construction/lane closures
- Traffic updates
- Emergency information
  - Weather-related
  - Event-related





# **TxDOT social media topics**

(cont.)

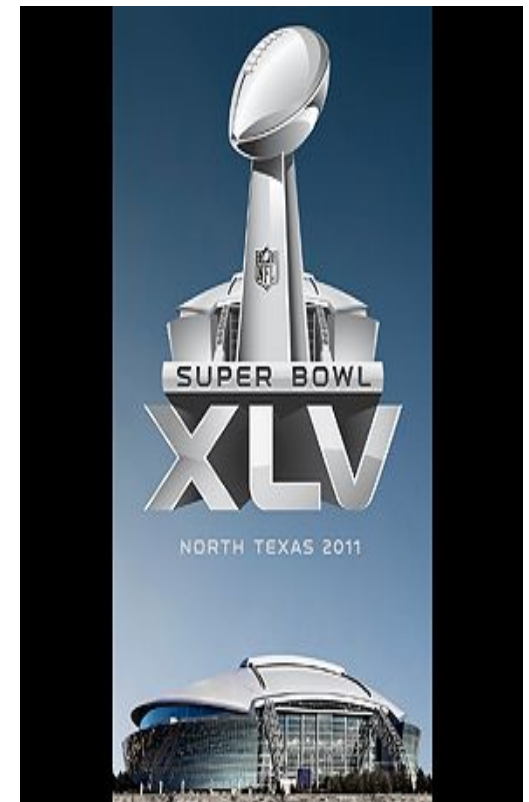
- Public events
  - Meetings & hearings
  - Ribbon cuttings & ground breakings
- Campaign outreach
  - Safety messages
  - News conferences
- Awards & recognition



**February 2011 Ice Storm**

# February 2011 Ice Storm

- Worst Ice Storm in 25 years
- 6-10" of heavy snow
- Super Bowl XLV
- 16 counties
- 19,000 lane miles





# Tweets

- We're working around the clock. Watch video of [@TxDOTFTWPIO](#) re-loading trucks & heading out to tackle icy rds!! [http://bit.ly/hI5jSD](#)
- TxDOT Mobilizing 44 Add'l Snowplow in D/FW, more than doubling the snowplow effort. Read more @ [http://bit.ly/hBWtA9](#). Drive Safe!



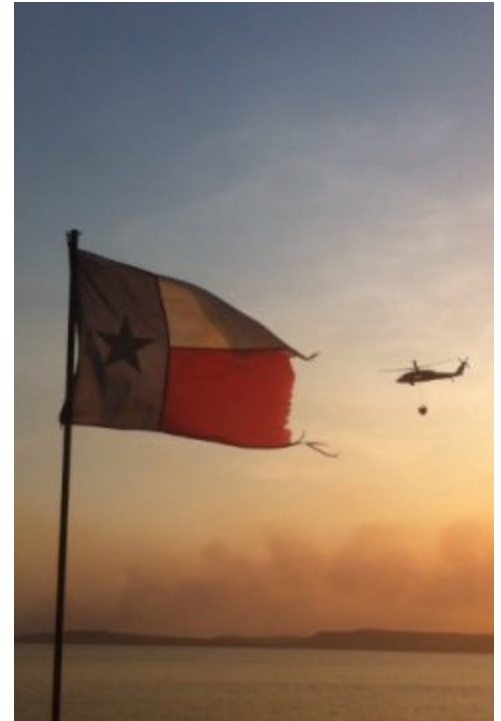
# 2011 Fire Response





# Spring 2011

- Statewide Emergency
  - 10,500 fires
  - Over 2.7 million acres
- Possum Kingdom Lake
  - 126,000 acres burned
  - State park 90% burned
  - TxDOT manpower and equipment





# Facebook

## West Texas wildfires run rampant

[Back to Album](#) · [Texas Department of Transportation's Photos](#) · [Texas Department of Transportation's Profile](#)

[Previous](#) · [Next](#)



**Texas Department of Transportation**

The Fort Worth District has dispatched 25 employees with bulldozers, fuel trucks and

Album: West Texas wildfires run rampant ·

61 of 78





**I-30 under construction**



# I-30 project completion



# Podcasts for I-30 Project

- Over 15,000 podcasts downloaded
  - Expanded outreach
  - Explanation of key project phases
  - Lane closure alerts



# Seal Coat





## What is a Seal Coat?

TxDOTpio

88 videos

Subscribe



+ Add to

Share



314 views







- What is a Seal Coat?
  - Preventative maintenance
  - Benefits
    - Doing more with less
    - Double or triple road's life expectancy
    - \$90,000 per mile less than overlay



**I-30 fuel tanker  
explosion**



# Facebook



**Texas Department of Transportation**

I-30 bridge repairs take place in the Fort Worth District, as of April 27, 2011.

Album: I-30 Bridge Repair Progress · 2 of 9

Shared with: Public



# Tweets

- To complete the repairs early, I-30 WB near Beach will be reduced to one lane this Sunday 6/26 from 5 am to 6 pm! More @ <http://bit.ly/jtQ4vU>
- Construction Completed Early! WB I-30 lanes near Beach Street to open Sunday. More @ <http://bit.ly/jtQ4vU>

# Emergency Bridge Repair

- Impact minimized
  - 2 lanes maintained during work
- Project expedited
  - Open in 3 months







Click on color-coded roadway sections for project details.

PROJECT OVERVIEW



## NEWS

PREV | PAUSE | NEXT

### Descripción del Proyecto

NorthGate Constructors está trabajando junto con el Departamento de Transportación de Texas para desarrollar, diseñar y construir un billón de dólares en reformas a las carreteras 114/121 como parte del proyecto DFW Connector. Este proyecto de 8 millas mejorará movilidad y la calidad de aire por medio de expandir la capacidad de las calles, líneas de peaje y calles de frente ininterrumpidas. El proyecto se terminará en el año 2014.

[Haz aquí para más información.](#)

**664 Twitter followers**  
**139 Facebook followers**



Available on the  
App Store



Download for  
Android



## Welcome

Welcome to the North Tarrant Express web site. We hope that you will utilize this site as an important resource for up-to-date activity during construction and operations of the project.

The Beat the Traffic® real-time planning tool below highlights lane/ramp closures, incidents and traffic speeds so that you experience a reliable and safe trip in the corridor. Please [click here](#) to see more instructions on how the traffic map works. We also invite you to visit our [lane closures](#) page for regular, detailed updates.

All of us at the North Tarrant Express encourage you to "Know before you go and drive safely in the zone!"

## LATEST NEWS

[Study reveals even more reason to text 18r](#)

The Dallas Morning News

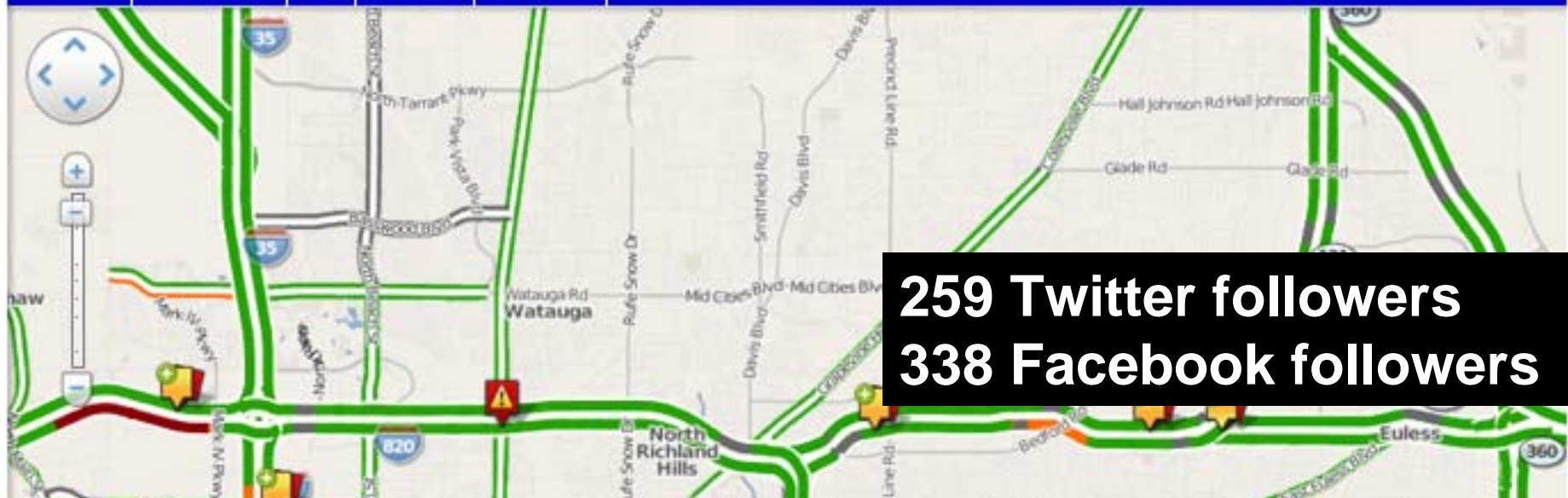
(October 24, 2011)

[CEO of big highway project honored](#)

Fort Worth Star-Telegram

(September 13, 2011)

[NTE Project Team Participates in Haltom High  
Pep Rally to Launch New AP Math and Science](#)

[Feedback](#)[Travel Times](#)[Map](#)[Incidents](#)[My Traffic](#)

**259 Twitter followers**  
**338 Facebook followers**



# Appropriate Use

- New tool
- Another way to communicate
- Balanced approach





# Appropriate Use (cont.)

- Continue to rely on traditional media
  - News releases
  - One-on-one calls with reporters
  - News conferences
  - TV, radio & newspapers
- Rural vs. urban

# Impact of social media

- Instant dissemination of information
- Surge of iPhones and smart phones
- Establishes dialogue with public
- Meets growing public expectations



# THANK YOU



## Fort Worth District