

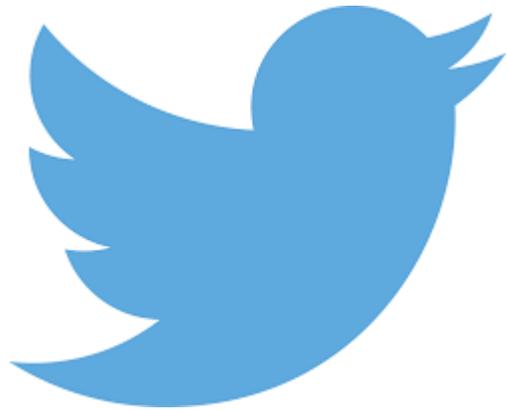


Social Media

*the era of networking
with the public*



Social Networking Options



etc...

- Blogs & forums
- Divided into districts/regions, metro areas, statewide



Twitter and Facebook



Nevada DOT

Twitter interface showing a tweet from Nevada DOT (@nevadadot) dated Jul 10. The tweet text reads: "State Route 447 south of Gerlach closed following roadway flooding and erosion: bit.ly/1SdJ41p". Below the text is a photograph of a road that has been severely eroded and is completely closed. The tweet has 3 retweets and 1 star.

Facebook interface showing a post from the Montana Department of Transportation. The post text reads: "often! It's very current with the road conditions! March 7, 2014 · 4 Reviews · Like · Comment · 2". Below this is a 5-star rating and the text "Tell people what you think". A section titled "LIKED BY THIS PAGE" lists users: Montana, American Association of St..., and Montana Office of Public In... Another post from the same page dated August 22 at 9:50am reads: "WILDFIRE ROAD RESTRICTIONS on US-2 - ESSEX AREA, MILE 177 TO 185 from milepost 178.8 to 185 ... <http://t.co/z4jWZO2809>". Below this is a yellow warning sign icon with an exclamation mark and a link to "MDT Travel and Weather Information".

Montana DT

Twitter interface showing a tweet from Washington State DOT (@wsdot) dated Mar 19. The tweet text reads: "Crews cleared lanes below Cuthroat Ridge chutes 7 & 8 yesterday. Slide had dumped 10 ft of snow on the road." Below the text is a photograph of a snowplow clearing a road in a snowy mountainous area. The tweet has 42 retweets and 27 stars. A second tweet from the same account dated Mar 19 reads: "New section of SR 542 - Mount Baker Hwy is now open: 1.usa.gov/1FFimf5".

Washington State DOT

Facebook interface showing a post from the New York State Department of Transportation. The post text reads: "New York State Department of Transportation shared a link. February 14 ·". Below the text is a grid of six small images showing various road scenes. A section titled "VIDEOS" features a video player with a play button icon. Below the video player is a large graphic of the state of New York with the text "NEW YORK STATE". At the bottom, the text reads: "Governor Cuomo Urges Caution Amid Severe Cold and Winter Storm Conditions" followed by a truncated version of the same text and the URL "WWW.GOVERNOR.NY.GOV".

New York State DOT

Blogs



mass DOT MassDOT Blog

The Official Blog of the Massachusetts Department of Transportation

Winter Safe Driving: MassDOT Snow and Ice Removal

Home / MassDOT Highway / Winter Safe Driving: MassDOT Snow and Ice Removal

JAN 05 2015

Facebook

Twitter

Google

LinkedIn

Pinterest



Winter presents challenges even for the most experienced drivers. Motorists are encouraged to drive with caution and plan ahead based upon weather conditions as up to 4,000 [MassDOT Highway Division Snow and Ice Removal](#) crews respond as needed across the 15,975 lane miles of state roadway and more than 4,950 bridges.

The Snow and Ice Removal operation involves pre-season planning, training, teamwork, and 24-hour response



g+1 15

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About Me



TxDOT San Antonio

Our mission is to work with others to provide safe and reliable transportation solutions for Texas. This blog is intended to keep you up-to-date on state-operated road construction projects in the greater San Antonio

Monday, June 1

How did all the rain impact construction?

The flooding around the state was so prevalent this month, news of the destruction and dangers we've faced as Texans went national. Our folks in Austin even produced a video before the weekend to encourage Texans to be safe traveling in or around flooded areas.

Important Safety Messag...



Telling the story with video



Arizona DOT

YouTube

Keeping Arizona Moving
by ArizonaDOT • 90/113 videos

PULL ASIDE • STAY ALIVE
ArizonaDOT

Loop 303 Open House and
ArizonaDOT

Loop 202 (Santan Freeway)
ArizonaDOT

State Route 87 (Duthie-Ma
ArizonaDOT

Mundo Park interchange

PULL ASIDE • STAY
by ArizonaDOT

Massive dust storm hits Phoenix
by FOX 10 Phoenix
125,257 views

PULL ASIDE • STAY ALIVE - Dust Storm Awareness

ArizonaDOT

Subscribe 683

11,613

+ Add to Share ... More

2:12 / 2:35

cc

14 1

vimeo

Join Log in Create Watch On Demand

Search videos, people, and more

Dalton Highway flooding, April 11, 2015

from AlaskaDOTPF PLUS 4 months ago ALL AUDIENCES

On April 8, 2015, Alaska Gov. Bill Walker formally de
Highway impassable. This video was taken April 11.

Follow Collections Stats Dow

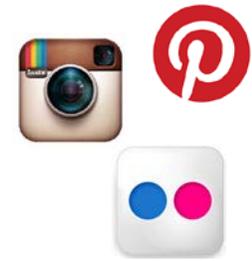
Alaska DOT & PF

Dalton Highway flooding, May 22, 2015

from AlaskaDOTPF PLUS 2 months ago ALL AUDIENCES



Telling the story with pictures



ncdotcom [FOLLOW](#)

North Carolina Department of Transportation Official Instagram site for the NCDOT. www.ncdot.gov

168 posts 1,220 followers 457 following



flickr Sign Up Explore Create Upload Photos, people, or groups Sign In

KDOTHQ + Follow 27 Followers 0 Following 3,672 Photos Joined 2010

Photostream Albums Favorites Groups More +

Statewide snow on 2-26-13

22 photos · 27 views

By: KDOTHQ

Snow and Ice

Photos, Information, and Tools for battling snow and ice season

Ohio Department Of T...

21 Pins 96 Followers

Follow board

Kansas DOT



Chad Dial of Holmes County in Ohio is refueling an Ohio Department of Transportation snowplow during a winter event in February 2013. He is one of the many at ODOT who work around the clock in cold weather to keep



ODOT's plow trucks are ready to roll.

Pinned from timesreporter.com



Smart Packing for Bad Weather

AAA recommends you keep at least the following in your car in case of an emergency in the winter. Do you have these things in your car? What else do you keep in your car in case of an emergency?

- Mobile phone with emergency numbers
- Drinking water
- First aid kit
- Non-perishable snacks
- A bag of abrasive material (sand, salt, cat litter)
- Snow shovel and ice scraper
- Blankets and extra warm clothing
- Flashlight with extra batteries
- Jumping cables
- Basic tool kit

ODOT'S WINTER FORMULA

KEEPING OHIO'S ROADS SAFE

MILES TRAVELED District 12 plow crews have traveled 40,212 miles plowing & treating highways. That's more than 100 times around the earth's equator!

SALTUSED District 12 plow crews have used 43,841 tons of salt & brine to keep roads safe. That's enough salt to build a road 2.5 miles long!

HOURS WORKED District 12 plow crews have worked 43,841 hours plowing & treating highways. That's more than 100 times around the earth's equator!

#ODOTWINTER

District 12 is working hard to keep roads safe for everyone this winter season #ODOTWinter

Pinned from /uploaded by user

Ohio DOT

6

NC DOT



Policy



The screenshot shows the ADOT website interface. At the top left is the ADOT logo. To its right are social media icons for Facebook, Twitter, YouTube, and RSS. A search bar with 'Google™ Custom' is visible. Below this is a navigation menu with links for 'About', 'Motor Vehicles', 'Projects', 'Business', 'Planning', 'Media', and 'AZ511'. The breadcrumb trail reads 'Home / Website Policies / Comment Policy'. On the left side, there is a vertical menu with links for 'Disclaimer', 'Privacy Statement', 'Comment Policy', and 'Remote Access'. The main content area is titled 'Website Policies' and contains a sub-menu with 'Disclaimer', 'Privacy Statement', 'Comment Policy', and 'Remote Access'. The 'Comment Policy' section is expanded, showing the following text:

Comment Policy

The Arizona Department of Transportation (ADOT) uses social media to provide an communication and welcomes comments, questions and ideas from all sides of the ultimate goal is to foster engaging, productive conversations, we also expect individual acceptable degree of civility.

ADOT monitors all comments either before they are posted or shortly thereafter and immediately delete or not post any comment we deem inappropriate. We will immediately delete any comments that are obscene or contain abusive language; promote or advocate violence; defame or discriminate against any person, community or organization; are defamatory in nature; encourage illegal activity; endorse any candidate or corporation violate ADOT's Social Media Policy. We also will delete or not post comments that can be reasonably classified as SPAM.

All comments made on ADOT's social-media sites are considered public records and are subject to state and federal laws and Arizona records retention policies.

Communications made through an ADOT social-media site email, posting or message may constitute a legal or official notice or comment to ADOT or any official or employee.

The screenshot shows the Oregon.gov website. At the top is the 'OREGON.GOV' logo. Below it is a 'Communications' section. On the left side, there is a vertical menu with links for 'Department', 'About Us', 'Contact Us', 'Information Contacts', 'News Releases', 'Radio News Service', 'Social Media', 'Subject Index', 'Commissioners (OTC)', 'Area Commissions (ACTs)', 'Citizens' Representative', 'History Center', and 'ODOT Web Standards'. The 'Department' dropdown menu is open, showing 'Oregon Department of Transportation Comment Policy'. The main content area is titled 'Oregon Department of Transportation Comment Policy' and contains the following text:

The Oregon Department of Transportation's social media sites and online forums are open forums, but they are also family friendly, so please keep your comments and wall posts clean. In addition to keeping it family friendly, we ask that you follow our posting guidelines here. If you don't comply, your message will be removed.

- We will not allow personal attacks or vulgar, abusive, offensive, threatening or harassing language. This includes creative spellings of swear words using asterisks or spaces between words.
- We will not allow comments that promote, foster or perpetuate discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
- We will not allow comments that contain sexual content or links to sexual content.
- We will not allow comments that may compromise the safety or security of the public or public systems.
- We will not allow comments or posts that violate a legal ownership interest of any other party.
- We will not allow comments that promote or advertise a person or a business or commercial transaction.
- We will not allow comments that promote or oppose any person campaigning for election to a political office or that promote or oppose any ballot measure.
- We will not allow comments or posts that disclose information which the agency and its employees are required to keep confidential by law or administrative rule.

ODOT doesn't guarantee or warrant that any information contained in citizen comments is correct; ODOT disclaims any liability for any loss or damage resulting from any reliance on such information. You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.



Questions

- Focusing on road weather, tell us about some of the new ways you're using social media...
 - How do you use pictures and video to tell the story?
 - How do you utilize hashtags?
 - Do you have a policy for engaging in conversation with the public?
 - What new/less "traditional" sites are you using?
- How does your agency view the return on investment (or benefit-cost) for using social media in operations?
- What questions do you have for others?

