

The power of social media

MPO/RPA Discussion
September 25, 2019

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Factors driving the Iowa DOT

Information can be just as powerful as infrastructure.

- Change the way we have historically interacted with our customers.
- Help customers understand their role in the process.
- Offer avenues for two-way communication
 - not just pushing information to the masses.
- Speak our customer's language.
- Show our human side.



What is social media (SM)?

- **Social Media** simply refers to interaction among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.



Why use SM?

- To build relationships. When you are building a following, you're also helping people understand some of the reasons you do what you do.
- Strong relationships build trust.



Determining which platform to use

- Ask yourself these questions?
 - Who are we trying to reach?
 - What type of information do we have to share?
 - How much time do we have to devote to social media?



Iowa DOT social media

- 12 Facebook accounts
 - Iowa DOT
 - Zero Fatalities
 - Traffic Incident Management
 - Motor Vehicle Enforcement
 - Careers
 - Black Hawk/Bremer County construction
 - Six regional 511 accounts



The Iowa DOT Facebook profile

- 56,461 current followers
- From Jan. 1, 2019 to Sept. 11, 2019 (1,501 posts)

Engagement Metrics	Totals	% Change
Total Engagements	643,692	↗ 344%
Reactions	67,154	↗ 221%
Comments	15,718	↗ 489%
Shares	26,526	↗ 289%
Message Clicks	534,034	↗ 366%
Page Actions	260	↗ 180%
Engagement Rate (per Impression)	6.3%	↗ 13.9%



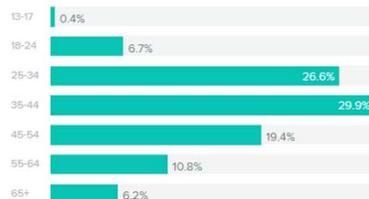
Who likes the Iowa DOT Facebook page?



Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

AUDIENCE BY AGE



AUDIENCE BY GENDER



Women between the ages of 35-44 appear to be the leading force among your fans.

Facebook - what can we learn

Page Summary Last 7 days Export Data

Results from Sep 16, 2019 - Sep 22, 2019
 Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Actions on Page September 16 - September 22 11 Total Actions on Page ▲38%	Page Views September 16 - September 22 3,072 Total Page Views ▲180%	Page Previews September 16 - September 22 317 Page Previews ▲188%
Page Likes September 16 - September 22 25 Page Likes ▲47%	Post Reach September 16 - September 22 203,216 People Reached ▲210%	Story Reach September 16 - September 22 Get Story Insights See stats on how your Page's story is performing. Learn More
Recommendations September 16 - September 22 We have insufficient data to show for the selected time period.	Post Engagements September 16 - September 22 44,968 Post Engagement ▲213%	Responsiveness As of September 21, 2019 100% Response Rate ▲0% 2 hrs 11 mins Response Time ▼0 hrs 40 mins

Data drives what we do. From Facebook, we can find out what people are seeing and sharing.

We get better at sharing by studying the data and adjusting our messages accordingly.



Iowa DOT social media

- 14 Twitter accounts
 - Iowa DOT (@IowaDOT)
 - Zero Fatalities (@zeroiowa)
 - Metro and regional 511 accounts



@iowadot on Twitter



- Joined in December 2008
- Currently 38,203 followers
- More than 27,000 lifetime tweets
- From Jan. 1 to Sept. 11, 2019
 - 1,927 tweets sent (up 40% over 2018)
 - 4 million impressions (up 51% over 2018)
 - 117,428 engagements (up 155% over 2018)

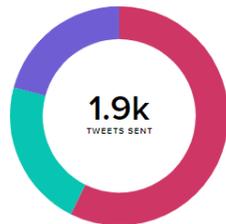


What do we tweet?



Twitter Publishing Behavior

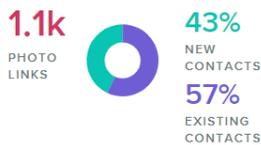
SENT MESSAGE CONTENT



CONVERSATION BEHAVIOR (LAST 100 TWEETS)



CONTACT BEHAVIOR (ALL TWEETS)



Twitter analytics



28 day summary with change over previous period

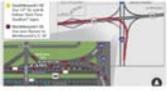
Tweets	Tweet impressions	Profile visits	Mentions	Followers
154	402K +27.1%	5,826 +59.4%	334 +58.3%	38.3K

Sep 2018 - 22 days so far

Tweet highlights

Top Tweet earned 11.2K impressions

Coming to Ames soon? here's a handy map of the best exit to use and how the new flyover bridge traffic will merge with I-35 ramp, U.S. 30 and Dayton Ave. travelers once you get off the new ramp. [pic.twitter.com/AGRSUDog75](#)



Top mention earned 550 engagements

Iowa State Patrol @IowaStatePatrol

Traveling to the game this weekend?

The Iowa State Patrol teamed up with "Oy" to help deliver an important message! Please help spread the word and remind your friends and family to stay safe on the roads this weekend. @Iowadot [pic.twitter.com/D3e9gAtmAE](#)



Top Follower followed by 7,157 people

KMA Sports @KMA_Sports

Sports in KMAland!



SEP 2018 SUMMARY

Tweets	Tweet impressions
111	311K
Profile visits	Mentions
4,886	244
New followers	
0	



Who looks at Iowa DOT Tweets?



Twitter Audience Demographics

FOLLOWERS BY AGE

18-20	2.1%
21-24	8.1%
25-34	30.3%
35-44	32.7%
45-54	17.7%
55-64	6.9%
65+	2.2%

FOLLOWERS BY GENDER



58%
MALE FOLLOWERS

42%
FEMALE FOLLOWERS

Men and people between the ages of 35-44 appear to be the leading force among your followers.

Iowa DOT Social Media

- Three Instagram accounts
 - Iowa DOT (@iowadot)
 - Zero Fatalities (@zerofatalitiesiowa)
 - Careers (@jointheiowadot)



@iowadot on Instagram

- Newest member of social media family
 - Joined in February 2018
- Total followers of 2,556
- From Jan. 1 to Sept. 11, 2018
 - 613 posts
 - 451,588 impressions
 - 6,900 engagements





Who see Iowa DOT Instagram posts

Instagram Audience Demographics
Review your audience demographics as of the last day of the reporting period.

AUDIENCE BY AGE

13-17	0.9%
18-24	7.6%
25-34	26.5%
35-44	32.3%
45-54	20.5%
55-64	9.1%
65+	3.1%

AUDIENCE BY GENDER



49%
MALE

51%
FEMALE

Women between the ages of **35-44** appear to be the leading force among your fans.

How to build an audience

- Share stuff people care about.

Post Details

Iowa Department of Transportation
Published by Sprout Social (1) · March 28 at 1:41 PM

U.S. 34 in Southwest Iowa near the Missouri River Bridge has been heavily damaged by flooding and will likely remain closed for several months. This image is looking east in the westbound lanes taken on 3-28-2019.



Get More Likes, Comments and Shares
Boost this post for \$50 to reach up to 40,000 people

273,698 People Reached 58,133 Engagements [Boost Post](#)

Visit Swirlt, Brianna Johnson and 595 others 172 Comments 3,270 Shares

Like Comment Share

Performance for Your Post

273,698 People Reached

15,025 Reactions, Comments & Shares

1,905 Like	200 On Post	1,705 On Shares
23 Love	3 On Post	20 On Shares
87 Haha	8 On Post	79 On Shares
5,206 Wow	529 On Post	4,677 On Shares
2,572 Sad	203 On Post	2,369 On Shares
40 Angry	5 On Post	35 On Shares
1,903 Comments	307 On Post	1,596 On Shares
3,347 Shares	3,270 On Post	77 On Shares

43,108 Post Clicks

9,287 Photo Views	5 Link Clicks	33,816 Other Clicks
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NEGATIVE FEEDBACK

68 Hide Post	15 Hide All Posts
0 Report as Spam	0 Unlike Page

Share/post will only view the full post from our service on mobile

How much is enough?

- Research varies, but you need to post at least a few times a week.
- Response time is critical. If you're going to post, you need to be watching for comments and respond to them.



Social media calendar

- What's coming up within your organization?
- How can you tap into holidays, events, pop culture?
- Repetition is good, especially on Twitter.



Monitoring your social media

- What monitoring can tell you
 - Who your audience is
 - (demographics)
 - What your audience is responding to
 - (engagement)
 - How your audience feels about your posts
 - (sentiment monitoring)



Social media monitoring tools

- Hootsuite is the most common free monitoring tool.
 - <https://hootsuite.com/>
- Using this tool you can:
 - Schedule posts
 - Boost (paid ads) posts
 - Get more in-depth analytics



But what if someone says something bad about us?

Develop and post your Social Media "Terms of Use."

https://iowadot.gov/policies_and_statements/Terms-of-Use-Social-Media

POLICIES AND STATEMENTS

IOWA DOT SOCIAL MEDIA WEBSITES - TERMS OF USE

Social media sites allow the Iowa Department of Transportation (Iowa DOT) to share news and information regarding DOT activities and programs. The public comments and opinions expressed by users of Iowa DOT social media sites are theirs alone and do not reflect the opinions of Iowa DOT.

By using or accessing this social media site you agree to all of the following terms:



Dealing with negativity

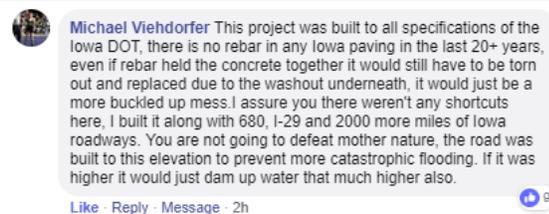
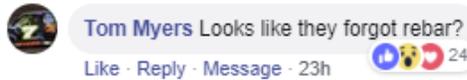


Don't feed the trolls!!



Dealing with negativity

- Negative comments will often be corrected by your supporters. Remember that flood pic?



Typical conversations

On interstate 380 southbound right under the highway overpass of V71 in Buchanan County right hand Lane there is a dead deer that is taking up almost the entire lane. I saw a semi pass over it is late but my little car wouldn't have it could cause a problem for smaller cars. I don't know who can help get it off the interstate but thought I'd start with you guys!

Thanks for letting us know. I'll pass this information to our maintenance folks in the area.

*Follow up with what you say.
If you tell someone you're going to take action, do it.*



Benefits of social media

- Talk directly to our customers
 - Our message in our own words.
 - Use personal pronouns in your posts to show that the agency isn't a thing, it's a group of people working together.

Iowa Department of Transportation
Published by Sprout Social [?] · September 11 at 1:16 PM · [?]

One of our most popular services, Highway Helper, is expanding this week. We've added service to Davenport/Bettendorf and extended service hours in Des Moines, Council Bluffs and the Cedar Rapids/Iowa City area. We're also adding an additional truck in Des Moines and CR/IC.

IOWADOT
HIGHWAY HELPER
IS EXPANDING

EXTENDED HOURS
DES MOINES • CEDAR RAPIDS/IOWA CITY
COUNCIL BLUFFS • QUAD CITIES
MONDAY-FRIDAY
5AM - 9PM

3 TRUCKS IN DES MOINES + DEDICATED TRUCK TO I-80/I-380 CONSTRUCTION PROJECT IN CEDAR RAPIDS

PUSH BUMPERS • TIRE CHANGING EQUIPMENT
FUEL • AIR COMPRESSOR • TRAFFIC CONTROL
SMALL REPAIR TOOLS AND MATERIALS

SATURDAY SERVICE
IN DES MOINES

Benefits of using social media

Iowa Department of Transportation
Published by Sprout Social [?] · 26 hrs · [?]

Here are a few images from the ongoing flood recovery efforts in SWV Iowa. To see more, go to <https://floods2019.iowa.gov/images.aspx>.

Performance for Your Post
19,047 People Reached

86 Likes	45 On-Post	41 On-Share
3 Love	3 On-Post	0 On-Share
62 Wow	24 On-Post	38 On-Share
24 Sad	11 On-Post	13 On-Share
4 Comments	1 On-Post	3 On-Share
73 Shares	74 On-Post	4 On-Share

4,919 Post Clicks
3,151 Photo Views 240 1,028 Video Views 240 1,028

NEGATIVE FEEDBACK
2 Hate Post 0 Press Ad Post
0 Report on Team 0 Linker Page

Reported stats may be delayed from what appears on posts.

Get More Likes, Comments and Shares
Boost this post for \$50 to reach up to 40,000 people

19,047 People Reached 5,176 Engagements **Boost Post**

Angelo Miller, Jason Tittel and 18 others 1 Comment 74 Shares

Engage in public conversations that can benefit many.



Benefits of using social media



WHO'S BEHIND THE WHEEL
IOWA DEPARTMENT OF TRANSPORTATION SNOWPLOW DRIVERS



JORDAN MILLER
ROOKIE SNOWFIGHTER

<1 YEARS
OF SERVICE

HIGHWAY TECHNICIAN
ASSOCIATE AT THE
WAVERLY GARAGE

WHAT I LIKE ABOUT MY JOB
Everything's new and every day is different. I really enjoy learning new things. I've grown up with a lot of technology, so I like being useful to the others in the shop when it comes to technology.

ADVICE FOR DRIVERS
Since this will be my first winter, I'm a little bit nervous about getting hit. I would like people to just pay attention to their driving and slow down.



- Show our customers that we're human and have similar thoughts and concerns to theirs.



Thank you!

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