Engineering an Effective Social Media Presence

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169 Bren Interchange

Project Communications
• Challenges
  ◦ 100,000 vehicles daily
  ◦ Major corporate stakeholders
  ◦ One construction season
  ◦ Two cities
• Goals
  ◦ Keep commuters happy
  ◦ Keep key private partners happy
Twitter: @169bren
1,500 views
Sparrow Road Reconstruction
Project Communications

City of Minnetonka
Where quality is our nature
• 2 exits for 185 households
• Daily changes to entrance/exit to neighborhood
• Huge, disruptive project
• Previous success

Why social media?
- 81 followers out of 185 households
- Wide demographic

Twitter: @MtkkaSparrowRd
Results

- Saved time fielding phone calls
- Contractor feedback
- Perception
- Website project page
  - Embedded Twitter feed
- Weekly email newsletter
Make it work for you
- Consistent
- Current
- Correct
Educate
Have a personality
Use humor
Engage with followers
Know when to take it offline
Managing the account

- Age doesn’t matter
- Personal experience
- Common sense
Other uses for social media

- @MinnetonkaMN
- Snowplowing updates
- Police, Fire Department
  - Safety tips
  - Events
  - Traffic enforcements
  - Lost pets
Facebook vs. Twitter
Facebook vs. Twitter

St. Croix Crossing
@stcroixcrossing

The St. Croix Crossing is a shared project between the Minnesota and Wisconsin DOTs connecting Oak Park Heights, Minnesota and St. Joseph, Wisconsin.

Oak Park Heights, MN | 612/1-4y7k32

478 TWEETS 618 FOLLOWING 462 FOLLOWERS

Tweets

St. Croix Crossing @stcroixcrossing
We've compiled all of your Wisconsin questions into one place! t.usa.gov/1eh1X lj

St. Croix Crossing @stcroixcrossing
Did you know that WisDOT has a webpage dedicated to the SCC project? dot.wi.gov/projects/mwreg

St. Croix Crossing @stcroixcrossing
Tim Mason, P.E. has recently been hired as the new WisDOT Supervisor on the SCC project. Welcome to the project, Tim!

pic.twitter.com/UE6Tmv3wHK
Our audience cares about...

- Pictures
- Traffic impacts
- Pictures
- Videos
- Construction process
- Did I say pictures?
Writing/reviewing posts

- Non-engineers with help from subject matter experts (engineers)
- Non-MnDOT employees
Ideas that worked

- User-generated FAQs

You might like St. Croix Crossing.

St. Croix Crossing
Q: What is happening at the Greeley Ave. and Osgood Ave. Intersections on Highway 36?
A: The intersections at Greeley Ave. and Osgood Ave. are going to continue to have traffic signals. The Greeley Ave. intersection on Highway 36 will be moved a little to the east, and the frontage road connections will be further away from Highway 36 and will also have traffic signals.

We’d also like to say thank you to everyone who drives through or lives by the construction. You’ve been very patient with this part of the process, and we really appreciate that!
Ideas that worked

- Timely info about construction process
Ideas that work

- Unique access to the project
Ideas that haven’t worked

- Photos of workers not in OSHA compliance
- Posts with no pictures
In conclusion....

- There’s no such thing as an expert
- ALWAYS keep your audience in mind
- Don’t overanalyze. Social media doesn’t have a manual.
- When you create community, THEY defend YOU.
Like Us! Follow Us!

@stcroixcrossing

Search: St. Croix Crossing
www.facebook.com/saintcroixcrossingmndot
Avoiding the Pitfalls

Laura Kushner
League of Minnesota Cities
Social Media & Employment

Oil & Water

OR

Chocolate and Peanut Butter???
PRIMARY TOPICS:

• **Employee** Use
  ◦ Too Much Sharing
  ◦ Release of Private Data
  ◦ Productivity/Morale
  ◦ Legal Protections
    • Free Speech
    • Privacy Rights
    • Concerted Activities

• **Employer** Use
  ◦ Background Checks
  ◦ Fraternization
Too Much Sharing?

Teacher forced to resign after posting this picture to Facebook.
“Tweeted” herself right out of a job offer:

“XYZ Co. just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute and hating the work.”
“Just went on a call and the guy was wasted; I thought he might die of alcohol poisoning on the way to the ER.”
“I heard there are going to be layoffs in Finance!”
BACKGROUND CHECKS

EMPLOYER USE of SOCIAL MEDIA
Fraternization
Defn: *To associate with others in a brotherly or congenial way*”

Employer Use of Social Media
Questions?