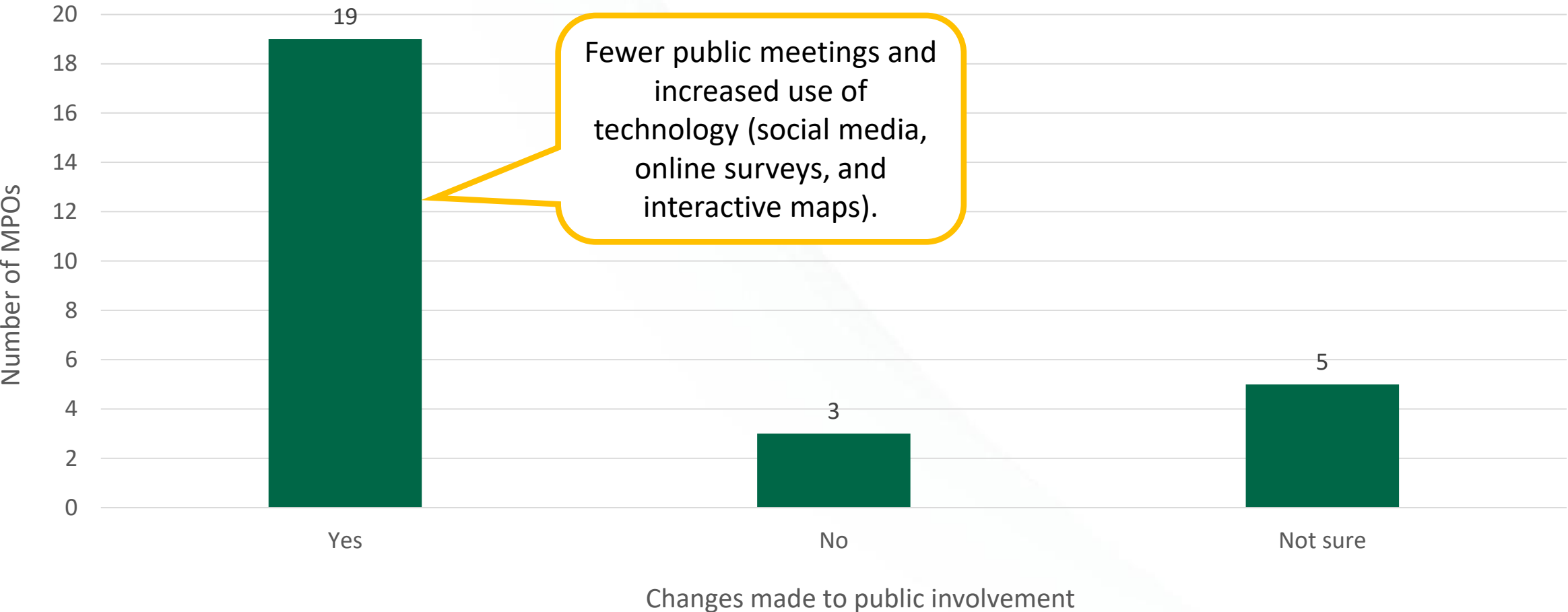


Social Media in Public Involvement

Findings from the 2018 Assessment of the Practice of Public Involvement in Florida

Jeff Kramer, AICP
University of South Florida
Center for Urban Transportation Research

Changing Public Involvement Processes

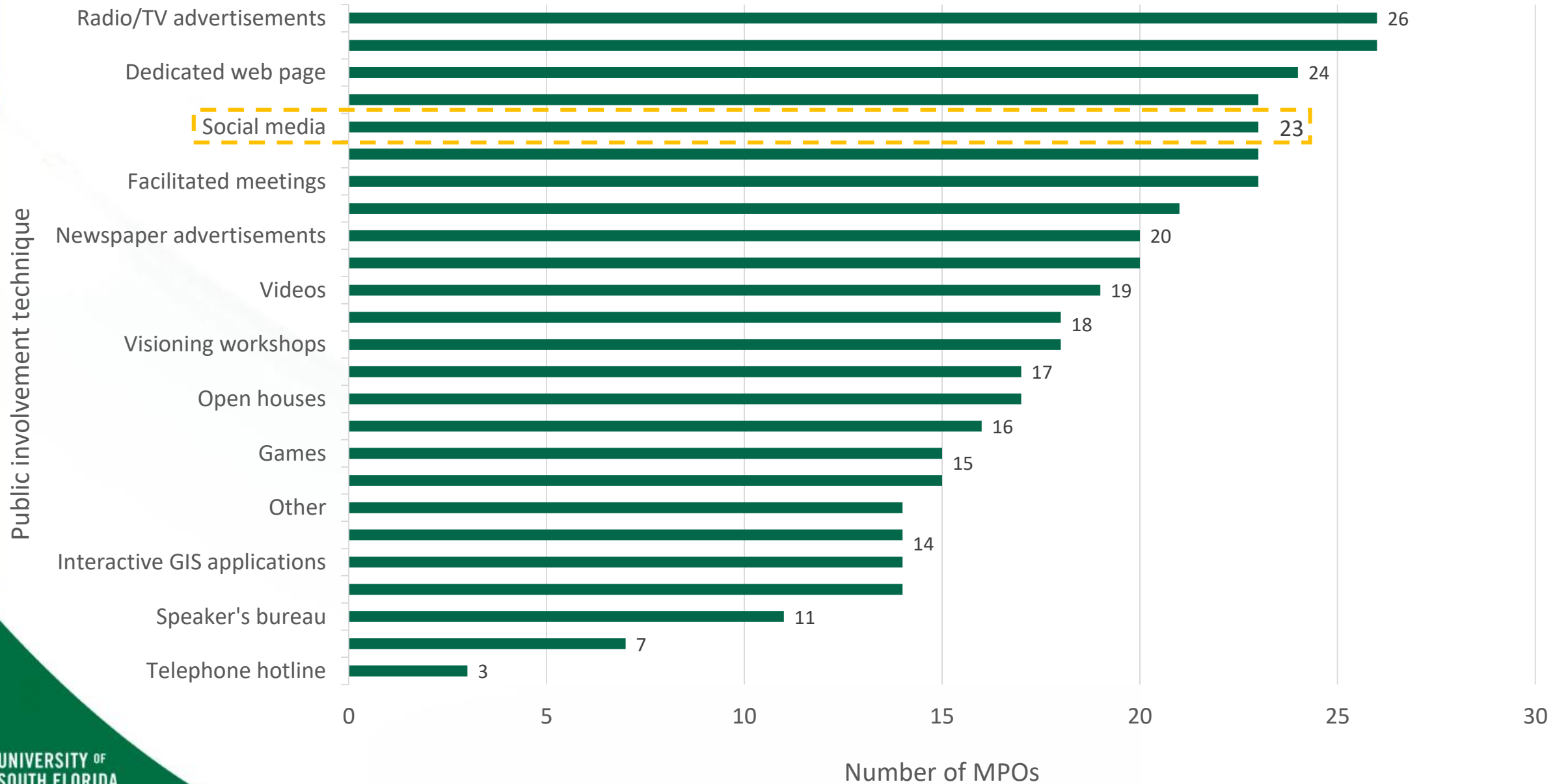


Emergence of Social Media

The challenges from social media come from balancing the appropriate tone for official government communication with the informal communication that takes place on social media platforms

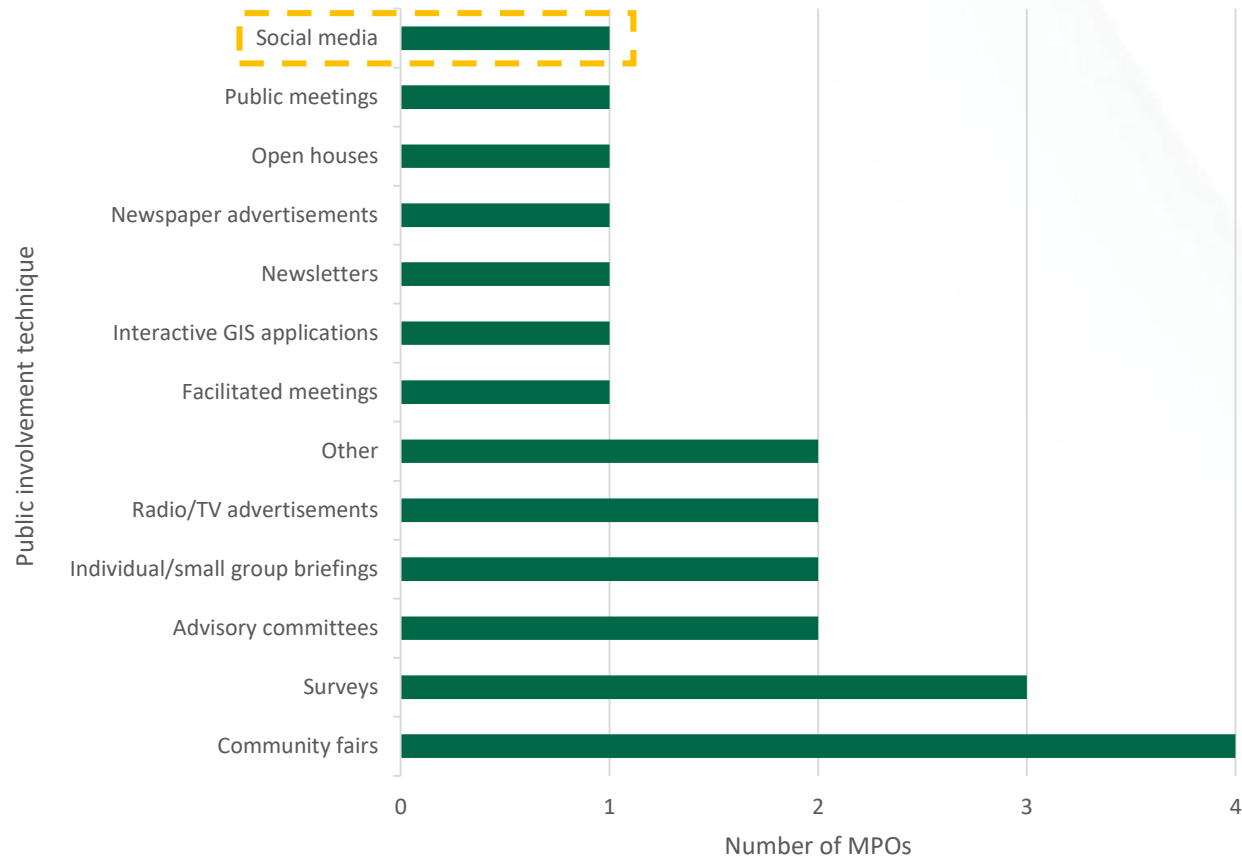


Diverse Techniques for Public Engagement

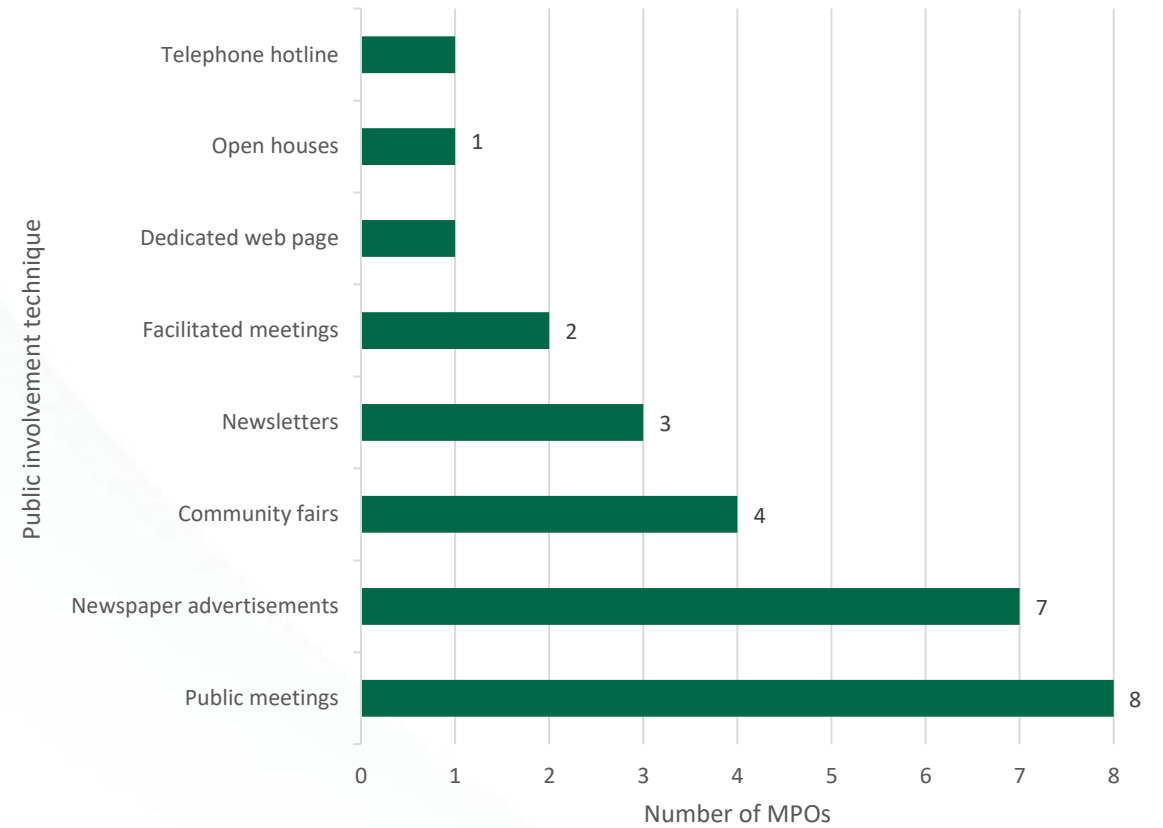


Most and Least Effective Techniques for Public Engagement

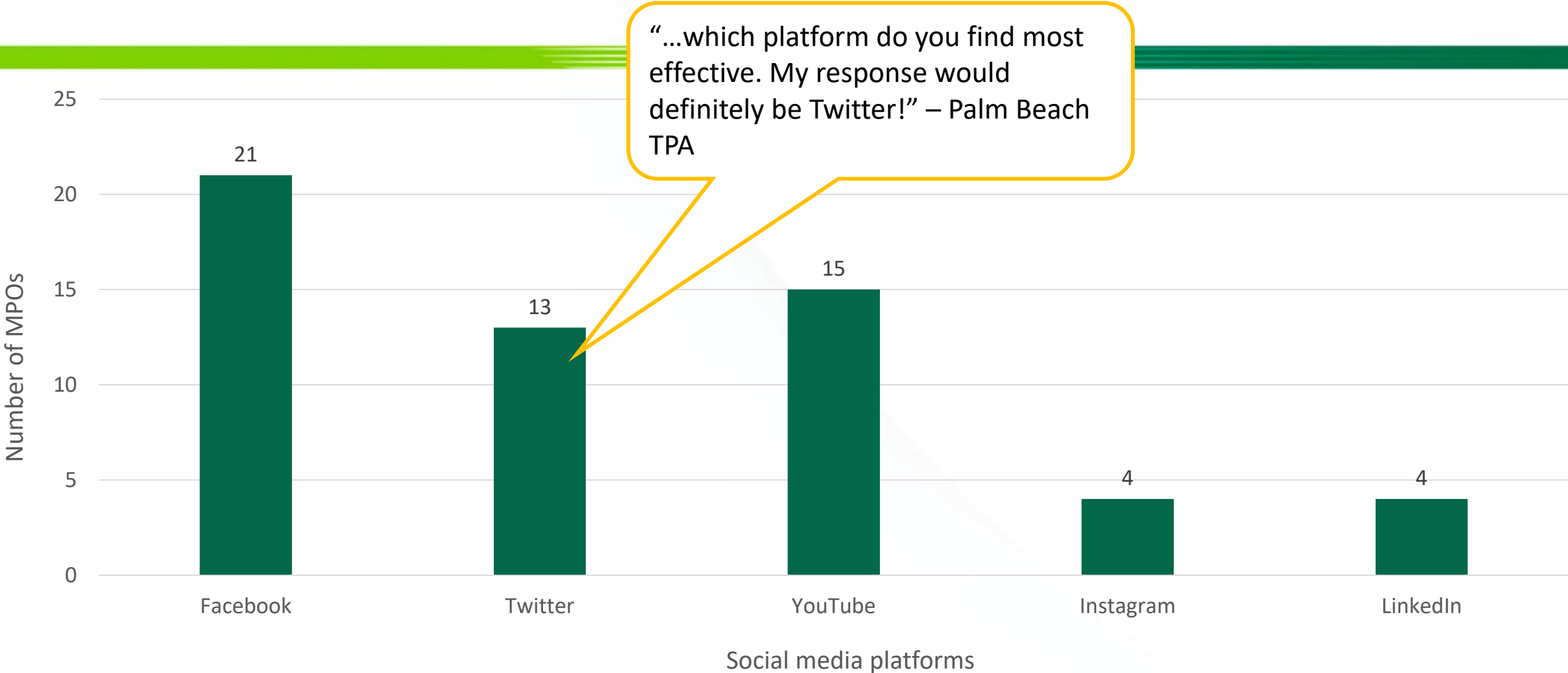
Most Effective Techniques



Least Effective Techniques



Social Media Platforms



Typical Uses by Platform



YouTube is effective for complex projects



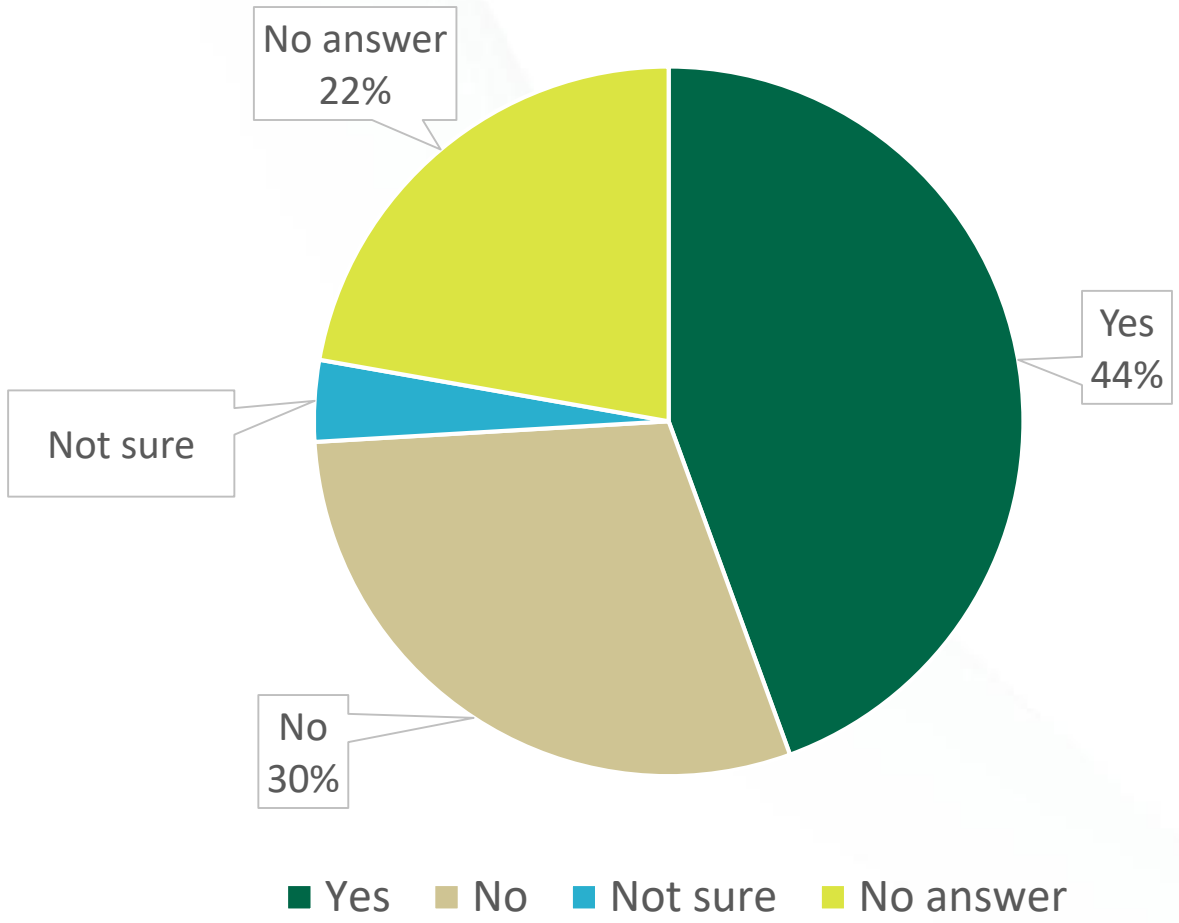
Facebook and Twitter are commonly used to post:

- Fliers and press releases related to public meetings
- Project decisions and safety campaigns



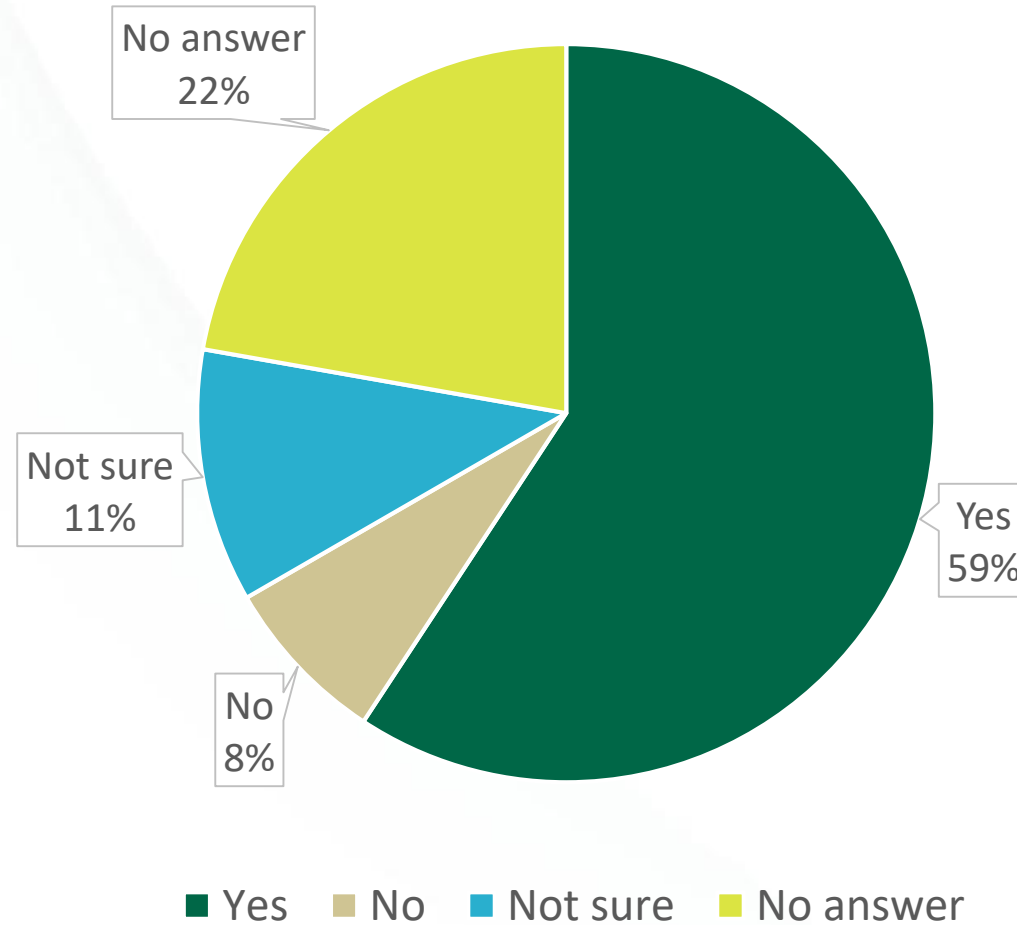
Facebook Live sometimes serves as a platform to broadcast online meetings

Regularly Scheduled Posts



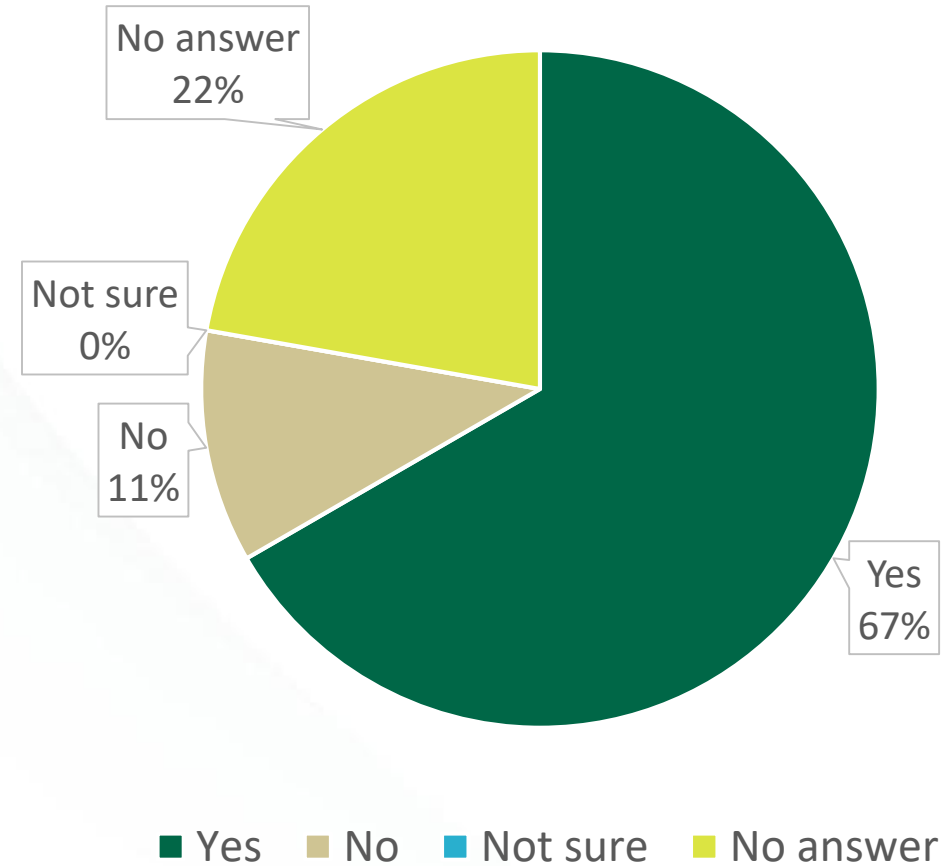
Active Monitoring

- Continuous
- Hourly
- Daily

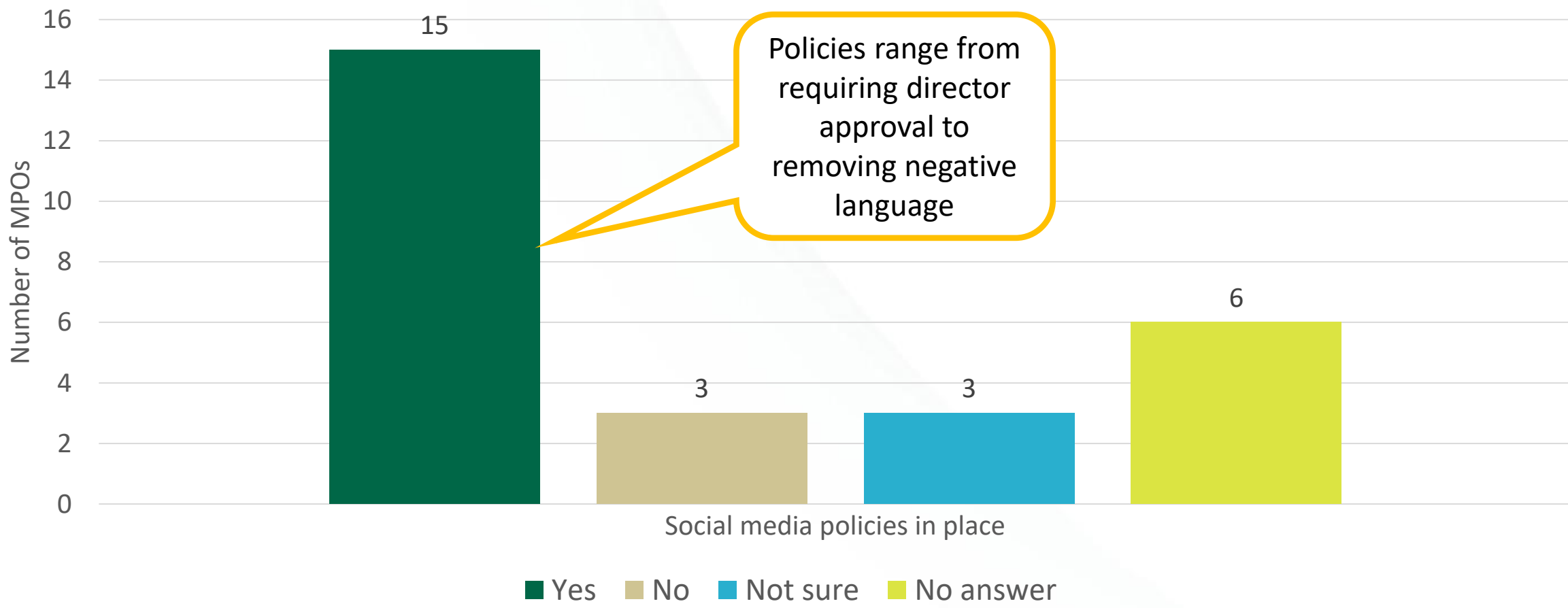


Designated Social Media Staff

- Executive Director
- Administrative assistant
- Public information officer
- Dedicated outreach coordinator
- A consultant



Policy Guidelines



Study Findings Related to Social Media

- Many MPOs noted that social media either helped or had the potential to help them reach an appropriate level of public involvement
- Several MPOs mentioned that it would be useful to have social media training
- Some MPOs found newspaper advertisements and community fairs to be more effective than social media
- Some MPOs use social media interactions as a performance measure



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