Joining the Conversation: The Use of Social Media in Public Involvement

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TOP SOCIAL NETWORKING SITES

1.9 Billion MAUs

2.23 Billion MAUs

335 Million MAUs

MAUs = Monthly Active Users
“If you don’t like what’s being said, change the conversation.”

—Don Draper, Mad Men
SOCIAL MEDIA STRATEGY
Social Media: Best Practices

Proactive and productive communication is all about having a plan set in place to best reach your desired audience.

- What resources do I have?
- How can I best use these tools?
- What new tools are needed to effectively communicate our message?
- Who is our audience?
- What is the objective of the message?
BIGGEST SOCIAL MEDIA PITFALLS

Missing the “Message Target”

One of the biggest social media mistakes is assuming that any information you share is sufficient to build and grow your audience, aka lets throw mud at the wall and see if it sticks. Making posts and tweets means nothing unless your audience is interacting with the content.

Lack of Audience Engagement

Another pitfall in using social media as a public involvement strategy is lack of audience engagement. This means some organizations or entities will make posts, but will then NOT interact with the comments, tweets, or messages. It is SO vital to respond to your audience.
DEVELOP GOALS

CREATE TARGETED MESSAGES/CAMPAIGNS

DEVELOP RELATIONSHIPS TO BROADEN YOUR AUDIENCE REACH

BUILD YOUR BRAND TO BE RECOGNIZABLE

JOIN THE CONVERSATION: GET PEOPLE TALKING ABOUT YOUR AGENCY

EARN MORE LIKES/FOLLOWERS

DEVELOP GOALS
DEVELOP STRATEGY

STEP 1
Research your current audience and build upon it.

STEP 2
Create informational and engaging posts, use your contacts to broaden your reach.

STEP 3
Create a social media content calendar to help drive your messages and posts.

STEP 4
Monitor your social media accounts and engage with your commentors.

STEP 5
Implement social media budget techniques to help your larger plans and programs receive more public input.
KNOWING YOUR AUDIENCE
UNDERSTANDING THE VALUE OF AUDIENCE DEMOGRAPHICS

Gender
60%
40%

Interests

Age
25-35
35-45
45-55
BUILDING YOUR AUDIENCE & REACH

ALL PLATFORMS
Interact with your audience. The more you respond to comments, tweets, and posts, the more your content may show up in other feeds.

BUILD YOUR NETWORK
Find your network of local PIOs, interrelated agencies, and government organizations to help share your message.

UTILIZE PHOTOS & VIDEO
Engage your audience visually by including compelling photos and video.
Successful Post Reach Example

- By building relationships in your community with other PIOs and social media managers for public agencies, you can expand your reach far larger than if you made an organic post.

- Inviting those who have “liked” your post to “like” your page is also another great technique to build your audience.
Answering the “WHY”

💡 Why do we need to engage on social media?
💡 Why do we need to engage on social media?
💬 Why is it vital to respond to comments?
ocaly Why are we posting this?
WHAT CONTENT ARE WE GOING TO CREATE?

Information
Seeking input, sharing events/meetings, or asking for feedback.

Entertainment
Emotional, humorous, or visually stimulating. Videos are an excellent way to tell a story.

Engagement
Interesting, relevant, catches the audience’s attention, and sparks a conversation.
Facebook: Informing vs. Engaging

**Informing the Public**

**Ellis Interchange Project Update**: The detour at the intersection of John Rodes Boulevard and Ellis Road in Melbourne, is no longer in place. On 11/8/19, the project team was able to remove the detour and open the intersection to thru traffic. More info: [https://tinyurl.com/u6gqjwl](https://tinyurl.com/u6gqjwl)

**Contact Information**
Public Information Coordinator
Melanie Hand
321-634-6111
melanie.hand@dot.state.fl.us

**Engaging the Public**

**Protect those who show up when you need them most**
#SlowDown #MoveOverFL #SaveLives #NationalTrafficIncidentResponseWeek

**See These?**

**Do This.**

**Move Over for Emergency Vehicles**
#MoveOver

**412**
Views Reached
**189**
Engagements

21 Shares
Twitter: Informing vs. Engaging

INFORMING THE PUBLIC

Space Coast TPO @SpaceCoastTPO · Nov 15
<1/3> @MyFDOT_CFL A1A PEDESTRIAN SAFETY PROJECT UPDATE: The project has now shifted into the second phase of construction as of 10.28. This phase will take 8-10 weeks to complete.

ENGAGING THE PUBLIC

Space Coast TPO @SpaceCoastTPO · Nov 13
Happening now! SCTPO GIS Analyst, Chelsea Forgenie, participates in @BrevardCo_FL’s GIS Day! She’s talking Brevard Crash stats and LRTP forecasts with attendees. #GIS
CONTENT SHARING PLAN

- LIVE/On
  - Publish
- SAME DAY
  - AS POST
- DAY AFTER
  - POST
- WEEK
  - AFTER POST
- MONTH
  - AFTER POST
- CUSTOM
  - DATE
CONTENT CALENDAR

SOURCES

NHTSA

Produces many safety campaigns, complete with social media toolkits.

Major Holidays

Holiday Safety Awareness, Fourth of July Drunk Driving, etc.

Alert Today Florida

Provides monthly awareness campaigns.

These days can be a great way to promote local initiatives, example: National Trails Month.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 12-18</td>
<td><strong>FRA Stop. Trains. Can't.</strong></td>
</tr>
<tr>
<td></td>
<td><strong>National Enforcement Mobilization - Click it or Ticket</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Bicycle Safety Month</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Motorcycle Safety Awareness Month</strong></td>
</tr>
<tr>
<td></td>
<td><strong>National Bicycle Month/Bike to School Day</strong></td>
</tr>
<tr>
<td></td>
<td><strong>National Youth Traffic Safety Month</strong></td>
</tr>
<tr>
<td></td>
<td><strong>National Police Week</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Infrastructure Week 2019</strong></td>
</tr>
<tr>
<td></td>
<td><strong>National Bike to Work D</strong></td>
</tr>
<tr>
<td></td>
<td><strong>To Jun 2</strong></td>
</tr>
<tr>
<td></td>
<td><strong>To May 31</strong></td>
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<tr>
<td></td>
<td><strong>To May 31</strong></td>
</tr>
<tr>
<td></td>
<td><strong>To May 31</strong></td>
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</tbody>
</table>
BUDGET

Consultant Contracts

Boosted Posts

Facebook Credits
## Ads Example

### TOP ADS
Top ads by advertising spend.

<table>
<thead>
<tr>
<th>Region</th>
<th>Campaign</th>
<th>Spend</th>
<th>Impressions</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>General - Central</td>
<td>Gen-Central-05</td>
<td>$205.68</td>
<td>21,813</td>
<td>1,263</td>
</tr>
<tr>
<td>General - North</td>
<td>Gen-North-05</td>
<td>$205.46</td>
<td>19,420</td>
<td>665</td>
</tr>
<tr>
<td>General - South</td>
<td>Gen-South-05</td>
<td>$205.26</td>
<td>19,375</td>
<td>660</td>
</tr>
</tbody>
</table>

*Voice Your Vision*

You’ve heard all about the new diverging diamond interchange on Viera Boulevard. It was designed with our community in mind, and we are eager to continue improvements. Click on the link below to tell us what’s next for the Space Coast.

**Spend:** $205.68  **Impressions:** 21,813  **Engagement:** 1,263

**Spend:** $205.46  **Impressions:** 19,420  **Engagement:** 665

**Spend:** $205.26  **Impressions:** 19,375  **Engagement:** 660
When the SCTPO was promoting its Bicycle Pedestrian Master Plan, we utilized consultant funds to boost our Facebook events for each location. Here is a look at how one of the boosts performed:

<table>
<thead>
<tr>
<th>Performance</th>
<th>Event Responses</th>
<th>People Reached</th>
<th>1,319</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity</td>
<td></td>
<td>Cost per Event Response</td>
<td>$0.73</td>
</tr>
<tr>
<td>Activity on Facebook</td>
<td></td>
<td>Link Clicks</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>Event Responses</td>
<td>41</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shares</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

This ad reached 1,319 people in your audience.
83.4% Women 16.6% Men
SOCIAL MEDIA ANALYTICS OVERVIEW
Public Engagement Report

• PIO presents quarterly Public Engagement Reports to the Technical & Citizens Advisory Committees, SCTPO Governing Board and the Bicycle, Pedestrian and Trails Advisory Committee.

• Additionally, PIO creates annual public engagement report to reflect on year-to-date statistics.

• These reports serve as a deliverable to share during Federal Certification Reviews and as a method of documentation for the Measures of Effectiveness.
THANK YOU!

Does anyone have any questions?

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