
CASE STUDY #1: MONITORING SOCIAL MEDIA

Sinclair Stolle, Iowa DOT



Iowa DOT Case Study: Overview

Monitoring Data & Engagement w/Social Media

- Slowly evolved Iowa DOT's presence since 2008
 - 1 Twitter account -> 12 Twitter, 6 Facebook (511/traveler information accounts)
- Early December 2012 purchased Radian6 to monitor and engage
- December 2012 everything changed with 1 winter storm
- Started actively monitoring & engaging during normal business hours (Public Affairs office & Traveler Information coordinator) while ramping up for 24/7 coverage during bad storms.
- January 2014 started monitoring & engaging 24/7 with the help of our Statewide TOC.
- Twitter: 11,638 (511), 22,800 (IowaDOT)
- Facebook: 9,746 (511), 4,579 (IowaDOT)



Iowa DOT Twitter Feed Example

The screenshot displays the Twitter profile for 'Statewide Iowa 511' (@statewideia511). The profile header includes a blue bird logo with '511 IOWA' and statistics: 1,189 tweets, 193 photos/videos, 106 following, 5,672 followers, and 11 favorites. The bio states: 'Traveler information issued by the Iowa DOT for all traffic alerts statewide in Iowa. Reports are removed once inactive.' Location is 'Iowa', website is '511ia.org', and joined in March 2011. A 'Tweet to Statewide Iowa 511' button and a gallery of 193 photos/videos are also visible.

The main feed shows three tweets:

- Tweet 1:** Statewide Iowa 511 @statewideia511 · 4h
US 65: Temporary four-way stop condition from I-80; US 6 to County Road S27 (Altoona). Delays. bit.ly/1vrJZAY
- Tweet 2:** Statewide Iowa 511 @statewideia511 · 4h
IA 141: Left lane closed from IA 415 to IA 44 (near Grimes). bit.ly/1rMCmpC
- Tweet 3:** Statewide Iowa 511 @statewideia511 · 5h
IA 22: There are alternating lane closures from County Road Y36 to I-280 (near Buffalo). Width limit in effect. bit.ly/1vc1vZJ

On the right sidebar, 'Who to follow' includes Transport. 4 America, Energy Department, and HUDgov. 'Trends' includes #TruckWorthy, #5SOSNINJAS, Ebola, #1DProposal, #MLBPlayoffs, #Sens, #RevoltNation, Nick Jonas, Joe Giudice, and Halloween.

Source: Iowa DOT Website, 2014
<https://twitter.com/statewideia511>

Iowa DOT Case Study: Opportunity

Needs

- Another way to get traffic related information out to the public
- Easy way to share with others
- Help break down the stigma of big old gray conservative government – humanizing the DOT.
- Tool to make engaging with public easier than the websites
- Tool for internal communication during major events

Opportunity

- Social Media (Facebook and Twitter) filled those needs.
- Radian6 software was selected to help with monitoring and engaging. Also has listening feature for those not talking directly to us so we can listen to the chatter.
- Yammer (internal social media) selected to use during major events



Iowa DOT Case Study: Strengths & Weaknesses

Strengths

- Worked with Social Media since 2008
- Good communication between the TOC and Public Affairs.
- Support from upper management (now).

Weaknesses to Overcome

- Having trained staff comfortable with responding to the public
- Staff availability with other work responsibilities
- Management that didn't see the value in social media
 - Only wanted to listen



Iowa DOT Case Study: Barriers/Threats

- Continually rising public expectations
 - Immediacy of response (fuel the expectations)
 - Amount of info we're pushing out & responding to
- Frequent changes to technology and platforms
- Negative public perception of using taxpayer \$ to do social media.



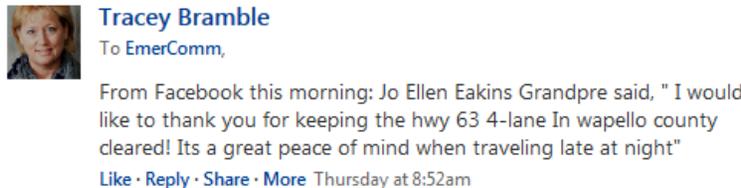
Iowa DOT Case Study: Value Proposition

- Regularly report # of followers during big events like winter storms.

January 31-Feb 2 , 2015 3 days

		Peak (day)
511 Web Visits	473,364	257,684
# of Calls	10,425	6,411
Mobile App Downloads	11,267	6,891
Mobile App Usage	145,357	75,624
Facebook (New Likes)	679	394

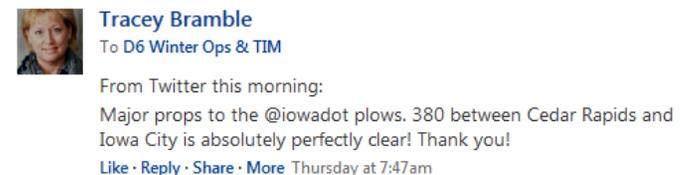
- Regularly gather positive “kudos” comments and distribute to appropriate staff on Yammer and email.



Tracey Bramble
To EmerComm,

From Facebook this morning: Jo Ellen Eakins Grandpre said, " I would like to thank you for keeping the hwy 63 4-lane In wapello county cleared! Its a great peace of mind when traveling late at night"

[Like](#) · [Reply](#) · [Share](#) · [More](#) Thursday at 8:52am



Tracey Bramble
To D6 Winter Ops & TIM

From Twitter this morning:
Major props to the @iowadot plows. 380 between Cedar Rapids and Iowa City is absolutely perfectly clear! Thank you!

[Like](#) · [Reply](#) · [Share](#) · [More](#) Thursday at 7:47am

- Biggest lesson learned – Engage. Engage. Engage. (and do it in a timely manner) Social media is a 2-way street.
 - This drove us to a 24/7 monitoring and engagement environment.

