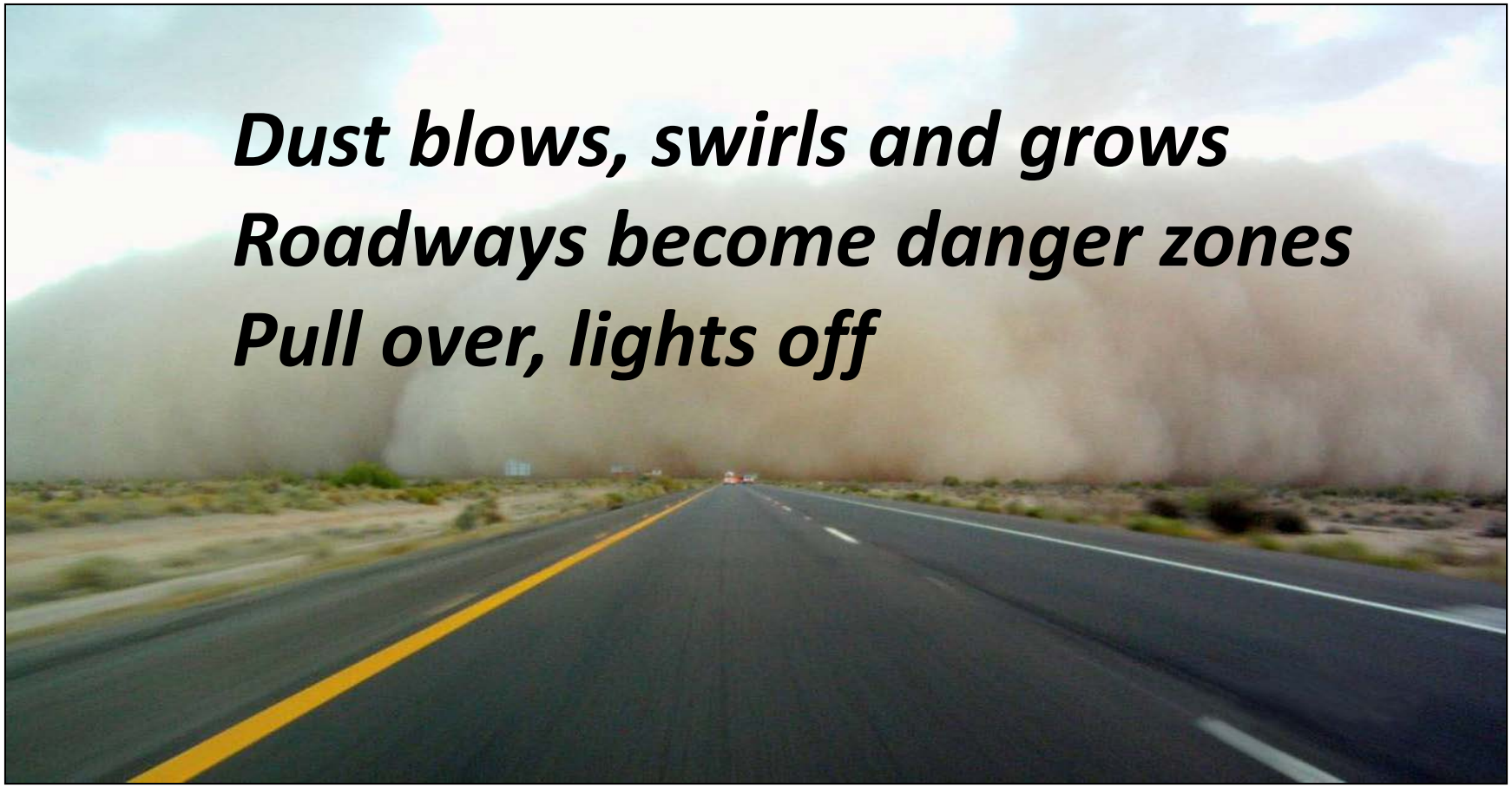
Integrate Multiple Platforms

Utilize the platforms that reach the audience

The Haboob That Started it All



#HaboobHaiku

Public Engagement

- **1,817** #HaboobHaiku-tagged tweets in one week in June 2012
- **More than 600** original haikus submitted on Twitter
- Tweets from **Reuters**, **Associated Press Travel**, ***The Arizona Republic***

azcentral @azcentral 16 Jun
Have you seen the **#haboobhaiku** on Twitter? Pen your own 17 syllables on Arizona's monsoon: ow.ly/bCRDR
Expand

Mandy @BlazingLily 14 Jun
#HaboobHaiku just might be the best hashtag ever. @ArizonaDOT #Arizona
Expand

Theodora Michaels @tmichaels1 14 Jun
Dust storms are deadly / Pull over, turn off lights, wait / As earth becomes sky. @ArizonaDOT **#HaboobHaiku** #haiku
Expand

Amanda Lee Myers @AmandaLeeAP 13 Jun
Couldn't resist **#HaboobHaiku**: Haboobs will blind you / They will take you by surprise / In doubt? Don't go out. @AP: bit.ly/LmqWjZ
Followed by AZ Family and 1 other
Expand

Will Watson @will_watson 14 Jun
You're not a Jedi / This is not Tatooine, Luke / Pull over now, man. **#haboobhaiku** @ArizonaDOT
Expand

Page Views @NYDNBooks 14 Jun
Arizona dust/ is a beautiful nightmare/ stay far from haboob! nydailynews.com/blogs/pageview… **#HaboobHaiku**
View summary

#HaboobHaiku

National and International Media Coverage

- Generated more than **600** media stories
- Coverage included **CNN, MSNBC, Fox News, BBC, NPR, *The New York Times*, *The Washington Post*, *Chicago Tribune***

BBC NEWS

CNN

The New York Times

Be Creative … But Not Snarky

Arizona DOT
@ArizonaDOT

We hear the @AZCardinals drafted a "road grader" with the seventh pick in the #NFLDraft. Excellent selection, guys.

Reply Delete Favorite ••• More

18 RETWEETS

6:09 PM - 25 Apr 13

Arizona DOT @ArizonaDOT 13 Dec

Standing on a corner in **Winslow**, **Arizona**, you might see some of our **snowplows** patrolling I-40 and SR 87. Such a fine sight to see.

Collapse Reply Delete Favorite ••• More

11 RETWEETS 1 FAVORITE

7:30 PM - 13 Dec 12 · Details

Arizona DOT @ArizonaDOT 16 Feb

Near **Whetstone**, on SR 82 and SR 90, traffic is impeded by a team of **mules** pulling a covered wagon. Hope no one dies of typhoid. #OregonTrail

Retweeted by NWS Tucson

Collapse Reply Delete Favorite ••• More

12 RETWEETS 2 FAVORITES

2:20 PM - 16 Feb 13 · Details

Arizona Department of Transportation added a new photo.
April 16 ·

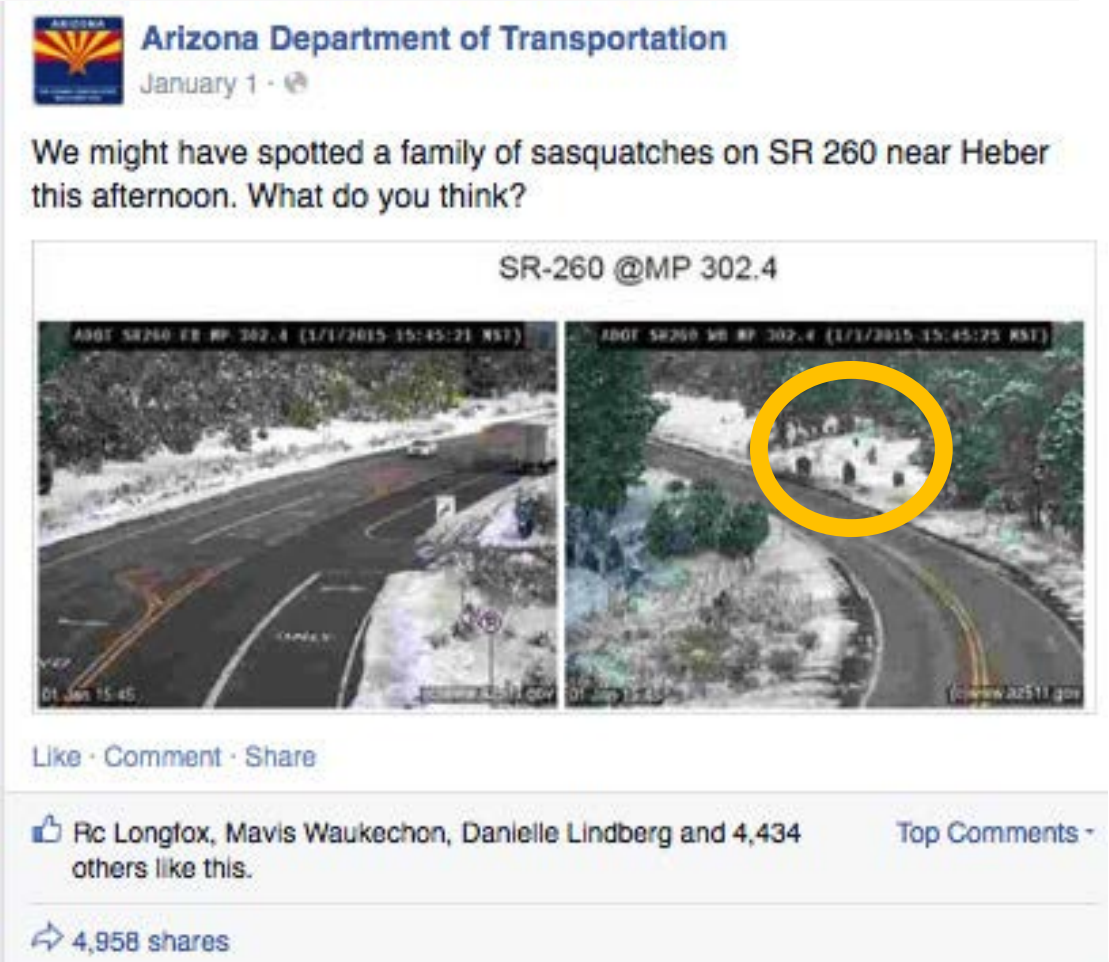
Like · Comment · Share

Andrew Manross, Ernesto Jesús López, Rebecca Tolchin Shevat and 15 others like this.

Rochelle Begay Kyle Nez Bryan Begay
1 · April 17 at 9:32am

Do the Unexpected

Play with sasquatches



Take Chances

When in Doubt, Reference “Star Wars”

Accept Any Messenger

Where in AZ??

ARIZONA
THE GRAND CANYON STATE WELCOMES YOU
Arizona Department of Transportation
@AZDOT
Home
About
Photos
Videos
Likes
Reviews
Events
Posts
Create a Page
Like
Message
Share
More
1 share
Arizona Department of Transportation
September 11 at 3:37pm
It's been a couple of weeks since we've posted a "Where in AZ??" challenge. Let's see if everyone is up for one today!
Can you tell us where this photo was taken?
The correct answer will be posted in the comment section tomorrow.
Like
Comment

Gamification Turned PSA