

MoDOT on Facebook

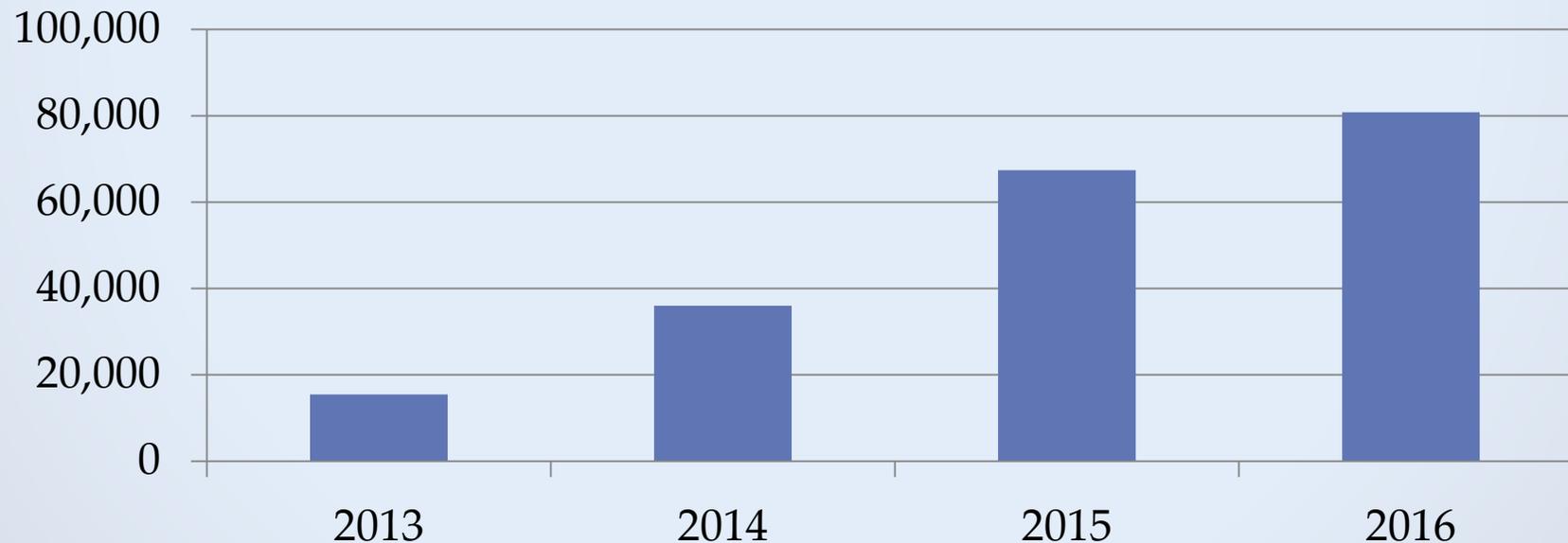
- MoDOT has multiple Facebook accounts including a statewide page, seven district pages and a safety advocacy page called Save MO Lives.
- The general content is the same across the pages, but followers benefit from area specific travel information with this format.





Since 2013, MoDOT has increased the following to the statewide page by over 65,000 followers. Based on Facebook Insights, the page receives a higher number of followers when posts have elements of humor, and when posts provide timely travel delay updates.

Number of Facebook Followers for MoDOT Statewide Page



Using Humor on Facebook

**NOT WATCHING FOR me AND MY PALS?
ASK YOURSELF one QUESTION...**



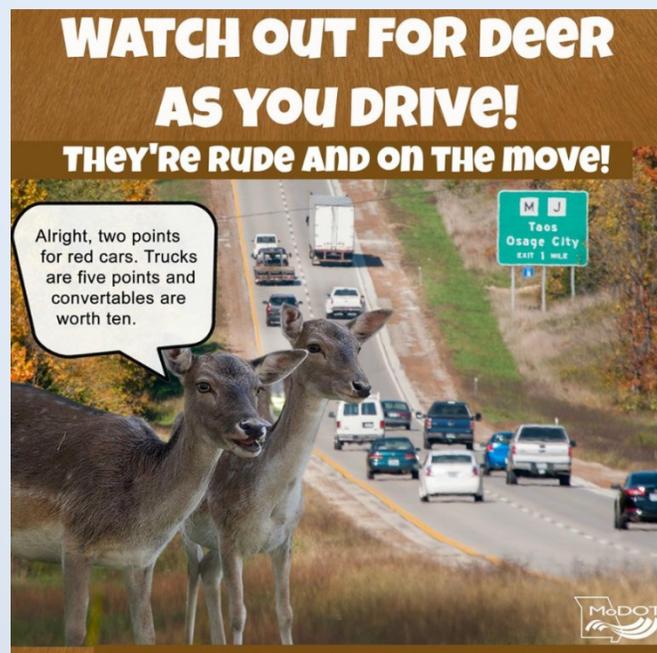
DO I FEEL LUCKY?

2015 Watch For Deer Campaign

Reach: 1,275,500

Engagement: 98,178

- It is social media, so be...social.
 - Meet the tone of your audience and be conversational and add humor where appropriate.
- Look at your company's campaigns and find which topics could easily get the same message across using humor.
 - Not all topics should be made humorous.
 - The humor used should be clean and family friendly



- Using humor on social media can be a great way to get attention, but make sure you are getting it for the right reasons.
 - Posting using a trending topic to promote your message can work great. It can also be risky. Research the trend before using it in a post. Make sure your post won't be disrespectful. If connecting the topic and your message seems like a bit of a stretch, don't do it.
- It is a good idea to show the post to one or two additional people and get their feedback prior to posting.

When to Post

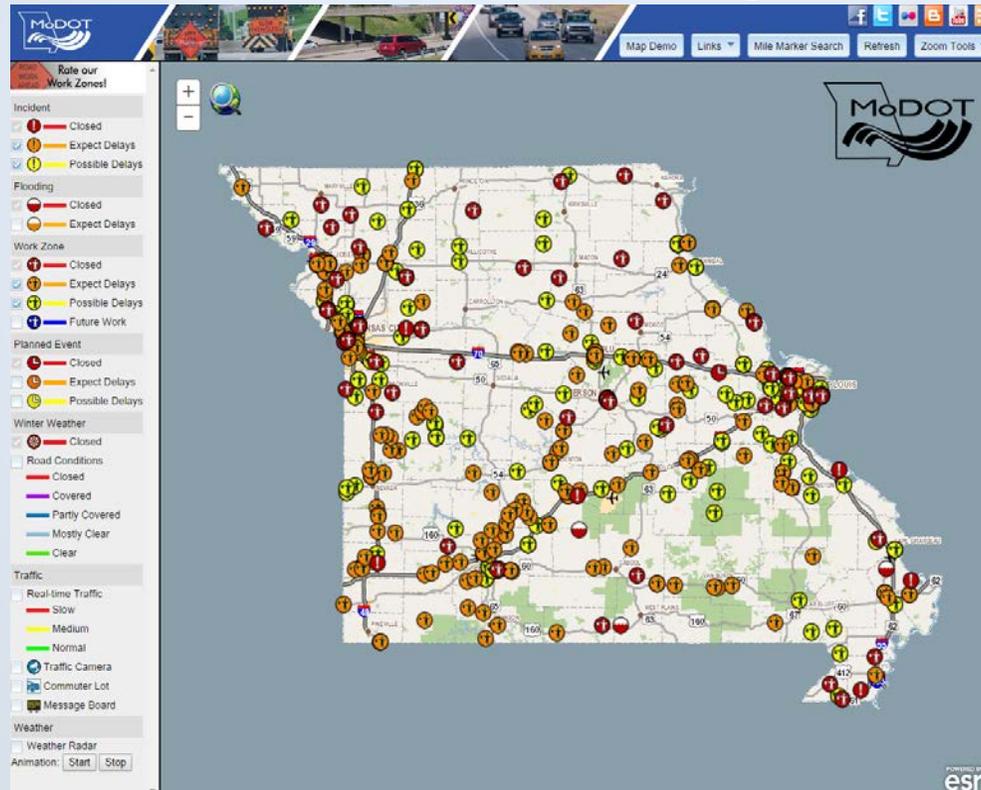
- You don't have to post every day to create an effective presence on social media.
- Find the frequency that makes sense for you and be consistent.
- See when your followers are online and post or schedule your content to post then.



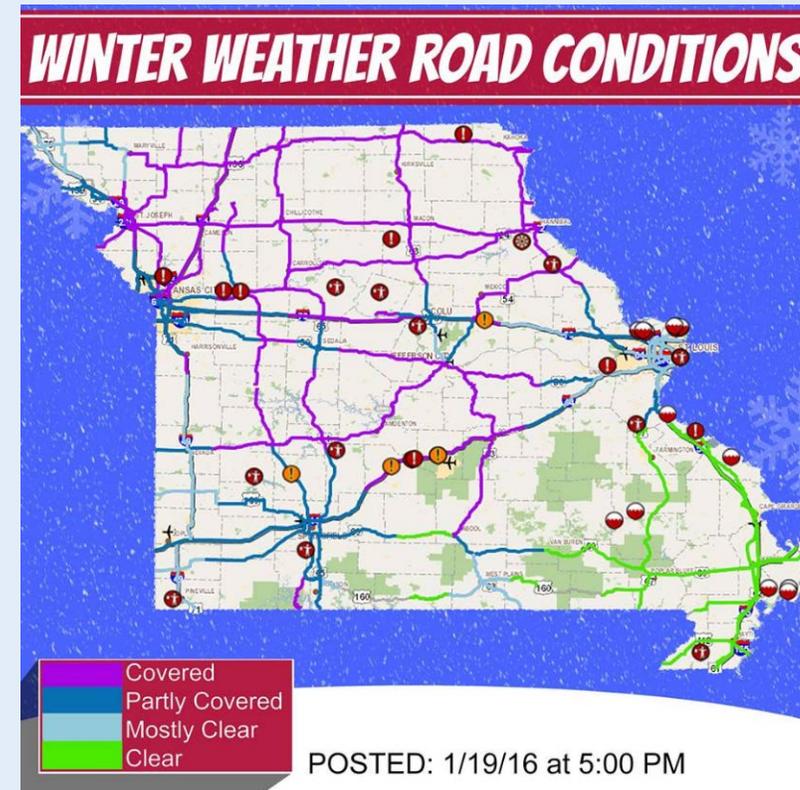
NOTE: In some situations information may need to be reposted several time with constant updates.

- To inform the public about road conditions, MoDOT posts images created using up-to-date information from the MoDOT Traveler Information Map online with a time stamp to let users know when the image was last updated.

Traveler Information Map



Social Media Post



- The images are created from the images of the live Traveler Information Map in an effort to:
 - Further simplify the image for followers to see at a glance while looking in their news feed.
 - Add bright colors to get followers attention.
 - Provide a consistent look and feel for these posts so followers are used to seeing them and know to engage with them.

