



COLORADO

Department of
Transportation

**Be Choosy. Pick a Social Media Strategy that
Works for You!**



The World of Social Media

- Universe is crowded and growing
- Be strategic





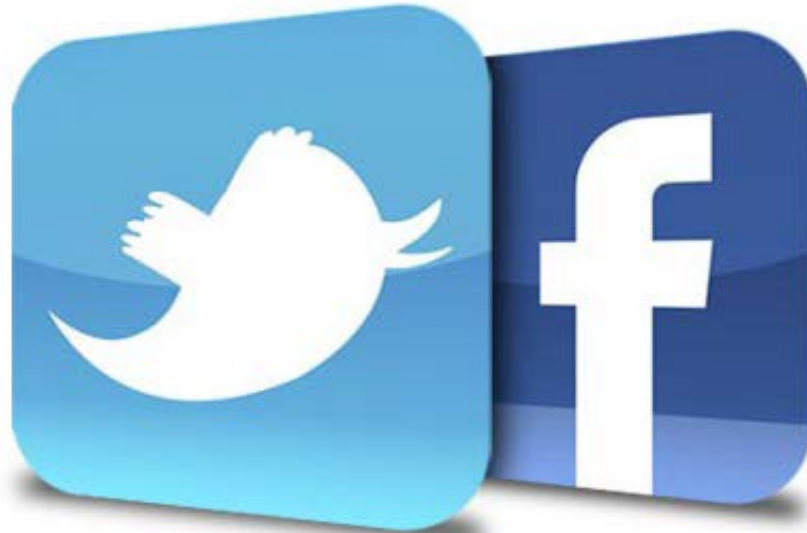
Use Social Media to Enhance Outreach

CDOT uses:

- Grassroots outreach
- Paid media
- Earned media
- Traditional methods (public meetings)
- Out-of-the-box methods (art gallery under a viaduct)
- Videos
- Websites
- And... **Social media**



CDOT's Focus on Facebook and Twitter





Facebook and Twitter

- All projects, programs and initiatives throughout CDOT use one Facebook page and one Twitter handle
 - Controls the message
 - Reduces confusion to the public
 - Controls and strengthens brand identity



Strategic Use of Social Media

- Twitter
 - Shares information people need now
Road closures, weather and construction impacts
- Facebook
 - Shares the personality of CDOT throughout state
 - Ability to engage and respond quickly to customers
 - Incorporated Facebook Live



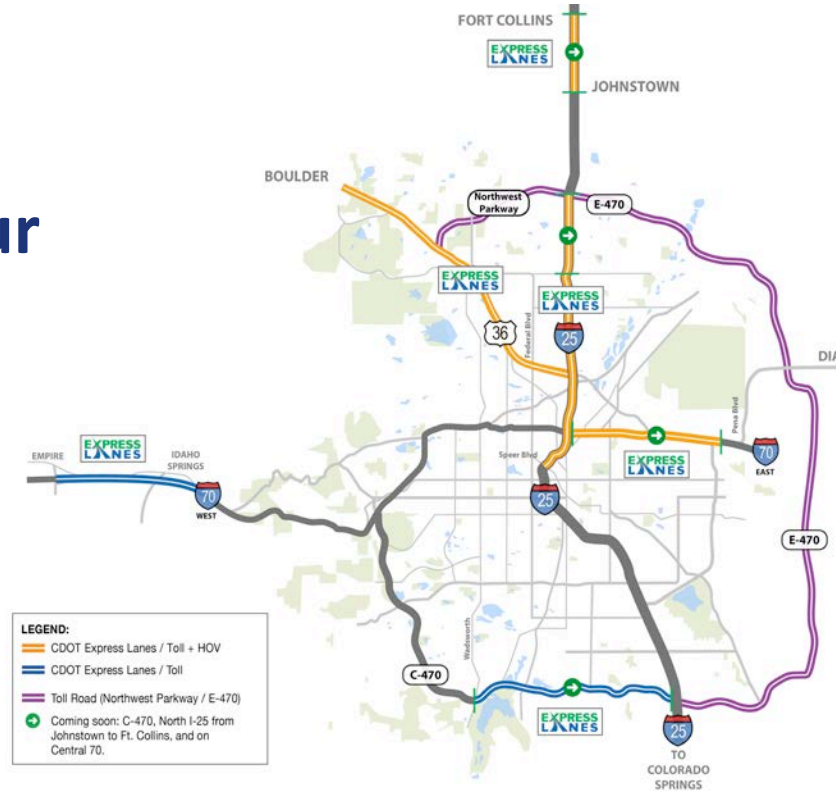
Strategic Use of Social Media

- Facebook Live
 - Introduced CDOT On Air
 - Public Education outreach
 - Monthly topics; ties into other outreach and engagement efforts





How Have We Used FB and Twitter in Our Biggest Year?





HOV 3 – Public Education Campaign

- Goal - Ensure no surprises!
- Used social media to enhance campaign
- Pre-scheduled posts in advance with increasing frequency close to start date.





Express Lanes – Public Education Campaign

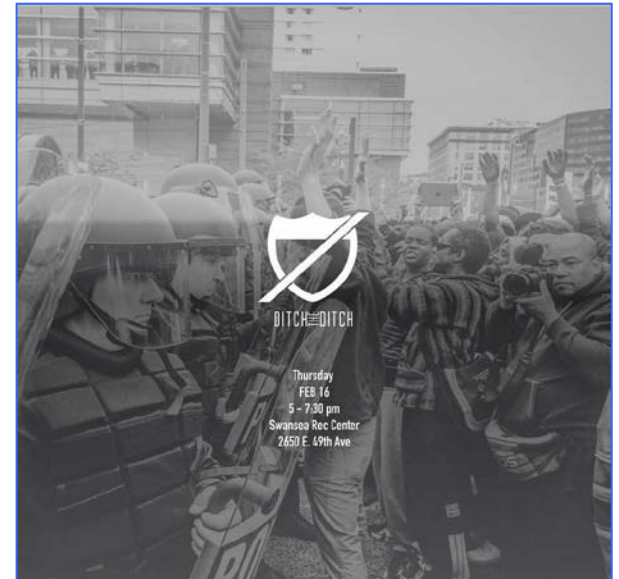
- Shared openings
- Shared successes
- Addressed issues on projects





Central 70 Case Study – Public Engagement

- Opposition group started a closed FB page “Ditch the Ditch”
- Social media helped CDOT prepare
- CDOT closely monitored to know
 - Position
 - Plans for protest
 - Leaders





Central 70 Case Study – Public Engagement

- Strategy was primarily not to engage until it got to a boiling point
- Released video, open letter from CDOT Executive Director on CDOT FB page and posted “meeting expectations” on their page.





**CDOT's Social Media Strategy is to be choosy.
What works for you?**

