

Content is (still) King: Writing for Social



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Engaging the Public through Social Media
Seattle, WA
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WSDOT Social Media Outreach

Twitter

- 5 years
- @wsdot 36,727 followers
- @wsdot_traffic 20,362 followers
- 8 accounts

Flickr

- 6 years
- 20,145 photos
- 10-20,000 views a day
- 21.5 million views

YouTube

- 6 years
- 285 videos
- 3.1 million views
- 485,000 views – Viaduct Earthquake simulation
- 223,000 views – Installing tire chains

Facebook

- 8,100 likes
- Constantly changing environment

3rd largest media market in WA state behind KING 5 and Seattle Times.

- There are people looking for the information you have
- There has never been greater opportunity, in our lifetimes to share information

How do we capture their attention?



How do we choose what to follow/like?

- Interactive. Interesting. Innovative.
- love your voice
- funny helpful like me
- knowledgeable, interactive, local
- provocative, funny, good photos
- relevant local sounders

Why/What do we like?

- Interesting
- Innovative
- Helpful
- Interactive
- Local
- Relevant

Emotional driven content

- “People share emotions, they don’t share facts.”
- “The majority of people use social media to waste time.”

<http://jeremywaite.tumblr.com/post/51674205690/the-80-rules-of-social-media>

Take advantage of conversation starters



Hearing about a loose goose in and out of traffic on WB 520 around Portage Bay. Repeat, a loose goose.

Reply Retweet Favorite More

7
RETWEETS

4
FAVORITES



8:30 AM -



Tara PopCap @TaraPopCap

9 Apr

@wsdot_traffic I take the bus in the morning, but this is still one my my favorite Twitter accounts to watch! Duck, duck, GOOSE! Lol!

Details

Then take
it one
step
further



WSDOT Traffic

@wsdot_traffic



Following

Good news, the Goose was rescued! Here's a look at the drama.

pic.twitter.com/ohoZdt46m7

← Reply ↻ Retweet ★ Favorite ⋮ More



7

RETWEETS

6

FAVORITES



8:35 AM - 9 Apr 13

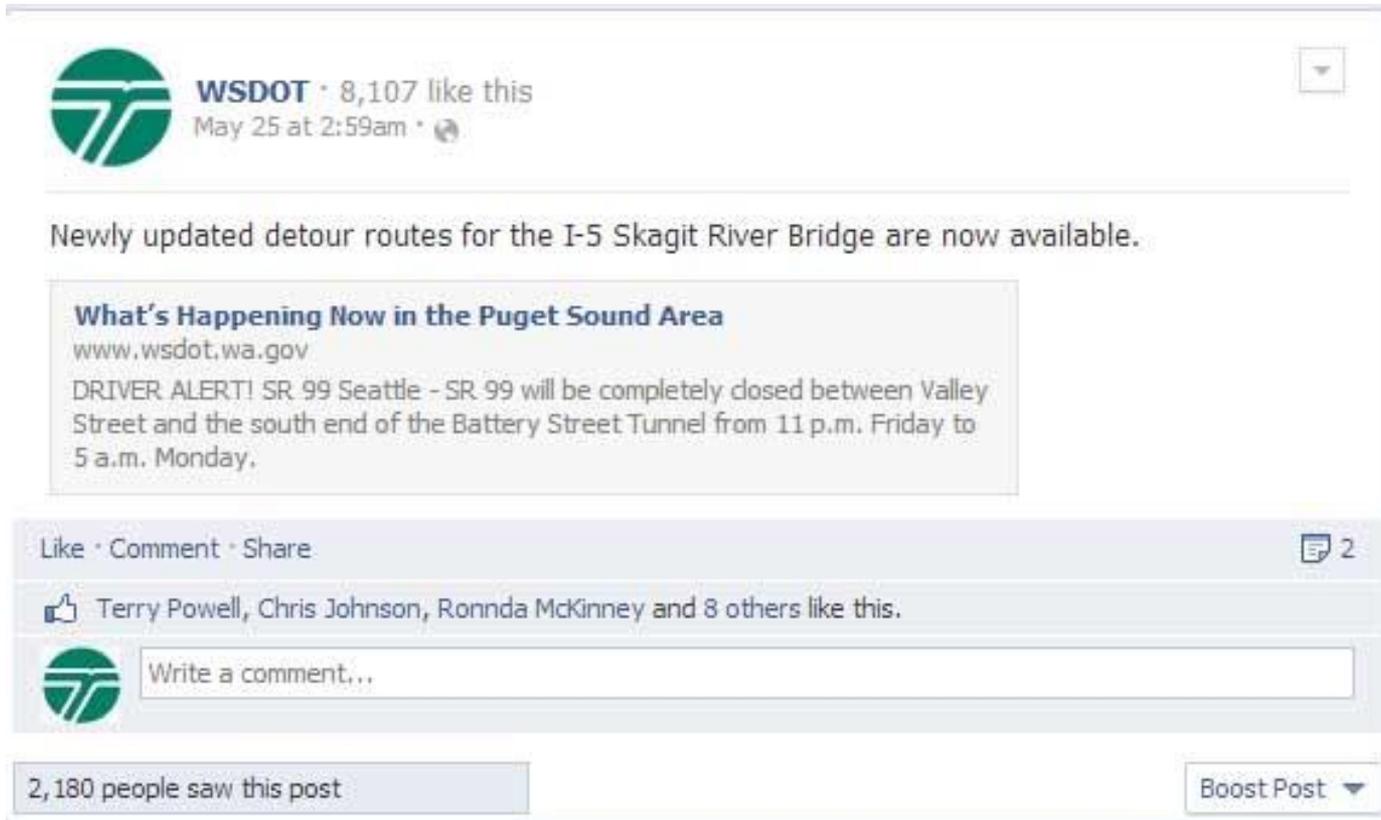
Flag media

If it isn't working

8 shares

8 likes

2,100 people saw this



The image is a screenshot of a Facebook post from the Washington State Department of Transportation (WSDOT). The post is dated May 25 at 2:59am and has 8,107 likes. The main text of the post reads: "Newly updated detour routes for the I-5 Skagit River Bridge are now available." Below this text is a link to "www.wsdot.wa.gov" and a "What's Happening Now in the Puget Sound Area" section. This section contains a "DRIVER ALERT!" stating that SR 99 will be completely closed between Valley Street and the south end of the Battery Street Tunnel from 11 p.m. Friday to 5 a.m. Monday. The post also shows interaction options: "Like · Comment · Share", a comment count of 2, and a list of users who liked the post: Terry Powell, Chris Johnson, Ronnda McKinney, and 8 others. At the bottom, it shows "2,180 people saw this post" and a "Boost Post" button.

 **WSDOT** · 8,107 like this
May 25 at 2:59am · 

Newly updated detour routes for the I-5 Skagit River Bridge are now available.

What's Happening Now in the Puget Sound Area
www.wsdot.wa.gov
DRIVER ALERT! SR 99 Seattle - SR 99 will be completely closed between Valley Street and the south end of the Battery Street Tunnel from 11 p.m. Friday to 5 a.m. Monday.

Like · Comment · Share  2

 Terry Powell, Chris Johnson, Ronnda McKinney and 8 others like this.

 Write a comment...

2,180 people saw this post Boost Post 

...Adapt

907 shares

802 likes

65,000 people saw this

JUST THE GOOD OLE BOYS, NEVER MEANIN' NO HARM...

WSDOT
May 25

As you may have noticed the detour route near the Skagit River keeps changing as we try to make sure people can get past this bridge on roads that weren't meant for as much traffic as we are seeing now. Be sure to check our website before you head out. Expect to add at least an hour to your trip time if you are going that way, or even better plan to stop by one of the local businesses and have lun... See More

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Jenny Aunani, Jiane Stephens, Eric Mende · Top Comments and 802 others like this.

907 shares

Paul Joseph Canniff It would be nice if Amtrak could add capacity in times like this, but it has been cut and cut.
Like · Reply · 5 · May 25 at 9:54am via mobile

WSDOT replied · 5 Replies

Write a comment...

Show that you are paying attention



Washington State DOT

@wsdot



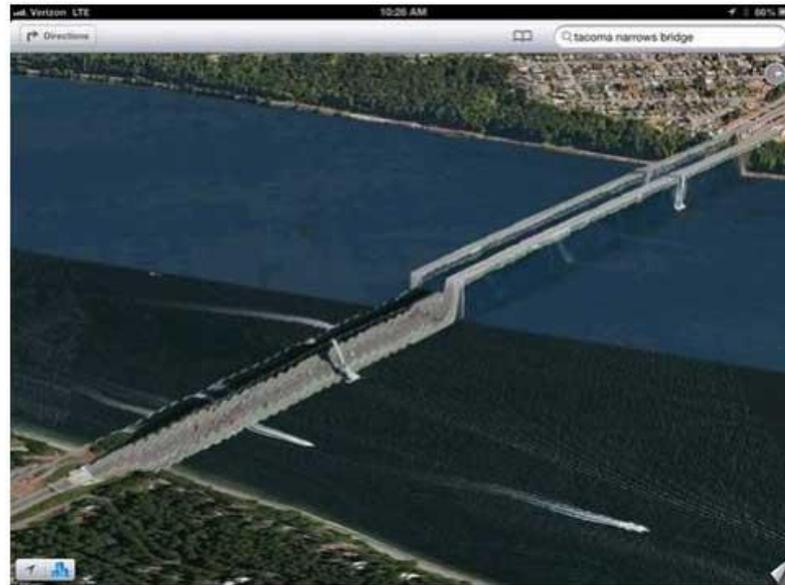
Following

Although #ios6 may say differently, we can assure you that the Tacoma Narrows Bridges have not melted: bit.ly/NF6ccQ

Reply Retweet Favorite More



Tumblr



Oh no, Galloping Gertie is back!

[View on web](#)

705
RETWEETS

118
FAVORITES



12:26 PM - 20 Sep 12

Flag media

...to what is affecting people's lives



WSDOT Traffic

@wsdot_traffic



Following

If you need to catch a game in Oklahoma City the roads to Sea-Tac are clear...Wait, no more games in OKC this season! Too bad!

Reply Retweet Favorite More

649
RETWEETS

248
FAVORITES



9:13 AM - 16 May 13

Your boss won't let you use a meme?



Washington State DOT

@wsdot

Preparing for what could be the most significant snowfall event in Puget Sound for last 30 years, hoping you are too. [#wasnow](#)

[Reply](#) [Delete](#) [★ Favorited](#)

50+

RETWEETS

6

FAVORITES



8:38 AM - 17 Jan 12 via web · [Embed this Tweet](#)

- “Not everybody likes kittens, girl fails, the Harlem Shake or bulldogs on skateboards. Find stories that resonate with your audience.”

<http://jeremywaite.tumblr.com/post/51674205690/the-80-rules-of-social-media>

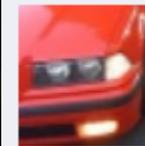
Tell your story with images



Mike Turcott Good call.
January 21 at 7:04am · [Like](#)



Jim Hamre Scary!
January 21 at 9:00am · [Like](#)



Russell Clark HOLY MOTHER!
January 23 at 11:23am · [Like](#)



Sarah Stonehocker Wagner sure glad they closed it cause that ice could have done some major damage to cars and there would have been several wrecks due to it!!!!



Marcia Bostwick-Callison Wow, no wonder they closed it! Those are huge chunks of ice!

But wait, does this tell a story?



Or this?



Content Strategy Principles

- Pay Attention to the Social Zeitgeist
- Provide Value
- Don't be afraid to be clever
- Elicit an Emotional Response

Don't stop at social

- Web
- Search
- Mobile
- Internal

Email from a fan

- Why are you guys so awesome?! Every time I look at the website or hear you on the radio or TV, I think, 'da**! These people have it together!' Especially with the @wsdot_traffic twitter thingamagigie. I don't know twitter, but I get good info from funny-a** people! Keep up the good work, you people RAWK!



Marc Tomik
@marctomik

Following

@chrisguizlo Consistently, @wsdot is clever, informative, and funny.

Reply Retweet Favorited



Kristin Reilly
@Batgirl

Follow

No seriously, one of the best twitter accounts for a seattle-ite is @wsdot_traffic. Info with a large dose of humor. #DoingItRight

Reply Retweet Favorited



@stevevance
Steven Vance

I commend @wsdot for their excellent social media/network & Flickr presence. Great photos! <http://bit.ly/i1wUrb>

1 Dec via bitly Unfavorite Retweet Reply

Now, it's your turn.

Who's willing to hear how to
take their social accounts
further?

Questions or comments?

