Social Media Use by State Departments of Transportation and Other Government Agencies

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Request for Report

As government agencies make increasing use of social media platforms such as Facebook and Twitter, transportation agencies have the opportunity to use these platforms both to interact with customers and to facilitate information sharing among employees.

Agency use of social media requires instituting policies and guidelines that allow shifts in practice to accommodate new technologies. To learn about such policies, WisDOT is planning a peer exchange on the use of social media by state departments of transportation and other transportation-related agencies. To prepare for this meeting, WisDOT sought to identify states with the most experience in social media—to contact them for more information and possibly invite to the peer exchange.

Summary

To identify state transportation agencies with a substantial online presence, we:

- Identified organizations that make the greatest use of Facebook, Twitter, YouTube and blogging.
- Asked communications personnel at these organizations to identify other agencies—transportation related and otherwise—that are leaders in the use of social media.
- Conducted search engine and transportation database searches to gather research, media coverage, policies and guidelines related to the use of social media by state transportation agencies.

The two state transportation organizations making the most use of social media are Washington State Department of Transportation and California Department of Motor Vehicles. We didn't find other DMVs with an active social media presence; but other especially active DOTs include (by order of their social media presence) Missouri, Texas, Michigan, Massachusetts, Virginia, Illinois, Oregon, Minnesota, North Carolina and Rhode Island.

State Transportation Organizations Making Prominent Use of Social Media

The following organizations are presented roughly in order of social media use. Criteria for ranking included:

- Their number of Facebook, Twitter and YouTube followers. (Note that these numbers were recorded on July 12, 2011).
- The use of a blog and other social media, such as smartphone applications, podcasting and Flickr.

Washington State Department of Transportation

- Portal: http://www.wsdot.wa.gov/
- Facebook (2,610 followers): http://www.facebook.com/WSDOT
- Twitter (17,110 followers): http://twitter.com/#!/wsdot
- Blog: http://wsdotblog.blogspot.com/
- YouTube (693 subscribers): http://www.youtube.com/user/wsdot
- Other notable media:
    - Smartphone applications: iPhone
    - Flickr: http://www.flickr.com/photos/wsdot/
    - RSS feeds: http://www.wsdot.wa.gov/news/rss/
    - Slideshare: www.slideshare.net/wsdot
- Guidelines
    - Guidelines and Best Practices for Social Media Use in Washington State, November 2010: http://www.governor.wa.gov/media/guidelines.pdf

More Information

- WSDOT Social Media Usage workshop: http://www.governor.wa.gov/media/WSDOTTwitter.pdf
- Jeremy Bertrand, WSDOT's Social Media Guy: http://www.youtube.com/watch?v=Mc-eXmLPqyA
- WSDOT Social Media Usage presentation, "Using Twitter in an Emergency Situation": http://www.kitsapdem.org/pdfs/WSDOT_Twitter.ppt
- WSDOT and Its Use of Social Media: How is it working and what have we learned: http://www.slideshare.net/wsdot/wsdot-and-its-use-of-social-media-and-lessons-learned
- WSDOT Social Media Communications brochure: http://www.accountability.wa.gov/main/annual_report/reference_docs/DOT_Social_Media_Handout.pdf
- Web 2.0 Tools for Customer Communication: Strategies and Practice at the Washington State Department of Transportation: http://trid.trb.org/view.aspx?id=1090780

Jeremy Bertrand recommends Virginia and Oregon DOTs for their social media presence, and also notes that Texas has ramped up its YouTube efforts.

Contact: Jeremy Bertrand, Web Lead, Communications, Washington State Department of Transportation, (360) 705-7872, bertraj@wsdot.wa.gov.

California Department of Motor Vehicles

- Portal: http://www.dmv.ca.gov/portal/home/dmv.htm
- Facebook (2,118 followers): http://www.facebook.com/CADMV
- Twitter (3,780 followers): http://twitter.com/#!/CA_DMV
- YouTube (7,067 subscribers): http://www.youtube.com/californiadmv
- Blog: http://cadmv.wordpress.com/
- Other notable media:
    - Smartphone applications: iPhone, Android
- State of California IT Policy Letter: Social Media, February 26, 2010. http://www.cio.ca.gov/Government/IT_Policy/pdf/ITPL_10-02_Social_Media.pdf

In 2010, the California DMV instituted a social media pilot program to "establish a business case for and assess the benefit of fully utilizing social networking sites to enhance customer service and open additional communication channels by adapting to customer needs":
- "Social Media Pilot Program" presentation: http://www.aamva.org/2011Events/SpringWorkshop/WorkshopDocs/2011WorkshopPresentations/TuesdayApril5/CASocialMediaPilot.pdf
- Results and lessons learned: http://cadmv.wordpress.com/2011/05/05/dmv-social-media-pilot-program-results/ http://cadmv.wordpress.com/2010/10/07/social-media-project-midpoint-statistics-and-lesson%E2%80%99s-learned-2/.

Jan Mendoza of the California DMV also recommends the California Highway Patrol, California Office of Traffic Safety and CAL FIRE as agencies with good Facebook followings.

Press:
- "Department of Motor Vehicles: An Example of Social Media and Online Success," The Tech Blog, June 9, 2011, http://techblog.ca.gov/?p=1890
- "A Surprising Use of Social Media," Adinfinitum, undated, http://adinfinitumny.com/a-surprising-use-of-social-media/
- "California CIO Issues Use Policy for Facebook, YouTube, Other Social Media," *Government Technology*, February 26, 2010, http://www.govtech.com/e-government/California-CIO-Issues-Use-Policy-for.html
- "DMV Makes Innovative Strides with Social Media," Matadors Money Matters, January 19, 2010, http://matadorsmoneymatters.com/dmv-makes-innovative-strides-with-social-media/

Contact: Jan Mendoza, Office of Public Affairs, California Department of Motor Vehicles, jan.mendoza@dmv.ca.gov.

Missouri Department of Transportation

- Portal: http://www.modot.mo.gov/index.htm
- Facebook (9,496 followers): http://www.facebook.com/MoDOTStatewide
    - Regional Facebook pages: http://www.modot.mo.gov/facebook/index.htm
- Twitter (4,571 followers): http://twitter.com/#!/modot
    - Other feeds: http://www.modot.mo.gov/Twitter/index.htm
- Blog: http://www.modotblog.blogspot.com/
- YouTube (241 subscribers): http://www.youtube.com/modotvideo
    - Channels for regional offices: http://www.modot.org/youtube/
- Other notable media:
    - Podcast: http://www.modot.org/modotpodcast/index.htm
    - Flickr: http://www.modot.org/flickr/
    - Widgets: http://www.modot.org/widgets/index.htm
- Guidelines
    - Social Networking Guidelines for Employees, undated: http://www.lifesaversconference.org/workshophandouts2011/Holloway.pdf

- Proactive Transportation Information (which documents MoDOT social media statistics), April 2011: http://www.modot.mo.gov/about/general_info/documents/Tracker_April11/Chapter17.pdf

Texas Department of Transportation

- Portal: http://www.dot.state.tx.us/public_involvement/social_media.htm
- Facebook (4,346 followers): http://www.facebook.com/TxDOT
- Twitter (6,104 followers): http://twitter.com/#!/TxDOT

- o Other Twitter feeds: http://www.dot.state.tx.us/news/twitter_feeds.htm
- Blog: None found.
- YouTube (151 subscribers): http://www.youtube.com/user/TxDOTpio
- Other notable media:
    - o Podcast: http://www.txdot.gov/public_involvement/podcasts/statewide.htm
    - o Flickr: http://www.flickr.com/photos/txdot

More Information

- Social media policy for other Texas government agencies: http://www.texas.gov/en/about/Pages/social-media-policy.aspx?AspxAutoDetectCookieSupport=1

Press:
- "Texas Department of Transportation—Emergency Communication Moves More Toward Social Media Venue," Old River-Winfree Community News, June 3, 2011, http://orwfd.wordpress.com/2011/06/03/texas-department-of-transportation-emergency-communication-moves-more-toward-social-media-venue/

Michigan Department of Transportation

- Portal: http://www.michigan.gov/mdot/
    - o Links to services: http://www.michigan.gov/mdot/0,1607,7-151--218045--,00.html
- Facebook (2,422 followers): http://www.facebook.com/MichiganDOT?ref=nf
- Twitter (6,191 followers): http://twitter.com/#!/MichiganDOT
- Blog: None found.
- YouTube (216 subscribers): http://www.youtube.com/michigandot
- Guidelines
    - o MDOT Guidelines for Stakeholder Engagement (brief mention of social media), January 2009: http://www.michigan.gov/documents/mdot/MDOT_Guidelines_For_Stakeholder_Engagement_264850_7.pdf

More Information

Barbara Hicks, director of Communications at MDOT, notes that "MDOT has consistently ranked in the top 10 in terms of number of followers among state DOTs with Twitter and Facebook sites and total number of YouTube videos watched on our MDOT YouTube channel."

Hicks also recommends the Michigan Infrastructure and Transportation Association (http://www.facebook.com/pages/Michigan-Infrastructure-Transportation-Association-MITA/294850590617) and the Michigan Secretary of State (http://www.facebook.com/MichiganSoS, http://twitter.com/#!/michsos, http://www.youtube.com/michsosoffice).

Press:
- "MDOT Uses Social Media to Connect with Motorists," Michigan Public Media, June 26, 2010, http://www.publicbroadcasting.net/michigan/news.newsmain/article/1/0/1667789/Michigan.News/MDOT.Uses.Social.Media.to.Connect.With.Motorists

Contact: Barbara Hicks, director, Communications, Michigan Department of Transportation, (517) 719-4009, hicksb3@michigan.gov.

Massachusetts Department of Transportation

- Portal: http://www.massdot.state.ma.us/main/MassDOTSocialMedia.aspx
- Facebook (48 followers, inactive): http://www.facebook.com/pages/MassDOT/110590692302786
- Twitter (7,792 followers): http://twitter.com/#!/massdot
- Blog: http://transportation.blog.state.ma.us/blog/
- YouTube (75 subscribers): http://www.youtube.com/user/youmovemass

- Other notable media:
    - Flickr: http://www.flickr.com/photos/massdot
    - MassDOT Developers Page: http://www.eot.state.ma.us/developers/
        - Third-party applications developed using MassDOT data: http://www.massdotdevelopersconference09.com/applications
- Guidelines
    - Massachusetts Social Media Guidance and Best Practices, 2011: http://www.mass.gov/?pageID=afsubtopic&L=6&L0=Home&L1=Research+%26+Technology&L2=Information+Technology+Services+%26+Support&L3=Application+Services&L4=Mass.Gov&L5=Social+Media+Guidance+%26+Best+Practices&sid=Eoaf

Virginia Department of Transportation

- Portal: http://www.virginiadot.org/newsroom/social_media.asp
- Facebook (1,644 followers): http://www.facebook.com/VirginiaDOT
- Twitter (4,626 followers): http://twitter.com/#!/vadot
    - More Twitter feeds: http://www.511virginia.org/twitter.aspx?r=1, http://www.virginiadot.org/newsroom/vdot_twitter_feeds.asp.
- Blog: None found.
- YouTube (268 subscribers): http://www.youtube.com/vdotweb
- Other notable media:
    - Flickr: http://www.flickr.com/photos/vadot
    - RSS feeds: http://www.virginiadot.org/newsroom/subscribe_to_rss.asp

Illinois Department of Transportation

- Portal: http://www.dot.state.il.us/
- Facebook (2,145 followers): http://www.facebook.com/IllinoisDepartmentofTransportation
- Twitter (3,226 followers): http://twitter.com/#!/IDOT_Illinois
- Blog: None found.
- YouTube (41 subscribers): http://www.youtube.com/user/IllinoisDOT

More Information

Paris Ervin, deputy director of Communications at IDOT, recommends the following organizations for their social media presence:
- Within Illinois:
    - Illinois Arts Council (http://www.arts.illinois.gov/)
    - Illinois Emergency Management Agency (http://www.state.il.us/iema/)
    - University of Illinois Springfield (http://www.uis.edu/)
- DOTs:
    - Georgia (http://www.dot.state.ga.us/Pages/default.aspx)
    - North Carolina (http://www.ncdot.org/)
    - Michigan (http://www.michigan.gov/mdot/)
- Nationally:
    - FEMA (http://www.fema.gov/)
    - USDOT (http://www.dot.gov/), particularly *FastLane*, the official blog of Secretary of Transportation Ray LaHood (http://fastlane.dot.gov/)

Contact: Paris Ervin, deputy director, Communications, Illinois Department of Transportation, paris.ervin@illinois.gov.

Oregon Department of Transportation

- Portal: http://www.oregon.gov/ODOT/social_media.shtml
- Facebook (450 followers): http://www.facebook.com/OregonDOT?ref=ts
- Twitter (4,319 followers): http://twitter.com/#!/oregondot
- Blog (specific to Willamette River Bridge Project): http://willametteriverbridge.blogspot.com/
- YouTube (134 subscribers): http://www.youtube.com/OregonDOT
- Other notable media:
    - Flickr: http://www.flickr.com/photos/oregondot/
- Guidelines
    - ODOT Stakeholder Involvement Best Practice Report, March 28, 2011: http://www.oregon.gov/ODOT/TD/TP/docs/publications/BestPractices.pdf?ga=t
    - Oregon Social Networking Media State Guidelines, August 2010: http://oregon.gov/DAS/EISPD/EGOV/BOARD/docs/social_networking_guide_v2.pdf
    - Oregon Social Networking Guide—Social Media, February 3, 2010: http://oregon.gov/DAS/EISPD/EGOV/BOARD/social_networking_guide/social_media.shtml

More Information

- Presentation on ODOT Social Networking Tools: www.oregon.gov/ODOT/CS/ISB/docs/Hotdocs2010/3rdQuarter/ODOT_Social_Networking_Tools.ppt

Minnesota Department of Transportation

- Portal: http://www.dot.state.mn.us/
- Facebook (2,017 followers): http://www.facebook.com/mndot?sk=info
- Twitter (2,814 followers): http://twitter.com/#!/mndottraffic
    - Other feeds: http://www.dot.state.mn.us/socialmedia/twitter.html
- Blog: None found.
- YouTube (37 subscribers): http://www.youtube.com/user/rfilipczak#p/a
- Guidelines
    - Mn/DOT Expectations for Social Media Use, January 2011: http://www.ttap.colostate.edu/downloads/clearinghouse/MNDOT_FINAL.pdf
    - Mn/DOT Social Media Policy, January 3, 2011: http://www.ttap.colostate.edu/downloads/clearinghouse/MNDOT_SOCIAL.pdf

North Carolina Department of Transportation

- Portal: http://www.ncdot.org/
- Facebook:
    - 511 (436 followers): http://www.facebook.com/pages/North-Carolina-Department-of-Transportations-Traveler-Information-Programs/44545158699
    - Gene Conti, Secretary of North Carolina Department of Transportation (984 followers): http://www.facebook.com/pages/Gene-Conti-Secretary-of-NC-Department-of-Transportation/96402146984
- Twitter (4,065 followers): http://twitter.com/#!/ncdot
    - Other Twitter feeds: http://www.ncdot.org/travel/twitter/
- Blog: http://ncdotnow.blogspot.com/
- YouTube (154 subscribers): http://www.youtube.com/ncdotcommunications
- Other notable media:
    - Flickr: http://www.flickr.com/photos/ncdot
    - RSS feeds: http://www.ncdot.org/newsroom/feeds/
- Guidelines
    - Best Practices for Social Media Usage in North Carolina, December 2009: http://www.records.ncdcr.gov/guides/best_practices_socialmedia_usage_20091217.pdf

<u>More Information</u>

- Using Social Media to Inform North Carolina's I-95 Corridor Plan: http://itre.ncsu.edu/cte/EEConference/sessions/documents/17-1_Schell-Brooks.pdf

Press:
- "DOT Marks Milestone on Twitter," The Pilot, July 8, 2011, http://www.thepilot.com/news/2011/jul/08/dot-marks-milestone-twitter/
- "State will Use Social Media During Hurricane Season," Town of Matthews, North Carolina, August 11, 2010, http://www.matthewsnc.com/AboutMatthews/News/tabid/126/articleType/ArticleView/articleId/115/State-Will-Use-Social-Media-During-Hurricane-Season.aspx

Rhode Island Department of Transportation

- Portal: http://www.dot.state.ri.us/
    - Links to social media: http://www.ghsa.org/html/projects/showcase/ri.1.html
- Facebook (491 followers): http://www.facebook.com/RIDOTNews
- Twitter (1,963 followers): http://twitter.com/#!/RIDOTnews
- Blog: http://ridotnews.blogspot.com/
- YouTube (38 subscribers): http://www.youtube.com/user/RIDOTwebmaster
- Other notable media:
    - MySpace: http://www.myspace.com/446120806

<u>More Information</u>

- RIDOT social media use during 2010 flood: http://www.ri.gov/DOT/press/view.php?id=11176

Other Notable Twitter and Facebook Use by State DOTs

- District Department of Transportation, Washington, D.C.: http://twitter.com/#!/DDOTDC (7,453 followers), http://www.facebook.com/DDOTDC (1,212 followers)
- Arkansas State Highway and Transportation Department: http://twitter.com/#!/ahtd (4,587 followers), http://www.facebook.com/pages/Arkansas-State-Highway-and-Transportation-Department/105564419478255 (1,910 followers)
- Iowa Department of Transportation: http://twitter.com/#!/iowadot (3,977 followers)
- Delaware Department of Transportation: http://twitter.com/#!/delawaredot (1,610 followers)
- Other DOTs with Twitter followers in the thousands: Nevada, Utah, New York City, Oklahoma

Other Facebook Use by State DOTs

- Followers in the hundreds: Arizona, Delaware, Georgia, Kansas, Mississippi, Montana, North Dakota, Tennessee, Utah
- Less than 100 followers: Alabama, Alaska, Connecticut, Delaware, Florida, Hawaii, Indiana, Iowa, Maryland, Nevada, New York, Oklahoma, Pennsylvania, South Carolina, West Virginia, Wisconsin

Social Media Use by Other State and Federal Agencies

Examples of Guidelines by Other State and Federal Agencies

- State of Utah Social Media Guidelines, September 29, 2009: http://www.thetransitwire.com/wp-content/uploads/2009/11/utah-social-media-guidelines.pdf
- City of Seattle Blogging Policy: http://www.seattle.gov/pan/BloggingPolicy.htm
- Guidelines for Secure Use of Social Media by Federal Departments and Agencies, CIO Council, September 2009: http://www.cio.gov/Documents/Guidelines_for_Secure_Use_Social_Media_v01-0.pdf
- FHWA Social Media/Web 2.0 Management: http://www.fhwa.dot.gov/legsregs/directives/orders/137014.htm

- List of public and private sector social media policies:
  http://govsocmed.pbworks.com/w/page/15060450/Web-2-0-Governance-Policies-and-Best-Practices
- Transportation Research Board Strategic Approaches to Developing a Social Networking Page (guidelines for standing committees that are evaluating social media tools)
  http://onlinepubs.trb.org/onlinepubs/dva/ccc/TRBSocialNetworkingGuidance.pdf

Examples of Social Media Use by Other State and Federal Agencies

- Connecticut: http://www.ct.gov/ctportal/cwp/view.asp?a=4032&Q=471518&ctportalPNavCtr=|
- Delaware: http://delaware.gov/topics/socialmedia
- Maine: http://www.maine.gov/portal/social/
- Rhode Island: http://www.ri.gov/socialmedia/
- The Social Media Presence of All 56 State Arts Agencies: http://www.clydefitchreport.com/2011/03/the-social-media-presence-of-all-56-state-arts-agencies-updated/
- Examples of Federal Agencies Using Social Media and Web 2.0:
  http://www.scribd.com/doc/10042568/Examples-of-Federal-Agencies-Using-Social-Media-and-Web-20-;
  and an article about the use of social media by federal agencies:
  http://www.briansolis.com/2011/01/government-social-media-five-questions-for-2011/
- The Status of e-Government and Social Networking in the Empire State:
  http://www.cio.ny.gov/assets/documents/EGovReport.pdf
- "State Agencies Finding Friends on Facebook," an article about the use of social media by Maryland state agencies: http://thedailyrecord.com/2010/12/13/state-agencies-finding-friends-on-facebook/
- "New York Department of Labor Wins Empire 2.0 Showcase Agency of the Year Award,"
  http://www.cio.ny.gov/press/News/092310-Empire2-ShowcaseAgency.htm
- "How Social Media is Changing Government Agencies," http://mashable.com/2010/05/19/government-agencies-social-media/

Related Research and Resources

Using Social Media in Public Organizations: Promising Practices from North Carolina's Parks and Recreation Departments, Ashley Anne Barriga, University of North Carolina at Chapel Hill, February 2011.
http://www.mpa.unc.edu/students/documents/AshleyBarriga.pdf
From the abstract: This paper explores how governmental agencies use social media, specifically Facebook and Twitter, to present information, facilitate conversation and receive feedback. Seventy-four of the 231 County and Municipal Parks and Recreation (P&R) Departments in North Carolina have a Facebook and/or Twitter account, each of which is managed uniquely. Despite these differences, the following recommendations can help organizations manage social sites: (1) create the appropriate account early, (2) use the site to its fullest capacity, (3) identify and establish roles and responsibilities and (4) plan for, monitor and evaluate the site. By understanding the social media trend and following these measures, local governments can take control of social media, rather than letting the individual site or the trend manage the organization.

Engaging the Public in Open Government: Social Media Technology and Policy for Government Transparency, University of Maryland, August 2010.
http://www.tmsp.umd.edu/TMSPreports_files/6.IEEE-Computer-TMSP-Government-Bertot-100817pdf.pdf
From the abstract: This document provides a selected overview of key issues, questions, and best practice government initiatives regarding social media technologies. Focusing primarily on Federal government efforts, this paper examines national efforts as an example of the ways in which governments are using social media to create transparency, potential benefits of these efforts, challenges such efforts encounter, and realism of the expectations of these efforts.

Current Uses of Web 2.0 Applications in Transportation, FHWA, March 2010.
http://www.gis.fhwa.dot.gov/documents/web20report/web20report.htm
This document includes social media (or "Web 2.0") case studies for Massachusetts, Mississippi, Missouri, North Carolina, Rhode Island, Texas and Washington. It identifies best practices, benefits, challenges and lessons learned in the use of these technologies. It also describes the participating transportation agencies' decision-making processes regarding the implementation and management of social media applications. Observations made in the

case studies are expected to support transportation officials in their efforts to consider the pros and cons of social media use as well as to determine how social media tools might be best used. Appendix A includes contact information for social media interviewees. Appendix B includes a matrix assessing the number of social media outlets in which state DOTs are involved and confirms the findings of this document that Washington and Missouri are by far the leading representatives of social media use by state DOTs.

State Departments of Transportation Lead the Way Using New Media, AASHTO, February 2010.
http://www.transportation.org/sites/publicaffairs/docs/New_Media_Research_Brief.pdf
This document briefly describes the results of an AASHTO survey on social media use by state DOTs. Of 31 responding states and the District of Columbia, 81 percent said they used Twitter, 45 percent have an active Facebook page, and 64 percent have a YouTube channel.

Friends, Followers, and Feeds: A National Survey of Social Media Use in State Government, NASCIO, 2010.
http://www.nascio.org/publications/documents/NASCIO-SocialMedia.pdf
From the abstract: During July and August of 2010, NASCIO's Social Media Working Group implemented a survey of social media adoption by state governments to clarify existing use of social media by states, capture best practices, and extend knowledge of how the tools are being deployed in state governments across the country. The survey examined adoption trends, current applications and expectations of social media technologies, the extent to which implementation is governed by formal policies or individual agency initiative, and perceptions of risk associated with social media tool use.

What's the Worst That Can Happen? How to Stop Worrying and Love Social Media, Transportation Research Board 90th Annual Meeting, 2011.
Abstract at: http://trid.trb.org/view.aspx?id=1092209
From the abstract: This paper identifies some of the issues that keep some organizations from getting started with social media. These may include concerns about: (1) technical requirements; (2) digital divide and accessibility; (3) staff management; (4) controlling the conversation; (5) record-keeping requirements; and (6) cyber-security. These concerns are examined and strategies are presented, based largely on the experience of other transportation organizations. Examples include social media posts drawn from agency websites on Facebook, Twitter, and YouTube.

"Planning for an Organization's Social Media Debut," *TR News*, Issue 271, November 2010.
Abstract at: http://trid.trb.org/view.aspx?id=1090793
From the abstract: Social media tools can bring organizations closer to the public and to partners. A preliminary investment of time is required to set goals, identify the target audience, and acquire the necessary resources to execute the plan with success. An organization seeking to apply social media tools for public outreach should first answer three questions: (1) Why use a social media tool? (2) Who is the intended audience? (3) What is the plan for using a social media tool?

"Friending Transit: How Public Transit Agencies are Using Social Media to Expand Their Reach and Improve Their Image," *Mass Transit*, 2010: 32-37.
Abstract at: http://trid.trb.org/view.aspx?id=913607
From the abstract: With only 13 percent of Americans buying a daily paper, public transit agencies are depending more and more on social media to reach current and potential riders. This author says the benefits of using social media include the ability to: communicate directly, without relying on reporters; communicate in real time, such as tweeting riders when delays occur; create an interactive dialogue with customers and others; and cut costs associated with traditional forms of advertising. The author explains how Bay Area Rapid Transit (BART) has adopted Twitter, and points out the importance of having somebody with the ability to commit the time to write updates and respond to messages. Other transit agencies like Houston Metro have committed to a regular interactive blog, while the Greater Bridgeport Transit System uses Facebook.

"Using New Media Strategies—Web 2.0 and Social Networking Sites for TDM Programs," Jessica Horne, Frank Mongioi, *TDM Review*, Vol. 17, Issue 3, 2010: 18-20.
http://data.memberclicks.com/site/asct/TDM_Review_Summer_2010.pdf
This article outlines the use of the Internet and social networking sites to market Transportation Demand Management (TDM) campaigns. The authors describe the use of Social Networking Sites (SNS) for marketing campaigns, focusing on new technologies including YouTube, Facebook, Blogger.com, and Twitter. These new

media and social networking tools can help to maintain a constant dialogue with the TDM audience and to attract new partners or fans through viral techniques. The authors describe the Clean Air NY TDM program and how it used SNS, and then outline the basic components of each of the most successful SNS platforms for TDM, including Facebook, YouTube, Twitter, blogging, text messaging and downloadable widgets. A final section explains how to integrate these new technologies into an overall TDM marketing strategy.

Routes to New Networks: A Guide to Social Media for the Public Transportation Industry, Florida Department of Transportation, November 2009.
http://www.dot.state.fl.us/research-center/Completed_Proj/Summary_PTO/FDOT_BD549-53_guidebook.pdf
This guidebook presents a broad overview of the most common social media tools, including everything from blogs and micro-blogs (Twitter) to networking sites (Facebook, Myspace, LinkdIn) and video sharing (YouTube). Specific online applications have been highlighted that present the highest value and use for the transportation industry.