REACHING OUT

PennDOT Safety Administration's Use of Social Media

Jan McKnight
Community Relations Coordinator
Leadership Directive

- Government should be **Transparent**
- Government should be **Participatory**
- Government should be **Collaborative**

---Barack Obama

*President’s Memo to Agencies*
*January 21, 2009*
Specific Government Applications of Social Media

• Outreach, education, training
• Public input to surface issues and help solve them
• Emergency news and announcements. Real time reporting from public. Civil society helping government.
• Recruitment
• Event announcements
• Correct mis-information. Authoritative source.
Social Media Is...

- Content
- Communication
- Commitment
We’re In!

Joined Facebook
August 9, 2012
Darcy Russen Deakin

ARE YOU PEOPLE IDIOTS OR WHAT?! YOU ARE GOING TO INSPECT A BRIDGE THAT IS A DETOUR OF THE CLOSING OF THE AMBRIDGE BRIDGE?!?!?!?! HAVE YOU BRAINS! HONESTLY, NO WONDER THE COUNTRY IS IN THE MESS IT IS IN. NO ONE HAS ANY SENSE, COMMON OR OTHERWISE!

Like · Comment · June 6 at 5:35pm

Pennsylvania Department of Transportation (PennDOT) We are reaching out to our regional office for more information.

June 7 at 1:20pm · Like
Choosing Content: What to Say?

- Mission: Reinforce Commitment
- Law: Important Changes
- News: Closures, Service Updates, Events
Mission

Pennsylvania Department of Transportation (PennDOT)
April 30

Let first responders know what you need even if you can’t tell them. Participate in the free Online Emergency Information Contact and Yellow Dot programs. Visit http://www.dmv.state.pa.us/ for more info.

Upload Emergency Contact Information
Do you obey the Steer Clear Law? If emergency personnel are on the side of the road for an incident, you must move at least 1 lane away, or slow down if you can’t get over.

254 people like this.

View 42 more comments

**Dave Ewbank** Yes i do both because i am also a FireFighter..
June 4 at 7:48pm · Like

**Moe Timcoe** Raised in a tow truck, always have, even before the 'laws'!!
June 5 at 7:48am · Like · 1
Pennsylvania Department of Transportation (PennDOT)
16 minutes ago

Our Driver License/Vehicle Call Center at 1-800-932-4600 is currently experiencing technical issues. Repairs are underway. We apologize for any inconvenience. Information on Driver and Vehicle services available at www.dmv.state.pa.us.

Like · Comment · Share

5 people like this.

Write a comment...
Sabrina Haffert Musser

Driver services are not available online. Does anyone know if it will be a few hours or a day?

Like · Comment · Thursday at 11:53am

Pennsylvania Department of Transportation (PennDOT) We did experience a temporary outage on the website but it is now restored. We apologize for the inconvenience.

Thursday at 3:50pm · Like

Sabrina Haffert Musser Thank you. I will get online.

Thursday at 4:45pm via mobile · Like
Tim Bo Lee
Hi, I have a question about car event recorder (c-EDA). I currently live in state college, is it allowed to put an EDA in my car? I barely see people have EDA here.

Thanks.

Like · Comment · June 17 at 9:53pm near Tienmu, Taipei

Pennsylvania Department of Transportation (PennDOT)
PennDOT does not regulate car event recorders. We are not aware of any regulations governing their use.

June 18 at 12:58pm · Like

Tim Bo Lee Thank you.

June 18 at 1:02pm via mobile · Like
Specific Driver Info Request

Austin Luke Succa

Why do you guys lose or "not get" all the paperwork I send to you? I'm just trying to get my license bac

Like · Comment · Wednesday at 2:17pm near Carlisle

Pennsylvania Department of Transportation (PennDOT) If you have a question about your personal information, please contact us directly at ra-penndotpress@pa.gov.

Thursday at 8:45am · Like
Handling Specific Driver Info Requests

• Customer provided with email address directly to Central Office
• Customer was escalated within the Bureau and handled the day after the post
• Commitment
Complaint

George Bennett

- I went to penn dot to ask when I'm able to get my licence back (which was supposed to be in a few months) and the gentleman at the counter sayd "sorry to inform you, your suspension never started!!" … Come on.. I have a daughter to take care of and work everyday of my life, what can we do about this?? Please contact me at xxxx so we can talk further with this matter; thanks.
Handling The Complaint

- Customer was escalated within the Bureau and handled the day after the post
- Social Media is Immediate Media
- Commitment
At the heart of Twitter are small bursts of information called Tweets. Each Tweet is 140 characters long, but don’t let the small size fool you—you can discover a lot in a little space.

--2013 Twitter
Twitter

PennDOT
@PennDOTNews
Official PennDOT account. We provide a safe intermodal transportation system that attracts businesses and residents and stimulates Pennsylvania's economy.
dot.state.pa.us

7,085 TWEETS  412 FOLLOWING  11,857 FOLLOWER
PennDOT @PennDOTNews

We apologize for the temporary service outage at dmv.pa.us.
Please Close/Restart your internet browser and try your transaction

Expand
PennDOT @PennDOTNews
Driving privilege suspended? Use online service for steps to take to restore driving privilege, pay restoration fee - tinyurl.com/27ksw84

PennDOT @PennDOTNews
Use your zip code or county to search for a PennDOT location near you. Visit the Locations Information Center at dmv.state.pa.us
PennDOT @PennDOTNews

A rainy day driving means your headlights MUST be on when your wipers are. It's #safety and it's the #law.
Steph Mathews @steph_matthews5
@PennDOTNews thanks for not sending me my registration renewal. I got pulled over. Kinda depend on those letters to come in mail. #grrr
Expand

PennDOT @PennDOTNews
@steph_matthews5 Please email ra-penndotpress@pa.gov with your contact information and we'll be happy to look into it.
Handling Specific Driver Info Requests

- Customer provided with email address directly to Central Office.
- Customer was escalated within the Bureau and handled the day after the post.
- Commitment.
YouTube

Founded in February 2005, YouTube allows billions of people to discover, watch and share originally-created videos.

--2103 You Tube
Donate Life -- Organ Donation Myths and Facts in Pennsylvania

15 views

This video plays in 20 Pennsylvania Drivers License Centers to help dispel common myths and misconceptions about organ and tissue donation. Register today to be an organ and tissue donor at donateLifepa.org.
You Tube

- Multimedia makes compelling content
- New audiences
- Public outreach
- Education and training
- How To videos & audios to improve service & achieve mission
- Cost savings
Mission

PennsylvaniaDOT uploaded a video 1 month ago

Experienced/Advanced Rider Course -- Live Free Ride Alive

227 views

This video describes Rider Course 2, which picks up from the basic course, offering more experienced riders safety and technical guidance for low-risk, on-bike motorcycling. Like the basic course, this is a free training c...
Social Media Saves The Day
654,589 Followers
I have a problem. My dad, a vet, won't be allowed to vote in Pa. because he does not drive, he is elderly, and can't prove his citizenship.
BooYah!

Jim Cramer @jimcramer

@PennDot read my Tweet and came directly to the rescue of Pop and did so in a terrific way so he can vote. Thank you Penndot!
Pa.’s new voter ID law sends non-drivers on a bureaucratic journey
By Ann Gerhart, Published: September 16, 2012

Perhaps 100,000 registered voters lack the right ID, although no one knows for sure; estimates have ranged from 1 to 11 percent of 8.3 million registered voters. Through Sept. 11, the state had issued 7,548 of the free non-driver IDs for voting, said PennDOT spokeswoman Jan McKnight, and 579 of the cards of last resort, 343 of those in Philadelphia — and one of those facilitated by McKnight herself, to the father of Jim Cramer, after the CNBC host complained via Twitter last Wednesday that his dad couldn’t get ID.
Opponents of Pennsylvania's voter ID law seemed to have gained a powerful new ally on Tuesday: CNBC's Jim Cramer.

The indefatigable stock market advice program host tweeted, "I have a problem. My dad, a vet, won't be allowed to vote in Pa. because he does not drive, he is elderly, and can't prove his citizenship."

But within hours, Cramer had the problem solved and said he never meant for the law to be a "political issue."

"PennDot read my Tweet and came directly to the rescue of Pop and did so in a terrific way so he can vote.. Thank you Penndot!" he wrote on Twitter. Cramer declined The Huffington Post's request for an interview though a representative.
REACHING OUT

“You are what you share.”

-- Charles Leadbeater

We Think, The Power of Mass creativity

“Communication is the real work of leadership.”

-- Nitin Nohria

Dean: Harvard Business School