

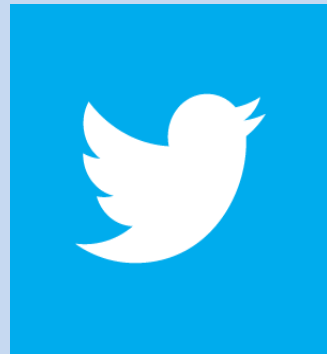


REACHING OUT

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



Dover, DE | July 13-18



Pennsylvania Department of Transportation (PennDOT)

19,811 likes · 1,363 talking about this

✓ Liked

Message * ▾

Government Organization
Pennsylvania Department of Transportation



👍 **19,811**

PennDOT Near Yo
PennDOT employs m
than 12,000 people
responsible for maint

About – Suggest an Edit

Photos

Likes

Notes 1

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**

Like · Comment · Share

43 3 46



Law



Pennsylvania Department of Transportation (PennDOT)

June 4

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.

Like · Comment · Share

211

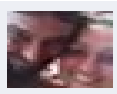
254 people like this.

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



News

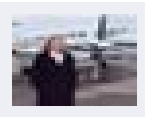


Pennsylvania Department of Transportation (PennDOT)
16 minutes ago

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.





Direct Interaction



Sabrina Haffert Musser

Driver services are not available on line. 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



Direct Interaction



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.

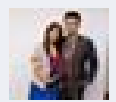
Like · Comment · June 17 at 9:53pm near Tienmu, Taipei



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



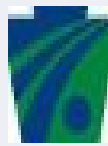
Specific Driver Info Request



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



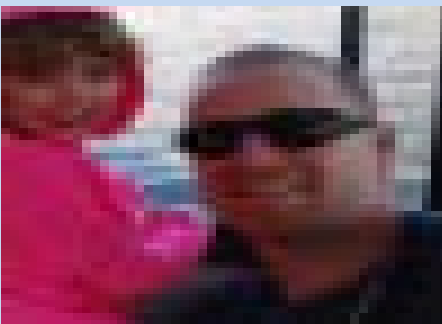
Pennsylvania Department of Transportation (PennDOT) If you have a question about your personal information, please contact us directly at ra-penndotpress@pa.gov.

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 said "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





Twitter

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

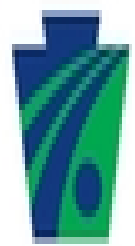
412
FOLLOWING

11,857
FOLLOWERS

Follow



News



www.dot.state.pa.us

PennDOT @PennDOTNews

27 Jun

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

Expand



Information



PennDOT @PennDOTNews

27 Jun

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

Expand Reply Retweet Favorite More



PennDOT @PennDOTNews

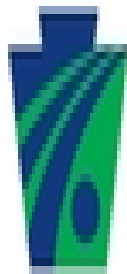
27 Jun

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

Expand



Law



www.dot.state.pa.us

PennDOT @PennDOTNews

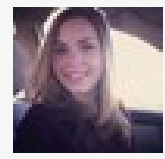
26 Jun

A rainy day driving means your headlights **MUST** be on when your wipers are. It's **#safety** and it's the **#law**.

Expand



Complaint Personal Info



Steph Mathews @steph_matthews5

26 Jun

@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

27 Jun

@steph_matthews5 Please email ra-penndotpress@pa.gov with your contact information and we'll be happy to look into it.

[Hide conversation](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

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





You Tube

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

--2103 You Tube



Dover, DE | July 13-18



pennsylvania

DEPARTMENT OF TRANSPORTATION

PennsylvaniaDOT

Subscribe 68

- Videos Discussion About

All activities ▾



PennsylvaniaDOT uploaded a video 3 weeks ago



[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 donatelife.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



Jim Cramer

Television Personality





654,589 Followers



Jim Cramer ✓
@jimcramer

I am founder of TheStreet and I run the charitable trust portfolio, Action Alerts PLUS. I also host CNBC's Mad Money and blog daily on RealMoney.com. Booyah!

New York City · <http://www.thestreet.com/author/269/jim-cramer/all.html>

32,744 TWEETS	194 FOLLOWING	654,589 FOLLOWERS		
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Tweet for Help



[Jim Cramer @jimcramer](#)

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!



The Washington Post

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.



HUFF
POST

POLITICS

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