

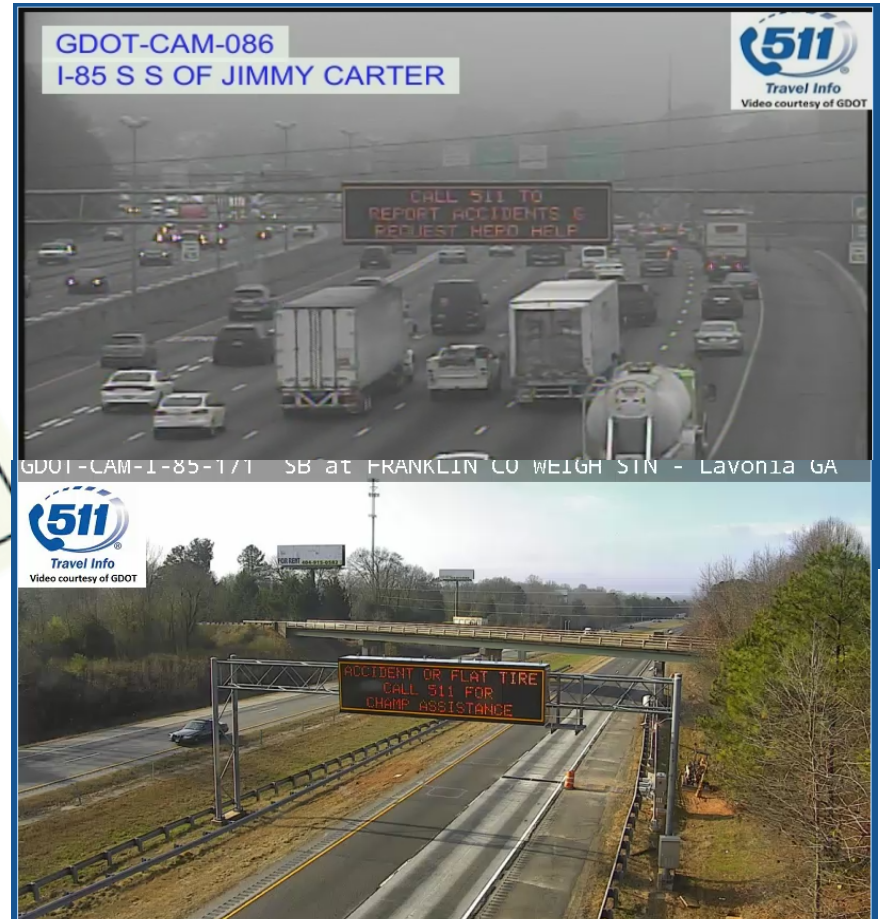
**Katina Lear**  
Digital Media and  
Communications  
Manager  
Georgia DOT



**Safety Service Patrol Idea Sharing Network – Session VI: Raising Awareness of SSPs**



# Social Media and Incident Response



# The Evolution of Communication



# Education and Support through Social



- Improve Brand Value
- Deepen Customer Understanding
- Greater Agency Effectiveness



# Develop Consistent Strategy

## SOCIAL MEDIA STRATEGY FUNNEL

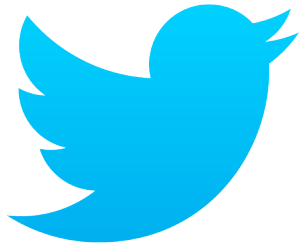


BY ANGIE SCHOTTMULLER, ©ASCHOTTMULLER, 2012



# Georgia DOT and its Social Media

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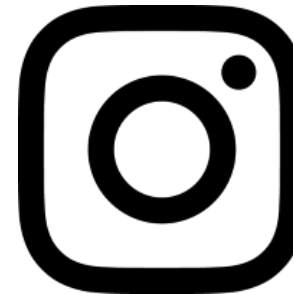
**9** Channels total  
**22.7k** Followers



**11** Channels total  
**18.2k** Fans



**1** Channel total  
**506** Subscribers



**1** Channel total  
**244** Followers



We have an App for that

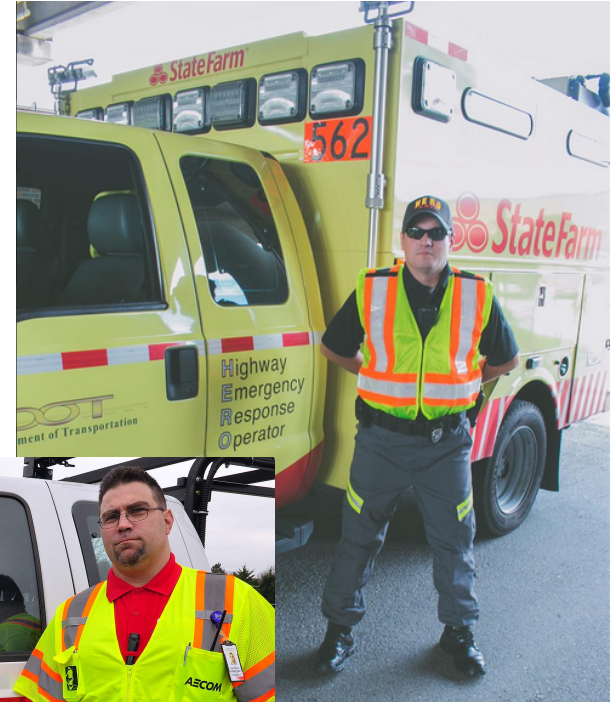


# Georgia DOT and Statewide Coverage



## Highway Emergency Response Operators

Launched 1994



Launched 2017



# Facebook – Main Department Feed

**Georgia Department of Transportation** added 3 new photos.

Published by Georgia Dot [?] · January 23 at 2:57pm · 🌐

Today was the inaugural graduation of the HERO Master Operators! These individuals were chosen to become part of a 500+ hour training course to help manage Georgia's new reversible toll lanes. Our HERO Master Operators will be on the South Metro Express Lanes that will be opening in a few days! ... [See More](#)





**Page Tips** See All

- How to Create Effective Posts  
Short, visual posts created for the right audience are more successful.
- Try Posting a Short Video  
Videos help engage people in News Feed and on your Page.

**Georgia Department of Transportation**

Published by Hootsuite [?] · January 23 at 12:10pm · 🌐

The annual HERO "Operators Award" recognizes an operator on each team with the most assists. An award is also given to an operator who has the most assists, travels the most miles and has no accidents during the year. <http://ow.ly/VgZ1308gIK7>



Check out this link

DOT.GA.GOV

747 people reached Boost Post

**Georgia Department of Transportation**

Published by Hootsuite [?] · January 27 at 11:46am · 🌐

Curious about safety using the new #I75SouthMetro #GeorgiaExpressLanes check this out <http://ow.ly/j0Cf308q2Vd> Get your 🍎 Pass.



Safety on the I-75 South Metro Express Lanes

If you've heard of the I-75 South Metro Express Lanes, you might have wondered, are they safe? Yes they are! See for yourself by clicking play to...

YOUTUBE.COM

958 people reached Boost Post

Like Comment Share

ACE Paving & Maintenance, John Sibley and 7 others Chronological

1 share

**M Marsha Parham** Info about new toll road  
Like Reply Message · January 28 at 2:06am

Write a comment...





# Facebook – 511 Feed

**511 Georgia**  
@511Georgia

Major incident on I-285 north/west before Buford Hwy. All lanes are currently shut down and traffic is being rerouted onto the Buford Hwy collector/distributor ramp. Motorists should avoid this area if possible for the next couple of hours. I-85 North and South approaching I-285 are NOT affected.

Check back for updates.  
#DeKalbCounty #511GA

**GDOT-CAM-235**  
I-285 E AT CHAMBLEE-TUCKER RD

**511 Georgia**  
October 28, 2016

Click the following links to view the weekend lane closures and metro Atlanta weekend events:  
 Metro Lane Closures: [www.dot.ga.gov/DriveS.../WeekendClosures/MetroLaneClosures.pdf](http://www.dot.ga.gov/DriveS.../WeekendClosures/MetroLaneClosures.pdf)  
 Statewide Lane Closures: [www.dot.ga.gov/Dr.../WeekendClosures/StatewideLaneClosures.pdf](http://www.dot.ga.gov/Dr.../WeekendClosures/StatewideLaneClosures.pdf) ... See More

**Michael Taylor and 2 others** · Chronological

**Darren Pierce** Just came from the opposite direction. Not sure I've ever seen so many emergency lights concentrated in one location. Hope whatever happened wasn't too bad.

**Mohammed Al-nuaimy** November 22, 2016 at 6:56pm  
Hi, the street nearby the address 4723 briarcliff Rd NE Atlanta, GA 3... See More

**Michael Anton** November 20, 2016 at 10:22am  
Hello. Your website is having some errors. There are incidents that ... See More

**City of Duluth, Georgia...** City Hall

**City of Atlanta Depart...** Government Organization

**Cumberland Island Nat...** National Park



# Twitter – Main Department Feed



Georgia DOT @GADeptofTrans · Jan 24

The Reversible #SouthMetro #ExpressLanes open in a few days and our HERO Master Operators will be patrolling them! @511Georgia

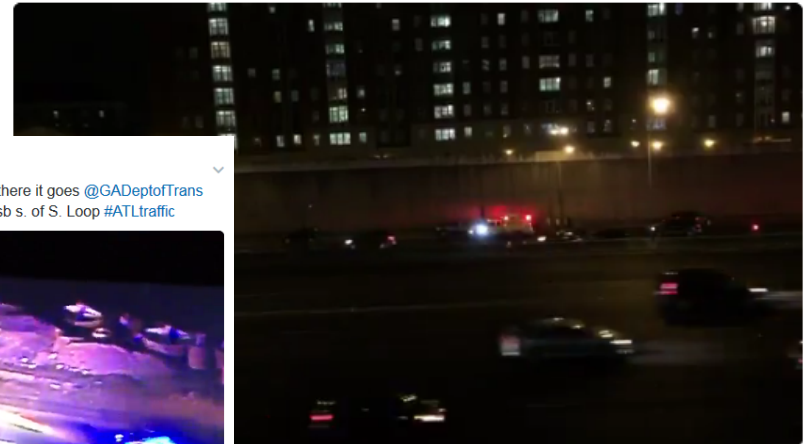


↩ 4 ♡ 5 📺



Georgia DOT @GADeptofTrans · Jan 21

If you see a HERO on the road, make sure to slow down and remember to move over! #ArriveAliveGA



♡ 24 📺

You Retweeted



Mark McKay @mckayWSB · Jan 18

7:10a #GRIDLOCKALERT Cobb Co: there it goes @GADeptofTrans HERO removes damaged big rig I-75sb s. of S. Loop #ATLTraffic



0:19 📺

↩ 1 ♻️ 9 ♡ 11



# Twitter – 511 Feed

Home Moments Notifications Messages Search Twitter Tweet

**511**

**NaviGAator511**  
@511Georgia FOLLOWS YOU  
The official Twitter page for Georgia DOT's Navigator/511 traffic management and traveler information system. #511GA We'll Get You There #WGYT  
Georgia  
511ga.org  
Joined July 2011

TWEETS 13.5K FOLLOWING 635 FOLLOWERS 7,055 LIKES 140

Tweets Tweets & replies Media

**511** NaviGAator511 @511Georgia · 2h  
Accident, I-85 North exit ramp to Senoia Road (Exit 61), all lanes blocked.  
#FultonCounty #511GA


**511** NaviGAator511 @511Georgia · 2h  
Accident, I-75/85 South before North Ave (Mile Post 249), 1 lane affected.  
#FultonCounty

**511** NaviGAator511 @511Georgia · Feb 1  
Stall, I-285 North before I-20 East (Mile Post 45.6), all lanes blocked.  
#DeKalbCounty



# Instagram – Main Department Feed




 **gadeptoftrans**  
Jonesboro, Georgia

22 likes 11w

**gadeptoftrans** To make sure our HERO Master Operators are ready for the #gaexpresslanes, they visit the site where the new lanes have been built!

 Add a comment... ⋮



 **gadeptoftrans**  
285W

55 views 43w

**gadeptoftrans** As HERO Varner is jumping this car, dozens of cars fly past him, shaking two vehicles on the side of the road. This is a very dangerous but necessary work zone and everyone needs to realize that when they see these flashing lights in the shoulder.

# Travelers Say Thanks to HEROs

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## Travelers Say Thank You to HEROs

**September 20, 2016**

I want to say a big Thank you to the HERO unit.. My daughter was on 285 when her tailpipe fell and started dragging. She pulled over but didn't know what to do. My Geico roadside assistance was of no help and it was gonna be a while until her father could get there. The HERO unit came, helped her out and she was on her way. Thank you so much. You made two very worried parents feel so much better.

What a great service.

- Evelyn



# Questions

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**Katina Lear**

Digital Media and Communications Manager  
Georgia Department of Transportation

[klear@dot.ga.gov](mailto:klear@dot.ga.gov)

