Engaging People Where They Are
Social Media for Projects

Purdue Road School
March 11, 2015
Fish Where the Fish Are
U.S. Internet Users

87%

279,834,232

Social Media Usage

74%

207,077,331

http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/
Social Media Sites

71%

Facebook

http://www.pewinternet.org/2015/01/09/social-media-update-2014/
Sites Being Used

Social media sites, 2012-2014
% of online adults who use the following social media websites, by year

- Facebook: 67% (2012), 71% (2013), 71% (2014)
- LinkedIn: 20% (2012), 22% (2013), 28% (2014)
- Pinterest: 15% (2012), 21% (2013), 28% (2014)
- Instagram: 13% (2012), 17% (2013), 26% (2014)
- Twitter: 16% (2012), 18% (2013), 23% (2014)

http://www.pewinternet.org/2015/01/09/social-media-update-2014/
Mobile Devices

34 hrs

27 Hours on PCs

Mobile Apps

86%

14% Mobile Internet

What We Have Learned
Social Media does not replace other forms of communication and public participation. It must be used as part of a strategic public involvement plan.
Be relevant to your audience. Provide information and answers that are useful to them.
TRANSFORM WOODWARD

The Woodward Avenue Action Association (WA3) is a non-profit collaboration of public, private, local and regional partners working to preserve, enhance and promote Michigan’s iconic 27-mile Woodward Avenue, an All American Road® and one of the most significant roadways in the country.

Use this app to:
- Share your thoughts and pictures via facebook and twitter
- Visit our project web site Transform1 for news and updates
- Take surveys on the project
Huey P. Long Bridge Widening Project

There will be a full 48-hour weekend closure of the Huey P Long Bridge. The closure will be all day Saturday, November 12 and Sunday, November 13 in order to place concrete for the new lanes in both directions on the bridge.

302,538 People Reached · 136 People Talking About This

Like · Comment · Share · November 2 at 3:19pm · 📣

Chaun Taylor and 38 others like this.

54 shares

View previous comments 50 of 51

Ed Krider Keep up the great work guys. It's lookin' good.
November 4 at 9:09am · Like · 3

Deanna Bernard Woo hoo...concrete...ya'll know what that means???? Almost finished.
November 4 at 10:09am · Like

Carol DeQuant Thanks for the important update! Could yall please repost this again on next Friday for us scatter-brain people that can't remember anything! ;O)
November 4 at 11:02am · Like · 2

Huey P. Long Bridge Widening Project It will be reposted many times. Thanks!
November 4 at 11:33am · Like · 2
Hoy es el último día para recibir $5 en peajes gratis cuando usted se inscribe con nosotros en AAA (en línea también), Costco o tiendas Albertsons.

Like · Comment · Share

👍 Cziilă Gm, Jose Soberanis and Salvador Ureña like this.

Rochelle Ellis No espanol plz
December 28, 2012 at 4:24pm via mobile · Like

Metro ExpressLanes Its the same post as the one just below this .... The $5 in free tolls promotion.
December 28, 2012 at 6:32pm · Like

Rochelle Ellis Ok cool...gotcha
December 28, 2012 at 6:35pm via mobile · Like

Jose Soberanis Cuando alguien va con migo en el carpool es gratis????
See Translation
December 28, 2012 at 8:25pm via mobile · Like

Metro ExpressLanes Dos personas o mas viajan gratis en las ExpressLanes en la I-110 con un transpondered de FasTrak. No se le olvide poner el transpondered en el numero correcto.
December 29, 2012 at 11:38am via mobile · Edited · Like

Jose Soberanis Gracias
See Translation
December 29, 2012 at 3:49pm via mobile · Like
It is called “social” media for a reason. If you just want to post information, stick to your website.
Huey P. Long Bridge Widening Project

Sr. Construction Inspector Mike Neyman explains the concrete p...
Length: 1:02

314 People Reached · 8 People Talking About This

Like · Comment · Share · November 12 at 6:28am via mobile

👍 Henry Bauer IV and 3 others like this.

生产总 2 shares

Shane Steinkamp I know it's silly, but I'm kinda excited about this.
November 12 at 7:50am · Unlike · 1

Huey P. Long Bridge Widening Project We are excited too. Tired, but excited.
November 12 at 10:39am · Like · 1

Janice Finnie McGill This whole project is an awesome event that we are all sharing as part of our daily lives.....and we are learning a lot about bridge construction as well :) 
November 12 at 11:04am · Unlike · 2
Provide access and interaction people can’t get elsewhere.
Huey P. Long Bridge Widening Project
April 23

Inaugural drive on new lanes.
Use visuals such as photos, videos and links to other pages.
**Huey P. Long Bridge Widening Project**

Not just a patriotic photo to kick off your morning. This is a milestone on the bridge widening. Old glory is flying because workers placed the final new piece of steel at the top of the bridge. Still work to be done, but this is great progress!

Like · Comment · Unfollow Post · Share · Edit · July 27

Thomas Bender and 32 others like this.

**Jared Mixson** Send the chopper up and get a new pic of the whole bridge.

July 27 at 8:03am · Like

**Daniel James Melancon** So all of the “secondary members” are in place???

July 27 at 5:00am · Like

**Huey P. Long Bridge Widening Project** Yes, all the secondary members are in place. Thanks!

July 27 at 9:49am · Like

**Daniel James Melancon** GOOD JOB!!!!

July 27 at 9:50am · Like

**David Barrett** AWESOME !!!!!!!!!

July 27 at 1:55pm · Like

Write a comment...
The Huey P. Long Bridge in Jefferson Parish, La. is being constructed in four phases and is scheduled to be complete in 2013. The completed project will include three 11-foot travel lanes in each direction, inside and outside shoulders on the bridge and new signalized intersections to replace the traffic circles at Jefferson Highway and Bridge City Avenue. This is an animation of what the project will look like. For more information, visit www.hueypbridge.com.
Identify and address issues before they become bigger problems.
Huey P. Long Bridge Widening Project

Again, sorry to all for the mistake we made this morning with the signal timing for the new Westbank Traffic signals. We know it wasn't easy on any of you. SORRY!

1,813 Impressions · 0.72% Feedback

Like · Comment · Share · May 25 at 10:10am · 🍂

👍 Stacy Nash Brack and 5 others like this.

Jennifer Taylor Apology accepted. Nobody's perfect. Let's hope it works better tomorrow!
May 25 at 10:14am via mobile · Like 1

Mitchel J Frederick Thank you for keeping us informed. We appreciate your info.
May 25 at 10:15am · Like 1

Roc Fangbanger Burns At least you apologized...I promise to forgive whoever screwed it up when it takes less than 5 minutes to get through those 2 lights and onto the bridge...
May 25 at 11:51am · Like 1

Huey P. Long Bridge Widening Project Expect some adjustment by drivers of the new traffic patterns.
May 25 at 1:10pm · Like
Be part of the community. Recognize the larger context in which you are operating. Share content that is not directly related to your page.
Here is where you can find Jefferson Parish businesses that are open today.

Jefferson Parish is requesting businesses that are open and providing essential services to citizens following Tropical Storm Isaac, such as grocery stores, hardware or home improvement stores, gas stations, and restaurants, contact Jefferson Parish Emergency Management at (504) 349-3360 and provide name, location, and hours of operation.

Jefferson Parish will post the list for citizens to access on the parish website, www.leeparish.net, and on all Jefferson Parish Government Access Television (JPTV) channels (Cox Channel 6 and AT&T U-verse Channel 99).

Thank you

Update from Jefferson Parish President.

UPDATE:
Jefferson Parish Department of Public Works crews have begun clearing trees and debris from major parish thoroughfares and residential streets.
For the most part, debris has been cleared from major thoroughfares with the exception of some places where downed power poles or power lines are within close proximity of downed trees.
Public Works crews will continue clearing trees and debris from residential streets.

Curfew in effect for New Orleans.

New Orleans curfew will be enforced
www.nola.com
Anyone without a legitimate reason for being outdoors in New Orleans after 8 p.m. will be arrested or selected. New Orleans Police Department Superintendent Ronal Saspen
Louisiana TIMED Program
Transportation Infrastructure Model for Economic Development

- The largest transportation program in Louisiana's history
- Investment of $4.6 billion
  4.6 billion would buy over 26,000 homes—one house for nearly every resident of New Orleans, L.A.

- Improved 536 miles of roadway
  536 miles stretches from Baton Rouge, LA to Gainesville, FL.
  If each individual lane were placed end-to-end, they would stretch nearly 2,600 miles, or, from Baton Rouge, LA to Edmonton, Alberta, Canada.

- Over 1.8 million tons of asphalt
  This is the weight of over two Golden Gate Bridges.
  Based on the tonne & weight of concrete, as designed, and approximately (parsonsbrinckerhoff.com)

- Over 21.5 million cubic yards of dirt excavated
  This would fill the Great Pyramid of Giza over 6 times.
  Based on an approximate volume of 2.5 million cubic yards (parsonsbrinckerhoff.com)

- Over 2.2 million square yards of concrete
  This would fill all floor space of The Pentagon over 3 times.
  Based on an expected 2.0 million square yard (parsonsbrinckerhoff.com)

- Almost 21 million cubic yards of embankment
  This would overflow the Boeing Everett Factory, the largest building (by volume) in the world.
  Based on the volume of 15.6 cubic meters (parsonsbrinckerhoff.com)

- About 17,500 tons of structural steel in the Huey P. Long Bridge's superstructure
  This is equivalent to about two Eiffel Towers.
  Based on the weight of the steel in the Huey P. Long Bridge (parsonsbrinckerhoff.com)

- About 500,000 bolts used on the John James Audubon Bridge
  If each bolt were placed half a mile apart, they would reach from the earth to the moon.
  Based on an approximate distance of 300,000 bolts (parsonsbrinckerhoff.com)
Measure and share the results of your efforts – show your worth.
Bryan Bywalec
Wow. This is a great example of Facebook being put to good use. Thanks for the reminder!

Unlike · Comment · November 9 at 1:08am ·

You, Pro PhotoJay and 2 others like this.

Huey P. Long Bridge Widening Project
You’re welcome. Thank you! Have a great day.

November 9 at 7:52am · Like

Conversación

ExpressLanes
1 hora atrás
Los clientes que viajan con frecuencia en transporte público pueden obtener créditos de peaje en los corredores Metro ExpressLanes.

jamucsb
1 hora atrás
@ExpressLanes wow you speak Spanish too!

ExpressLanes
1 hora atrás
@jamucsb Claro que si - las ExpressLanes son para todos
Speak to people as they speak to each other. Be informal yet respectful. Be polite. Say, “Thank You!”