



Managing Access and Overcoming Resistance

Presented by Lloyd Brown, Director of Communication
American Association of State Highway and Transportation Officials

Keeping up with Communication Technology:
An Online Workshop on the Practical Use of Social Media
September 21, 2011

Sponsored by the:
TRB Committee Communications Coordinators Council
TRB Committee on Public Involvement in Transportation

Two parts to the story

- Overcoming resistance in an organization
- Managing access: Who gets to represent the organization?

Overcoming resistance:

- WSDOT story
 - launched blog in 2006
 - Flickr and YouTube in 2007
 - Podcast in 2008
 - Twitter in 2008
 - Facebook in 2008

The screenshot shows the WSDOT Blog homepage. The main article is titled "Northbound I-405 to close weekend of Sept. 24-25" and is dated Friday, September 16, 2011. It is posted by Jeremy Bertrand. The article discusses the closure of northbound I-405 between NE Eighth Street and SR 520 in Bellevue for a weekend. A large digital sign on the highway is shown with the text "NORTHBOUND I-405 CLOSED". The article also mentions that the freeway will be closed starting at 11 p.m. on Friday, Sept. 23, and will be closed through Monday morning.

WSDOT BLOG Washington State Department of Transportation

Northbound I-405 to close weekend of Sept. 24-25

Friday, September 16, 2011

Posted by [Jeremy Bertrand](#) [+ Comments](#)

By Barbara Ranney, Atkinson Construction

Monday morning to bring a new day, a new way for Bellevue drivers

If you drive northbound I-405 to SR 520 in Bellevue, you know it can be slower than molasses on a cold day. Motorists have come to expect slowdowns for up to eight hours a day, with 60,000 vehicles jockeying for position between NE Eighth Street and SR 520. Sitting in traffic, you have enough time to plan the evening's dinner, mentally write your grocery list, and practically organize your sock drawer, if only in your head. Maybe you're not eager to race home and actually organize your sock drawer, but I bet you're tired of the slog.

Relief is on the way.

Come September 26, it's going to be a **new day, a new way** for drivers headed northbound on I-405 through Bellevue. But before that new day dawns, we will close **northbound I-405** completely for the weekend, starting at 11 p.m. Friday, Sept. 23, between NE Eighth Street and SR 520 in Bellevue. The freeway will open in time for the Monday morning commute.

What's the hubbub about and

One of the many signs alerting motorists that NB I-405 will be closed Sept 24-25

Links: Recent Posts, Recent Comments, News

- WSDOT Home
- WSDOT Ferries Blog
- U.S. DOT - Fast Lane
- WSDOT OMAP
- Ask the Traffic Team

Flickr - Featured Photo

Lewis and Clark Bridge in the clouds

The WSDOT story:

Winning before the war begins

Most common question we've heard through the years:

Q: How did you do it?

A: We connected the outreach with the agency's *core mission*.

"We shall stress the importance of sharing *clear, concise* and *timely* information with WSDOT employees, elected officials, community leaders, businesses, citizens and taxpayers, others in the transportation community, with the press and other media. We shall strive for the effectiveness of all our employees in meeting WSDOT's communications standards."

Excerpt from WSDOT's Mission Statement and Management Principles

But we had work to do ...

- Drafted a “blog” usage policy
 - Defined the ways in which social media tools would be used
- We tried to think ahead
 - What were potential arguments against social media tools?
 - Public record retention
 - Usability
 - Employee access

Disclaimer

This blog provides an opportunity for sharing information about WSDOT programs and activities. The comments and opinions expressed by users of this blog are theirs alone and do not reflect the opinions of WSDOT or its employees. All comments are reviewed before posting. They are screened in accordance with the WSDOT **blog use policy**. Comments will not be edited by WSDOT or its staff. Only comments that comply with the WSDOT **blog use policy** will be posted.

Managing Access: Open it up!

Early thinking: Filter, fence & control

Now: If you can't stop them ...

- 83% of American adults own some kind of cell phone. A third of American adults (35%) own a smartphone of some kind.

Leverage them ...

- 65% of online adults use social networking sites.
- People used to talk to their neighbor over the fence about their employer. Now they connect on Facebook.

Train the team: Establish expectations

Your employees want to be successful, give them the resources/training

- Explain media monitoring and why everything on the Internet lasts forever.
- Encourage problem-solving, creativity on behalf of the brand and your customers.

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