

# Social Media Communication in Emergency Situations

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Donald Henderson Jr Does anyone know if I have to return tags if I moved out of State? If I do have to return them... how?



Wade Bullock no there urs u paid for them u will have to get new tags in the state u moved too



TxDOT Wade's right. You don't need to return your plates when you move out of state, however, the number on that plate is tied to your name so you don't want to just throw it in the trash. Our plates are recyclable, so you can ...

# How do we communicate in disasters?

TxDOT

By Texas De

16 FT 4 IN

Tag Photos

Add More Photos



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'One DOT' t


of Transportation


majc. ... fire, examine bridge damage and clean up debris.


BTW ... reading to the structure.

Walm



 TxDOT This week's podcast speaker, Dr. Joe Giglio, says we're in a national state of denial about the importance of transportation. Part 1 of a 2-part series.

 Stephen Ward The decline of many civilizations followed / coincided with the decline of their infrastructure

 TxDOT End of the month is approaching. Have you renewed your vehicle registration?

# How do we communicate in disasters?

The screenshot shows a Twitter feed with the following tweets:

- TxDOT** (@TxDOT) **TxDOT**  
FYI-@TxDOT DOES use salt/magnesium chloride mixed w/ sand 2 break up & melt ice. We r working hard, but we need temps 2 rise so ice melts.  
4 Feb
- TxDOTHoustonPIO** (@TxDOT-HOU District)  
TxDOT Responds as 'One DOT' to Icy Conditions. Check out some some photos of crews working @ <http://tinyurl.com/4dylam>  
3 Feb
- TxDOTYOAKUM** (@Amy M. Loos)  
Yoakum District-Roads and bridges are icing over. Motorists advised to delay all travel.  
3 Feb
- TxDOTBeaumont** (@TxDOT-Beaumont)  
Both Rainbow & Veterans Mem, Bridges are closed due to ice forming. If conditions improve, will consider reopening bridges  
3 Feb
- TxDOTAustin** (@TxDOT Austin)  
THE NWS HAS ISSUED A WINTER WEATHER ADVISORY FOR SNOW ACCUMULATIONS OF 1-3" IN THE AUSTIN METRO AREA FROM 6 PM TONIGHT UNTIL NOON FRIDAY.  
3 Feb

Annotations on the right side of the tweets:

- Next to the first tweet: "1 doubling Drive Safe!"
- Next to the second tweet: "Equipment 24-hrs"


**SOCIAL SPHERE**


- easttexasinfo** (@TxDOT) Responds to Citizen Comments on TTC-35 : <http://bit.ly/y7koq>
- TxDOTBeaumont** (@TxDOT) BIG news for the City of Lumberton. TxDOT to turn section of US 69 to 5-lane highway. Watch the video at: <http://txdotbeaumont.blogspot.com/>
- DFWRCC** (@TxDOT) TxDot could not say whether the \$90 million paid previously is included in the \$11.8 million due Cintra/Zachry on TTC planning/EIS.


# How do we communicate in disasters?

The screenshot shows a YouTube video player interface. At the top left is the YouTube logo. To its right is a search bar with the word "Search" inside. Below the search bar is a navigation menu with links: "Edit Video Detail", "Edit annotations", "Edit captions/subtitles", "AudioSwap", "Insight stats", and "Promote". The video title is "Cleaning SH 87 after heavy hurricane rain". Below the title is the channel name "TxDOTpio" with a notification bell icon, "71 videos", and a "Subscribe" button. The video frame shows a yellow backhoe loader with a large black bucket, positioned on a road covered in dark debris and seaweed. In the background, there's a body of water and a triangular warning sign. The video player controls at the bottom show a progress bar at 0:19 / 1:29, a volume icon, and a resolution of 360p. Below the video player, there are social media sharing options: "Email", "Add to", "Share", and "Embed".



 TxDOT  
<http://twitpic.com/kum22> -  
East Texas roadways nearly  
cleared of overnight storm  
debris. Crews have been  
working the roads since 5  
a.m.

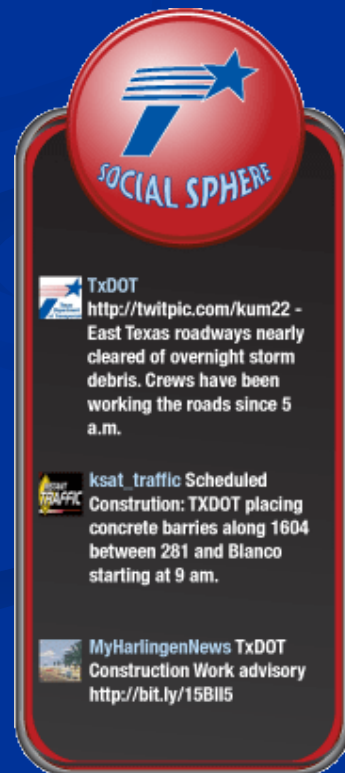
 ksat\_traffic Scheduled  
Construction: TXDOT placing  
concrete barriers along 1604  
between 281 and Blanco  
starting at 9 am.

 MyHarlingenNews TxDOT  
Construction Work advisory  
<http://bit.ly/15Blll5>

# Social media policy

Set criteria to determine when or when not to use social media:

- Sustainability
- Uniqueness
- Branding
- Help communicate a message



# Follow us


Remember, we can't be a part of the conversation if we stop talking. If we stop talking, we allow others to shape the content of our message.

Facebook: [www.facebook.com/TxDOT](http://www.facebook.com/TxDOT)


Twitter: [www.twitter.com/TxDOT](http://www.twitter.com/TxDOT)


YouTube: [www.youtube.com/TxDOTpio](http://www.youtube.com/TxDOTpio)


Flickr: [www.flickr.com/TxDOT](http://www.flickr.com/TxDOT)



**SOCIAL SPHERE**

 TxDOTABLPIO RT @TxDOT We will not develop 600-mile TTC-35. TxDOT will finish I-35, work with public to Keep Texas Moving.

 TexasMonthly Burka: Is the Trans-Texas Corridor really dead? Like, DEAD dead? <http://bit.ly/71YUt>

 truckerapp Transportation Officials Cancel Plans for Trans-Texas Corridor <http://bit.ly/492bm9>

# Questions?

## Contact information:

Kelli Petras


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
TxDOT, GPA Division


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