



Social Media: A Two-Way Bridge Across the Divide



John Lisle, Director of Communications
District of Columbia Department of Transportation

Ancient History

- Three years ago, this is how DDOT communicated with its customers:
 - Snail Mail
 - Fax/Telephone
 - Email
 - Website
- No social media presence at all




Old School

- Agency standards for responding to written inquiries:
 - Acknowledgement within 48 hours
 - Full Response within 30 days
- Voicemail:
 - Within 24 hours or the next business day

Today



- Response with social media can be immediate, almost instantaneous
 - Can use it to communicate with public and media
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Social Networking

- Today DDOT has most robust social media presence in DC Government


- Twitter
- Facebook
- Flickr
- YouTube
- d.ish blog
- Scribd



social
networks



Social Networking

- DDOT began using social media in March 2009
 - Greatest success with Twitter, @DDOTDC, which we launched for Potholepalooza campaign
 - Motorists could report pothole locations with a tweet
 - By Early December 2009 had 740 followers
 - In February 2010 had grown to 2748 followers
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“Twizzards”

- What Happened?
 - It snowed... a lot
 - 3 blizzards hit DC, 2 in a single week
 - As a result, @DDOTDC added 2,000 more followers in just 2 months

Momentum

- Started with single tweet that spread like wildfire



DCist_Updates RT @DDOTDC: SNOW UPDATE: NWS now forecasting 10-20 inches of snow for the District.
11:44 AM Dec 18th from Tweetie



ICallShotgunn FML RT @DDOTDC SNOW UPDATE: NWS now forecasting 10-20 inches of snow for the District.
11:39 AM Dec 18th from Power Twitter



danawalker OMG NO!!!! RT @DDOTDC: SNOW UPDATE: NWS now forecasting 10-20 inches of snow for the District.
11:35 AM Dec 18th from Power Twitter



turnageb RT @DDOTDC: SNOW UPDATE: NWS now forecasting 10-20 inches of snow for the District.
11:34 AM Dec 18th from TweetDeck




eclectic1978 RT @DDOTDC SNOW UPDATE: NWS now forecasting 10-20 inches of snow for the District.//Woohoo!
11:31 AM Dec 18th from Twittelator




dimickj YES!!! RT @DCBadger: RT @DDOTDC: SNOW UPDATE: NWS now forecasting 10-20 inches of snow for the District.
11:29 AM Dec 18th from UberTwitter

Carpe Diem

- Quickly realized the potential
 - Accepted the responsibility
 - Tweeted almost around the clock – from office, home, car, street
 - Shared weather alerts and snow removal updates, transportation information.
 - Also responded to comments, answered questions and even encouraged residents to send photos of their plowed or unplowed streets
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#Winning!

- Why were we successful?
 - Established @DDOTDC as a **resource** and an **authority**, especially during an emergency or storm
 - But also, we were **accessible** and **responsive**
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@DDOTDC

- Today more than **8,400** followers
- Day-to-day: field complaints, answer questions and take service requests
- Ramp it up during emergencies, weather events, incidents – in short, any time great numbers of people are turning to Twitter for information
- Respond rapidly to comments and questions
- Has garnered very positive feedback and improved image of agency



BDR45 @DDOTDC is doin great with the updates tonight!



d.

Earthquake

[@DDOTDC](#) It is a good time to consider delaying your trip home. Traffic is very heavy and there are transit delays as well. [#DCEarthquake](#)

[@DDOTDC](#) Crews now are now en-route to inspect our bridges and tunnels.

[@DDOTDC](#) .[@smitticus](#) The bridges are not closed

d.

Hurricane Irene

[@DDOTDC](#) Sections of Broad Branch and Kalmia Roads, NW will close at 3pm today as a precaution due to risk of high water. [#DCIrene](#)

[@DDOTDC](#) Please keep reporting downed trees to 311 and we'll work our best to clear them out <http://311.dc.gov>

d.

Dialogue

digiphile: @**DDOTDC** Is there a way for DC citizens to report downed trees & branches in the District without calling 311? Any apps for that? **#DCIrene**

DDOTDC: @**digiphile** You can report on the 311 website as well @ **http://311.dc.gov** under "Tree Inspections" then select to report downed trees.

d.

Dialogue

RobbyCU: @**DDOTDC** Potomac ave se & So cap st se. Heading westward to sw pple go strait in rt trn only lane. Risk of accidents high.

DDOTDC: @**robbycu** Thanks, we'll have our traffic safety team look into it.

d.

Dialogue

p_nami @DDOTDC corner of 15th and L st NW. Everyone on the block got tix b/c of the contradictory signs on the street

DDOTDC @p_nami We will take a look at the signs. In the meantime, keep in mind you should always follow the most restrictive sign.

p_nami @DDOTDC but thank you for your "advice". I think. Yeah...thank you

d.

Dialogue

DDOTDC: Wow, I think
@MYDcWater is trying to scare my
kids (and me). Have you watched "A
Drop's Life"? <http://t.co/AyRA9Ee>

mydcwater: **@DDOTDC** We didn't realize
government agencies could procreate...
but glad the little DDOTlets liked the
cartoon!

d.

Lighter Side

[@DDOTDC](#) We get blamed for everything :-)
RT [@Dizzyluv25](#) During the first part I thought it was [@DDOTDC](#) because of all the construction on Penn Ave.

[@DDOTDC](#) Brilliant RT [@jweb](#): New DC tourism slogan: "Come for the earthquakes, stay for the hurricanes."

Summary

- **Strive to be:**
 - A Resource
 - An Authority
 - Accessible
 - Responsive
 - Occasionally Funny
- **Philosophy:** Show a little personality and use Twitter the way people use Twitter.



Payoff



DaveHT91

2:12pm via TweetDeck

@DDOTDC I will say this, you all have the best customer service I have ever seen on the internet by a govt org.

 Show Conversation



DaveHT91

2:25pm via TweetDeck

@DDOTDC Thanks for the clarification and timeliness. You guys run one helluva social media shop. #goodgovernment

 Show Conversation

Contact Information:

John Lisle

DDOT

202-671-2004

john.lisle@dc.gov