



Alaska Department of Transportation & Public Facilities

Tips for Leveraging Social Media in a Crisis

Meadow Bailey & Shannon McCarthy, Alaska DOT&PF Communications

Our mission is to *Keep Alaska Moving* through service and infrastructure.

Alaska DOT&PF

5,629 center line miles
11,766 lane miles of
roads / highways



837
Bridges



237 State Airports;
2 International Airports



10 Ferries serving
35 Communities



776
Public Facilities



~\$9.9B
in Transportation
Assets





Assessing flood damage on the Richardson Highway in Keystone Canyon, 2006

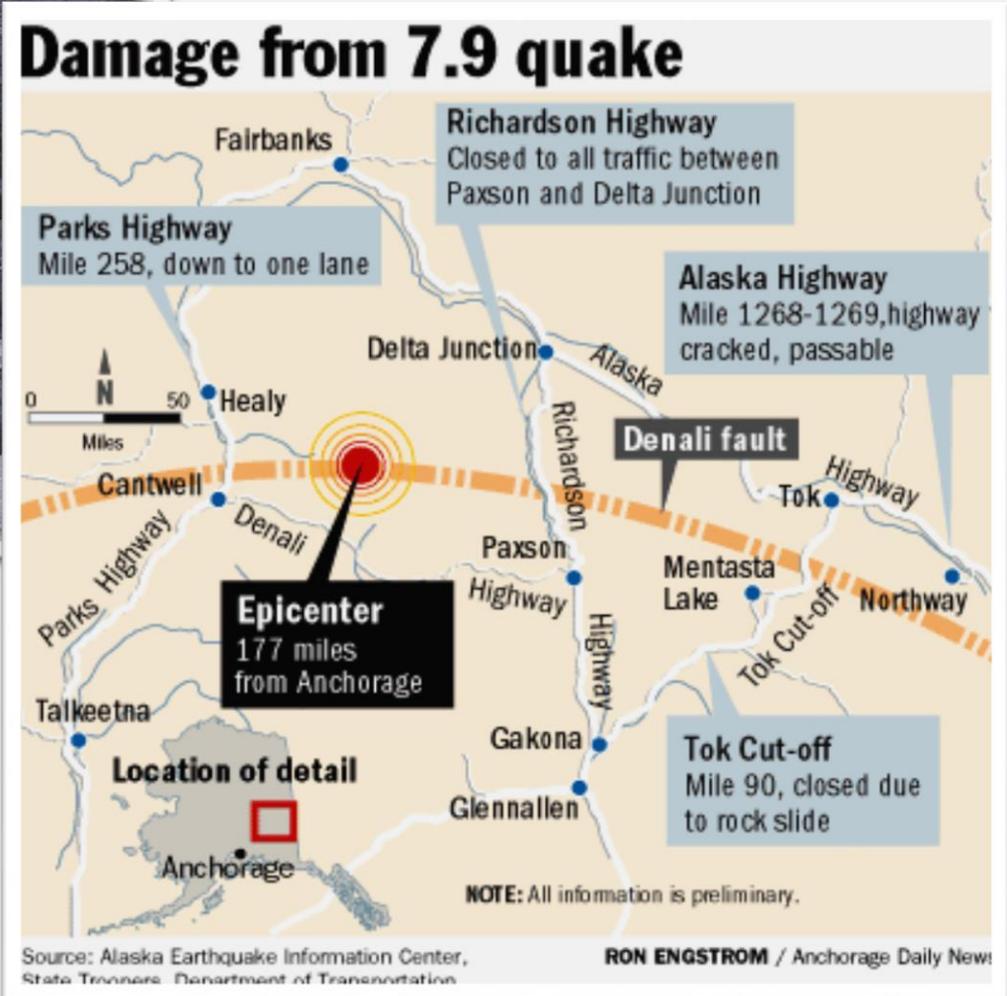
Photo by Mike Isaacs, Alaska DOT&PF



Sunday, Nov. 3, 2002
1:13 P.M.



7.9 Magnitude Denali Fault Earthquake



Tips for Leveraging Social Media

Develop a Response Strategy

Reach Your Audience

Leverage Technology

Analytics/Evaluation

Develop a Response Strategy

**Engage
Immediately**

**Tell Your
Story**

Use Graphics



Engage Immediately

“We are aware that an (accident-incident) involving (type of incident) occurred at approximately (time), in the vicinity of (general location). Crews are responding, and we will share updates when we have more information.”

Tell Your Story



Use Graphics

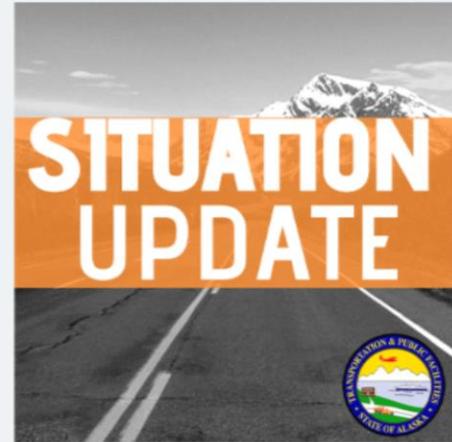
1 - Alert



2 - Road Closure



3 - Situation Update



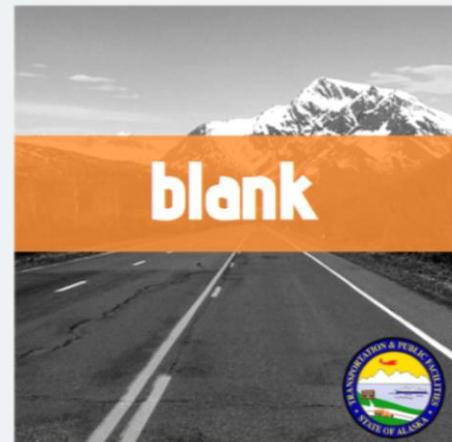
6 - EMERGENCY ALERT



7 - EVACUATION



8 - blank

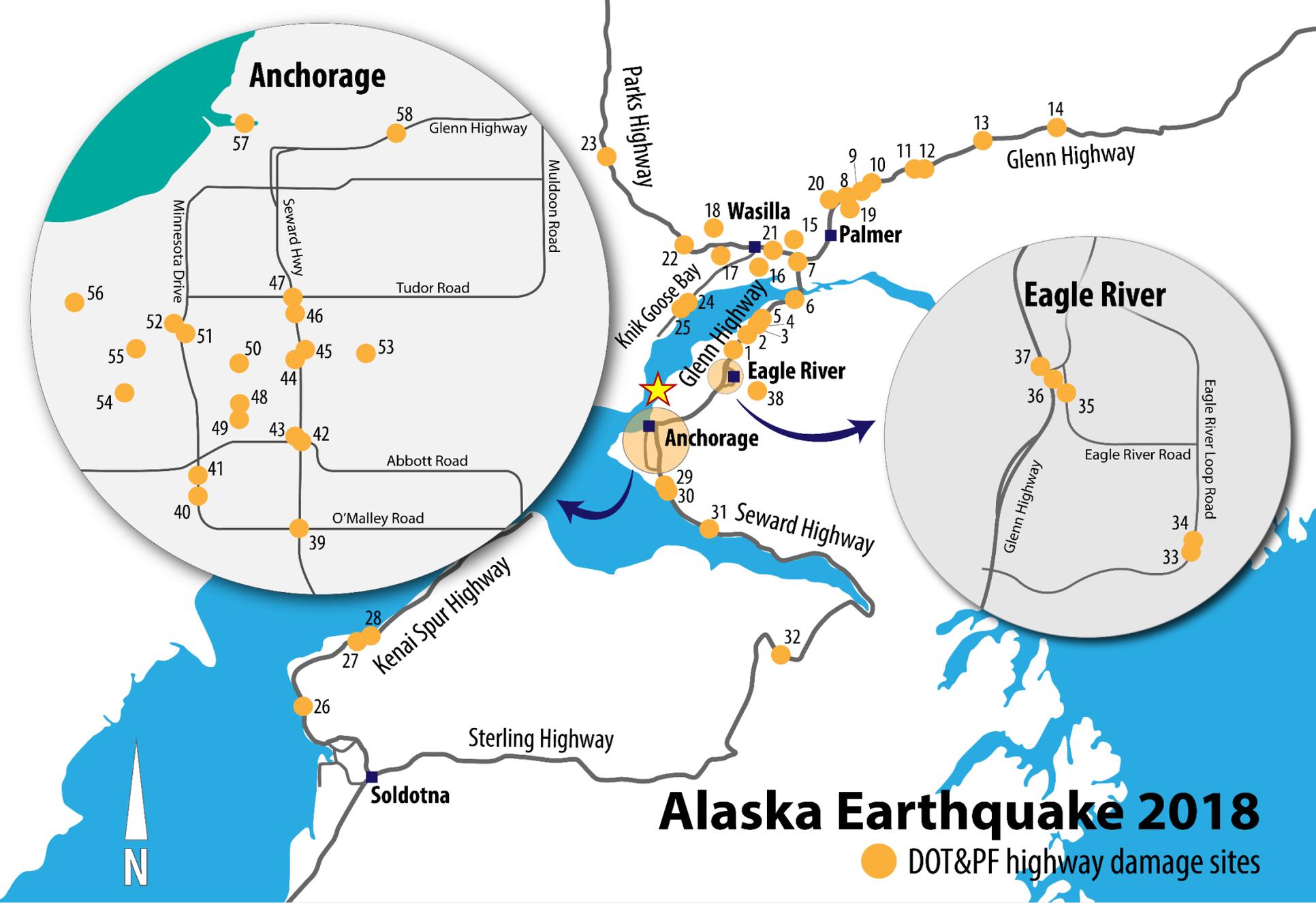




Minnesota Drive in Anchorage, Alaska. November 30, 2018

Alaska DOT&PF





Damage Locations by Highway and Community

#AlaskaEarthquake Response

8:29 a.m. – 7.1 earthquake, 25 miles deep, epicenter 10 miles north of Anchorage, followed several minutes later by a 5.7 aftershock

8:44 a.m. – First social media post reporting damage and establishing hashtag #AlaskaEarthquake

9:30 a.m. – DOT&PF Emergency Operations Center up

10:30 a.m. – Onsite interviews, Minnesota & International

11:08 a.m. – Earthquake webpage up and running

11:34 a.m. – First electronic Situation Report published

#AlaskaEarthquake Response



Alaska Department of Transportation & Public Facilities

Published by Danielle Tessen [?] · November 30, 2018 · 🌐

#EARTHQUAKE! After this morning's earthquake we have reports of damage in Anchorage and surrounding areas. Our crews are out in force to inspect roads and bridges and the Alaska Marine Highway System is on alert. It will take time to inspect all infrastructure. Because this earthquake is so widespread, inspections are taking place across the state. If you are traveling please be careful and report damage. We will share updates as we know more.

[#Alaskaearthquake](#) [#Anchorage](#) [#Wasilla](#) [#Tsunami](#) [#Roads](#) [#Bridges](#) [#akearthquake](#)



Alaska Department of Transportation & Public Facilities

Published by Danielle Tessen [?] · November 30, 2018 · 🌐

#AlaskaEarthquake road condition update: The Seward Highway is open!

Stay in the know with other road conditions by visiting <http://dot.alaska.gov/earthquake2018/>, 511.alaska.gov, and calling 5-1-1. You can also help keep us informed while we assess the damages by reporting earthquake-related state road conditions to caitlin.frye@alaska.gov

[#Anchorage](#) [#Wasilla](#) [#Tsunami](#) [#Roads](#) [#Bridges](#) [#Airports](#) [#akearthquake](#)



Alaska Department of Transportation & Public Facilities

Government Organization

Send Message

12,886

People Reached

927

Engagements

Boost Post

Amy Sparck, Annie Connelly and 69 others

11 Comments 82 Shares



Tips for Leveraging Social Media

Develop a Response Strategy

Reach Your Audience

Leverage Technology

Analytics/Evaluation

Reach Your Audience

Boost Facebook Posts Facebook Local Alerts Facebook Groups

Group Impressions

IMPRESSIONS PER DAY



Impressions Metrics

Totals

Twitter Impressions	697,334
Facebook Impressions	3,708,189
Instagram Impressions	11,128
Total Impressions	4,416,651

Boost Facebook Posts

Boost Post

DURATION AND BUDGET

Duration ⓘ

Days 10

End date  May 5, 2019

Total budget ⓘ

\$30.00 USD

Estimated People Reached ⓘ

340 - 1,300 people per day of 52,000

Refine your audience or add budget to reach more of the people that matter to you.

You will spend **\$3.00** per day. This ad will run for **10** days, ending on May 5, 2019.

PAYMENT

Payment Method

VISA *8242 [Change](#)



Alaska Department of Transportation & Public Facilities

Published by Sprout Social [?] · December 2, 2018 · 

#GlennHighway travelers, we want you to stay home Monday, if possible. Please.

Due to extensive damage on the Glenn Highway, between miles 23-25, Eklutna to Mirror Lake, we are requesting that agencies keep their employees home, if possible. The Glenn Highway remains open, but limited to one lane of traffic in either direction through this section. If travel is not essential, please avoid the area. #AlaskaEarthquake



151,731

People Reached

41,885

Engagements

[Boost Again](#)

Boosted on Dec 2, 2018
By Meadow Bailey

Completed



Facebook Local Alerts

Create Post | Live | Event | Offer | Job

 Write a post... 

 Get Messages  Feeling/Activity

 Check in  Tag Product

 Support Nonprofit  Watch Party

 Local Alert  Advertise Your Business

News Feed
Posts are public and show up on your Page and in search results.
 Share Now  Public  Boost Post

 **Instagram**
To share this post log into alaska_dotpf.

Share Now

Mark This Post as a Local Alert ✕

Marking your post as a local alert will also send a notification to Page followers who live in the area, as well as people who have turned on local updates. [Learn More](#)

Send Alert to People In:

- One or more cities in Alaska
- One or more counties in Alaska
- The state of Alaska

Enter the affected cities

Alert Duration:
Select how long you want your alert to be in effect. Your post will only be marked as a local alert for the set amount of time, but the post itself will stay published after the alert period has ended.

 2 hours ▼

Cancel Save



Facebook Groups



Glenn Highway Traffic Report

Member since December 2017

Anchorage, Alaska · Please review the "Pinned Post" for keeping this group running smoothly.

 21 members said they work at Alaska Department



Glenn Highway Traffic Report 2.0

25 unread posts · Member since March 2018

Post traffic updates throughout the day to fellow drivers what's happening

 7 members said they work at Alaska Department o



Aurah Landau shared a post.

January 11

Hi from DOT&PF...



Alaska Department of Transportation & Public Facilities

Published by Sprout Social [?] · January 11

#Juneau, did you see DOT&PF's tow plow working yesterday or today? Tow plows are a steerable, trailer-mounted plow pulled behind a regular snowplow truck. When plowing, the tow plow can be steered into the right lane allowing the truck to clear two lanes of traffic at the same time.

Normally it takes two trucks together to clear two lanes of traffic. With a tow plow, one truck can clear two lanes of traffic and the second truck can then focus on plowing other roads sooner. This allows DOT&PF to clear roads more efficiently and improve traveler safety.

Please #dontcrowdthepLOW! Give them plenty of room; stay at least 200 feet back and do not pass on the right. Snow removal equipment can cause white out conditions when trailing motorists are driving too close.

<https://vimeo.com/90166447>



#AlaskaEarthquake Response

Messaging

We are responding, it will take time to know specific details

Stay off of roads and bridges, it will take time to inspect infrastructure

Where to report damage

Channels



Staff covered communication around the clock, two shifts

Tips for Leveraging Social Media

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Reach Your Audience

Leverage Technology

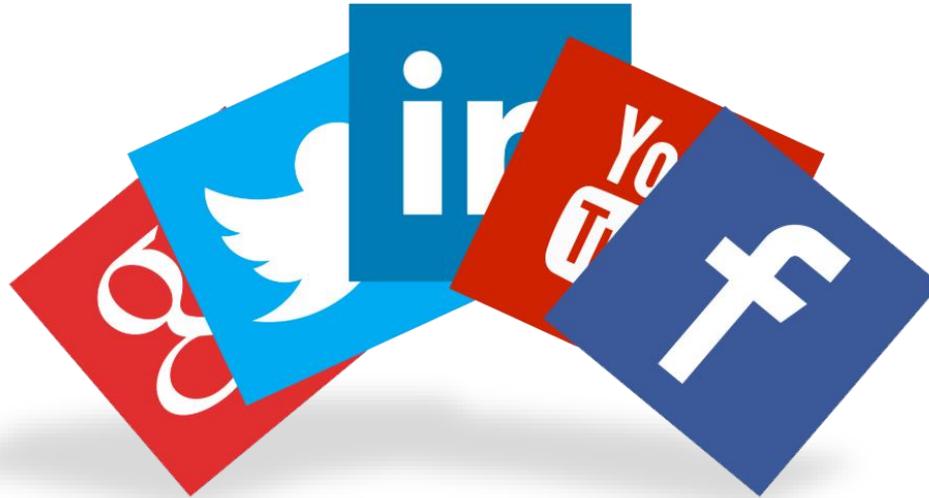
Analytics/Evaluation

Leverage Technology

Social Media Management

Social Media Monitoring

Use Social for all Updates



Social Media Management

The screenshot displays the Sprout Social web interface. At the top, a browser address bar shows the URL <https://app.sproutsocial.com/messages/smart/>. The main content area is split into two panels. The left panel, titled "New Message", shows a message composition screen with recipient tags for @AlaskaDOTPF, Alaska 511 Traveler..., and Alaska Department..., along with a "1 more..." link. The message text reads: "#GlennHighway travelers, we want you to stay home Monday, if possible. Please. Due to extensive damage on the Glenn Highway, between miles 23-25, Eklutna to Mirror Lake, we are requesting that agencies keep their employees home, if possible. The Glenn Highway remains open, but limited to one lane of traffic in either direction through this section. If travel is not essential, please avoid the area. #AlaskaEarthquake". Below the text are icons for emojis, images, location, mentions, and links, and a red "-140" character count. The right panel, titled "Network Preview", shows a preview of the message on a Twitter profile for "Alaska DOT&PF @AlaskaDOT...". The preview includes the same text and a photo of an orange excavator working on a road. Below the preview are icons for replies, retweets, and likes. At the bottom of the preview panel, a Facebook icon and the word "Facebook" are visible.

Social Media Monitoring



Alaska Department of Transportation & Public Facilities is

with Michael C Brechan.

Published by Caitlin Frye [?] · December 2, 2018 ·

We don't usually pave in the winter, because it's harder to compact asphalt before it cools and hardens when it's cold outside. Asphalt that is sufficiently compacted is stronger and lasts longer. Paving in the winter isn't ideal, but it's also not impossible. Here are some steps we'll take that will allow us to repair asphalt damaged by the earthquake.

The two main factors that affect asphalt compaction are temperature and time:

TEMPERATURE

-We can add chemicals to the asphalt that will allow it to be compacted at lower temperatures than usual.

-We will get the asphalt mix as hot as we can before we pave.

-We will place a thicker layer of asphalt, because a thicker layer will take longer to cool.

-Will tarp the truckloads of asphalt to help keep it hot during transport.

TIME

-We will use our largest rollers to cover the most ground as fast as possible.

-We will run multiple rollers at the same time.

-We will cut down on haul times by using the closest available asphalt plant as much as possible.

-We will pave continuously and avoid stopping.

-We will minimize the amount of time asphalt trucks wait.

It's harder to pave in the winter and it uses more resources, but when it needs to be done, we know how to do it right. Alaska's contractors are experienced and they are dedicated to repairing the asphalt surfaces damaged by this quake.



171,846

People Reached

45,785

Engagements

Boost Post

Zeke Coble, Nate Skains and 2.7K others

234 Comments 1,828 Shares



Use Social for all Updates



A screenshot of a tweet from the account "OCSO FL News" (@OrangeCoSheriff). The tweet text reads: "#breaking All updates on the Pulse Nightclub shooting will come from @OrlandoPolice Twitter feed ONLY." The tweet shows 27 retweets and 19 likes. The user's profile picture is a gold star with a globe in the center. A blue "Following" button is visible in the top right corner of the tweet box.

 **OCSO FL News**
@OrangeCoSheriff

#breaking All updates on the Pulse Nightclub shooting will come from @OrlandoPolice Twitter feed ONLY.

RETWEETS 27 LIKES 19

5:45 AM -



A screenshot of a tweet from the account "Orlando Police" (@OrlandoPolice). The tweet text reads: "Media: This is a fluid scene and we are working on getting you an update. All info will come from here for now." The tweet shows 286 retweets and 274 likes. The user's profile picture is the Orlando Police badge. The tweet is timestamped "4:35 AM - 12 Jun 2016".

 **Orlando Police** ✓
@OrlandoPolice

Media: This is a fluid scene and we are working on getting you an update. All info will come from here for now.

RETWEETS 286 LIKES 274

4:35 AM - 12 Jun 2016

Tips for Leveraging Social Media

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Analytics/Evaluation

Analytics

BY THE NUMBERS

4.4 MILLION
social media impressions

The number of times DOT&PF content was served to users on Twitter, Facebook, and Instagram.

140 THOUSAND
engagements

The total number of times a user interacted with DOT&PF content. This includes reactions, comments, shares, retweets, and likes.

33.9 THOUSAND
link clicks

The number of clicks on links within DOT&PF content on Twitter, Facebook and Instagram.

148 email updates sent to
659,188 subscribers

Emails sent to subscribers through the GovDelivery/Granicus system. Included press releases and travel advisories.

25 situation reports

7 press releases

118 THOUSAND
webpage visits

The total number of times the DOT&PF earthquake webpage was viewed by visitors.

305 messages sent

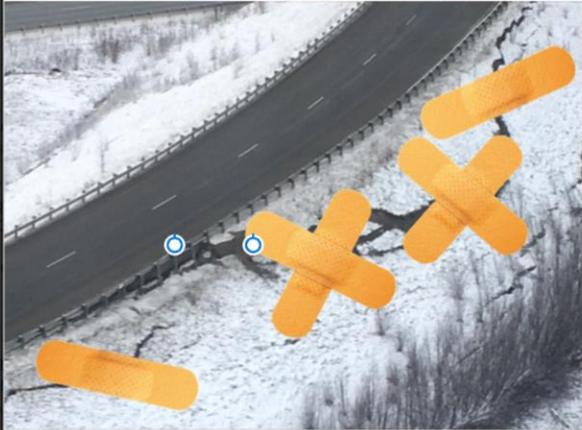
The total number of messages DOT&PF sent via social media to give updates, clarifications and answer questions.

14 THOUSAND
messages received

The total number of messages our profiles fielded across Twitter, Facebook, and Instagram.

Analytics

👷 We're slapping bandages on this damage so we can keep people and goods moving on our roadways. We'll come back later and make it right, but it will take longer. The work being accomplished right now is 100% incredible, amazing, awesome, and impressive. But it's less miracle, more just a ton of hard work.



Alaska Department of Transportation & Public Facilities

Government Organization

Send Message

39,174
People Reached

8,381
Engagements

Boost Post

704

54 Comments 422 Shares

Like

Comment

Share



Alaska Department of Transportation & Public Facilities

December 6, 2018

Aerial views of the damage and repair process of the recent 7.0 magnitude earthquake that hit Anchorage, Alaska on November 30th taken by Alaska Ariel Media. The before and after footage speaks volumes to the level of work our crews have been putting in 24/7 this past week.
#AlaskaEarthquake #Recovery



95,900

People Reached

21,774

Engagements

Boost Post

586

71 Comments 976 Shares

Like

Comment

Share

Tweet



AlaskaDOTPF

We've identified 47 locations with damage from yesterday's earthquake. Here's a complete list of those 47 sites: <https://t.co/2kkKUdaqu4>.
#alaskaearthquake #roads #bridges #Anchorage
<https://t.co/0Vcrdc8n0s>

(Tweet) by Meadow B. December 1, 2018 1:01 pm

Potential Reach

Responses

Clicks

Retweets

505,731

117

24,288

109



@alaska_dotpf

Thu, Dec 6, 2018 11:40 am PST



#AlaskaEarthquake recovery done in DAYS. Photo is a before and after of Minnesota Drive, or as people who don't live in Alaska call it #AleutianIslandDrive #MicDrop

Total Engagements 310

Likes 284

Comments 14

Saves 12



Evaluation

**7.0 EARTHQUAKE IN ALASKA. WE WILL
REBUILD!!**



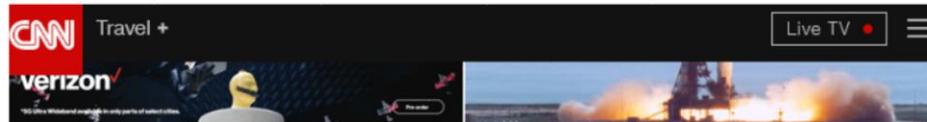
**72 HOURS LATER...AAAAND
DONE**



DOWNLOAD MEME GENERATOR FROM [HTTP://MEMIECRUNCH.COM](http://MEMIECRUNCH.COM)



Evaluation



ADVERTISEMENT

On Friday this Alaska road collapsed in an earthquake. It's already been fixed

By [David Williams](#) and [Amanda Jackson](#), CNN

🕒 Updated 4:09 PM ET, Wed December 5, 2018



Source: CNN

Video shows car stuck on crumbled road 01:20

(CNN) — Alaska road crews are the envy of folks in the Lower 48 because of their quick repair of a road that was ripped apart by Friday's 7.0-magnitude earthquake.

Evaluation



What worked well

Crisis plan is in place, can scale to the size of the incident

Communication channels are in place

Delegated communication tasks the first hour

Staff across the state responded



Lessons learned

Survey – Public received information from social media

Survey – Public would like to receive direct email/text from government agencies

Use Facebook Live earlier and more often

Bring in graphics staff earlier (maps)

Every other state "I hope Alaska is ok!"
Alaskans "Let's go play in the hole!!"



DO NOT RISK YOUR LIFE FOR A #SELFIE

EARTHQUAKE CREVASSES

Aftershocks can shift debris



Official Alaska DOT&PF Social Media



[Alaska DOT&PF](#)

[@AlaskaDOTPF](#)



[511 - Traveler Information](#)

[@Fly_Fairbanks](#)

[Alaska Marine Highway System](#)

[@TSAIAirport](#)



[Fairbanks International Airport](#)

[@Alaska511](#)



[Ted Stevens Anchorage International Airport](#)



Thank You

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