

Road Trippin'



Description

MoDOT's work is very visible to the public, at least those who live in that area or drive by the work. The Northeast District is bringing that visibility to thousands more customers through social media with their "Road Trippin' in NE Missouri" posts. The goal of the project is to increase engagement on social media and help educate Missourians how their tax dollars are spent, from the cost of a small culvert replacement to a large resurfacing project. Their most effective and engaging posts, so far, have been Facebook "live" videos, most of them reaching more than one thousand fans and all of them resulting in significant engagements. The communications team identifies their travel schedule for the week, look for work in that area, and check with employees who are on the job, so they can be efficient in obtaining the Road Trippin' footage and photos. Live video footage of an employee who is comfortable describing the work in 30 seconds or less is preferred, but if that isn't possible, live video is used in conjunction with a caption to explain the work. A video or photo is posted later. Typically, there are two or three posts throughout a week. Northeast District is perfecting the process with the expectation to continue the Road Trippin' series every week throughout the year.

Benefit

Road Trippin' increases awareness in Missouri's transportation needs. Most Road Trippin' live videos share cost of project, how it benefits the traveling public, and a reminder about safety. This has not only been a success for our social media audience, but also for our employees! These are truly organic real time videos from the heart of MoDOT workers.

Materials and Labor

3 hours of staff time with no materials cost.

For More Information Contact:

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Additional information, photos or videos can be seen by accessing the Innovations Challenge SharePoint page at:



<http://sharepoint/systemdelivery/TP/Documents/InnovationsChallenge.aspx>