nailed or failed?

Deciphering what works in a digital society
Presentation overview

Some staggering numbers
Our commitment
Standing out
Keeping up
Tracking success
7 in 10 Americans use social media today

1 in 20 Americans used social media in 2005

Source: https://www.pewinternet.org/fact-sheet/social-media/
The percent of a platform's users who log in daily

Facebook
Instagram
Twitter
YouTube

Americans use social media daily
73% of adults use this social media platform
73% of adults use this social media platform
Which platforms are most popular?

Source: https://www.pewinternet.org/fact-sheet/social-media/
Who uses social media?

18-29

30-49

50-64

65+
Social media has upended communication

Benefits
- Increase brand awareness
- Grow a larger audience
- Connect better with your audience

Challenges
- Deciphering what works
Our commitment

STAY COMMITTED TO YOUR DECISIONS, BUT STAY FLEXIBLE IN YOUR APPROACH.

Tony Robbins
AAMPO commits to:

- Welcome all people into the planning process.
- Identify people affected and involve them in the process.
- Get people involved early and keep them involved throughout in the process.
- Provide people with a variety of ways to participate.
- Use information and graphics that are easy to understand.

These are five of 11 commitments outlined in our Public Participation Plan, or PPP.
Our MPO:

- plans for a current population of 2 million that is expected to approach 4 million by 2045
- covers one of the fastest growing regions in the nation by both percentage and number
- has 17 full-time staff
- incorporated "Facebook" into our PPP in 2010
DO ONE THING EVERY DAY THAT SCARES YOU.

Eleanor Roosevelt
Cost-effective tools

- Canva
  - Graphics Pro = $120/year
  - Graphics Unlimited = $600/year
- Biteable
  - Video Unlimited = $600/year
- Tableau
  - Social media managing ~$240+/y
- Esri Story Maps
  - Interactive data analysis Public = free
  - Mapping / surveys ArcGIS = $15,000/year
Our very 'agency' CMAQ flyer

Safe
Text-heavy
No clear call to action
Out of typical "agency" comfort zone

Canva

Snappy
To-the-point

Submittals are competing for $60 million in CMAQ funding. Provide your input for the best projects and programs for the region:

1. WATCH an introduction to the CMAQ program at alamoareampo.org/cmaq
2. REVIEW the proposals in more detail on our interactive Story Map
3. PARTICIPATE by picking your favorite proposals (up to $60 million!)

For more information, contact us at aam@alamoareampo.org, visit our website at www.alamoareampo.org/cmaq, or call (210) 227-9561.

www.alamoareampo.org/cmaq
CALL TO ACTION: There are 28 projects competing for $60 million in federal air quality funding. Cast your vote on bike/ped facilities, transit, ITS, & emissions reductions programs.

Join the discussion today, deadline to submit comments is Friday, May 10. More information available at http://www.alamoareampo.org/cmaq

City of San Antonio - Municipal Government, Bexar County, Texas, UTSA - The University of Texas at San Antonio, VIA Metropolitan Transit, Leon Valley, Texas, Downtown SATX, UTSA Downtown Campus, San Antonio TCI, SA Climate Ready, San Antonio Metro Health, Alamo Area Council of Governments (AACOG), Mayor Ron Nirenberg, City of San Antonio Office of Sustainability

Submitted 860 million in CMAQ funding. Provide your input for the best projects and programs for the region.

WED, MAY 1
CMAQ Public Input Meeting
Via Metropolitan Transit Via Metro Center - San...
Social videos

Ladies and gentlemen,

Keep them short and quiet
Keep videos between 15 seconds and 2 minutes (depending on the platform). Mobile users scroll through feeds in public areas, so use captions and avoid relying on sound.

Use movement and go live
Use movement in the first two to three seconds. Or, go live. Eight in 10 adults prefer live video to reading a blog.

EVEN IF YOU ARE ON THE RIGHT TRACK, YOU'LL GET RUN OVER IF YOU JUST SIT THERE.

Will Rogers
200 Billion

The number of tweets sent each day

1,500

The number of stories that could show up in the News Feed (only 300 actually do)
Reposting is actually best practice

- On publish
- 2 hours later
- Next day
- Next week
- Next month
- Two months
Repost, but put a twist on it

**TRICK OR TREAT SAFETY TIPS**

Here are some tips that can help keep your trick-or-treaters safe on Halloween and year-round!

1. Be bright at night - trick-or-treaters should wear retro-reflective tape on costumes and treat buckets to improve visibility to motorists and others.
2. Wear disguises that don’t obstruct vision, and avoid facemasks. Instead, use nontoxic face paint.
3. Carry a flashlight containing fresh batteries, and place it face down in the treat bucket to free up one hand. Never shine it into the eyes of oncoming drivers.
4. Look both ways and listen for traffic before crossing the street.
5. If there are no sidewalks, walk on the left side of the road, facing traffic.
6. Cross streets only at the corner, and never cross between parked vehicles or mid-block.

Together, we can make sure everyone makes it home safe and sound.

www.alamoareampo.org

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**Use different versions**

**Post at different times**

**Engage with your audience**
ALAMO AREA MPO
BICYCLE MOBILITY ADVISORY COMMITTEE

2018 ANNUAL REPORT

18 Summers: The Ultimate Guide to Not Wasting a Single Vacation With Your Kids
Make every year count.
OUTDO YOU.
Define what success is to your agency and track progress

Platform performance over time
Understand the big picture trend of your digital platforms

Patterns
Identify what works and what doesn't. #12DaysOf Transportation was a win on Twitter and Instagram last December

Baseline and targets
Track metrics in one spreadsheet for all channels
In sum

Stand out with the help of cost-effective tools

Don't give up. Keep up with small changes and a commitment to engagement

Define what success is to your agency and track progress
QUESTIONS?

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