Extreme Weather, NCDOT and Social Media: Keeping the community informed

N.C. Department of Transportation
Communications Office
Get short, timely messages from I40 Rock Slide News. Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. Join today and follow @I40_RockSlide.

Create an account

New helicopter plan: Crews will no longer use 30 minute rolling roadblocks on Sundays; will use 5 to 10 minute RRBSL when necessary.

Rock & Co. will drill its first hole on Site #2 today; Janod continues working on Site #4.

ALL traffic will be delayed 30 mins on 5/16 for copter. Traffic will be allowed to flow till normal; then delayed 30 mins for more flight.

Change in plans: Helicopter WILL fly Sunday after 8 a.m. Expect rolling roadblocks EAST & WEST for no more than 3/2 hour at a time.

Crews are drilling holes to install anchor mesh at the site of the rockslide and the adjacent Site #4.

NO scheduled delays this Sunday morning (5/16) – the helicopter will NOT be flying at the rockslide.

It seems likely that the helicopter will fly this Sunday.
Why use social media?

More direct way to reach constituents/stakeholders

Fills in the gaps left by the changing face of journalism

*It is expected* that we communicate with the public this way
Emergency Communication Before/During the Storm
Rebuilding N.C. 12 After the Storm

TWITTER
INTEGRATED WEBSITE

236,429 pageviews from Aug. 29-Oct. 20
Winter Weather: Jan. 25, 2013

**NCDOT** @NCDOT

Winter Weather Fun Fact: NCDOT’s small dump trucks hold 7 tons of salt and larger dump trucks hold 8-9 tons of salt. #ncwx

Expand

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More safe driving tips for the winter weather: ht.ly/h8rr7 #ncwx

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Sleet/freezing rain falling steadily along I-85 btwn the Triad & Charlotte. Go slow, wear ur seat belt & avoid distractions like cell phones

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NCDOT @NCDOT
Rain first on I-40 in JoCo washed away brine causing sleet to freeze. County maint. crews are responding. Drive safe! #ncwx #brinetime
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NCDOT @NCDOT
Be careful when you get OUT of your cars! Sidewalks, driveways, parking lots can be deceptively slick. #iceicebaby
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NCDOT @NCDOT
Lots of folks are leaving work early, rushing home. PLEASE be careful, slow down, allow more time!!! #BrinedandPrimed
Expand
For tomorrow morning, the NCDOT Social Media Team strongly suggests:

1. Sleeping in late.
2. Taking your time reading the paper, surfing the web, or playing "Words with Friends."
3. Making a big breakfast, including French toast, of course.
4. Playing some games with your kids.
5. Building an indoor fort.
6. ANYTHING but getting out on the roads!!!
@NCDOT did an awesome job and still at it! Simply the best! #ncpol

Guys, @NCDOT has been really killing it on social media. Good job!

My new favorite twitter follow is @NCDOT! Doing a great job emphasizing safety in a fun way. #injurypreventionisimportant
From 1/25-1/27:

Total Post: 16535
Total Post Likes: 495
Total Post Shares: 438
Total Comments on Posts: 83
Total Likes on Post Comments: 29