

**Danny Straessle**  
**Public Information Officer**



**Transportation Research Committee Engineering Conference**

**Wednesday, August 14, 2019**

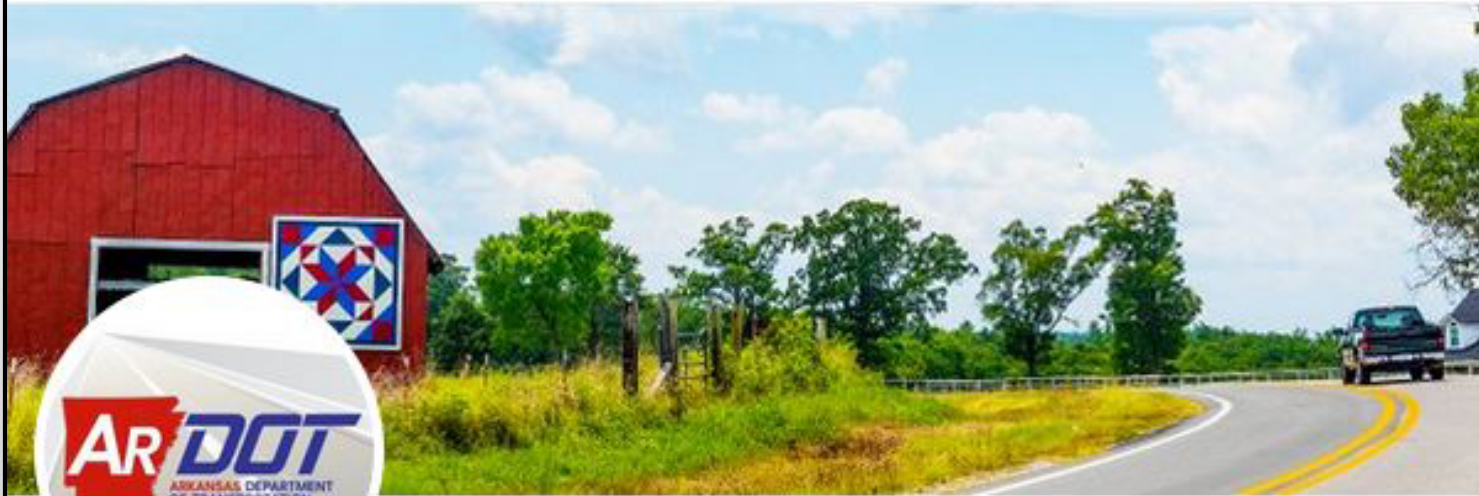


# *Social Media*



**Arkansas DOT**

31.1K Tweets



**Arkansas DOT**

@myARDOT

This account is not monitored 24/7. Arkansas Department of Transportation. ARDOT reminds users not to tweet or text while driving.

📍 Arkansas USA 🔗 [ardot.gov](http://ardot.gov) 📅 Joined March 2009

**52** Following **48.9K** Followers

# Keeping the Public Engaged

**Arkansas DOT** @myARDOT · Dec 8, 2016

**Photo of the Week:** The new #BroadwayBridge is looking shiny now that both arches are in place.



2 14 19

**Arkansas DOT** @myARDOT

#WolvesUp for the @NMStateFootball vs @RedWolvesFBall game! Travel safe in #artraffic during #gameday by using IDriveArkansas. #HowlYes !

10:01 AM · Nov 12, 2016 · Hootsuite

View Tweet activity

3 Retweets 9 Likes

**Arkansas DOT Human Resources** @ArkansasDOTJobs

If you enjoy working on a variety of vehicles and equipment, we have the job for you! Accepting applications through March 5, 2018 for a Mechanic in our Equipment and Procurement Division in Little Rock. Apply here: [ardot.gov/Employment/ahd...](http://ardot.gov/Employment/ahd...) #workwithuswed #arjobs



9:43 AM · Feb 21, 2018 · Twitter Web Client

4 Retweets 5 Likes

**Arkansas DOT** @myARDOT

When #arwx is nice this month our crews will start mowing near #artraffic!



11:31 AM · Jul 6, 2016 · Hootsuite

View Tweet activity

11 Retweets 4 Likes

**AHTD** @AHTD

#Adulting can be hard; we know you can do it! #DontTrainAndDrive #PokemonGO #PokemonSTOP



RETWEETS 14 LIKES 8

6:01 AM · 18 Jul 2016

14 8

Reply to @AHTD

 **Arkansas DOT**  
@myARDOT

Well, that didn't go quite as planned....  
#BroadwayBridge #TheDayTheBridgeStoodStill



12:14 PM · Oct 11, 2016 · Hootsuite

||| View Tweet activity

**153** Retweets **206** Likes

 **Arkansas DOT**  
@myARDOT

Pulaski Co: Frozen pizza, anyone? No injuries but cleanup will take time. Expect delays  
#artraffic #arnews



1:11 PM - 9 Aug 2017

**200** Retweets **609** Likes



16 200 609 |||



# *Strategic Plan*

## Dictionary

Search for a word



**strat·e·gy**

*/ˈstrədʒəjē/*

*noun*

a plan of action or policy designed to achieve a major or overall aim.

"time to develop a coherent economic strategy"

*synonyms:* master plan, grand design, game plan, plan of action, plan, policy, proposed action, scheme, blueprint, program, procedure, approach, schedule; [More](#)

# Keeping the Public Engaged

**We have so many questions...**



**None of them are about workzone safety!**



**ARDOT OBSERVES  
WORLD EMOJI DAY**

**JULY 17, 2019**

**ARDOT OBSERVES  
SOCIAL MEDIA DAY**

Arkansas DOT @myARDOT · 2h  
St. Francis Co: Accident with injury reported on WB 250.7. Lanes blocked at this time: all. Reported by Troop D. Monitor IDriveArkansas.com for the latest information. #ARtraffic #NEAtraffic

Arkansas DOT @myARDOT · 2h  
St. Francis Co: Accident with injury reported on WB 250.7. Lanes blocked at this time: all. Reported by Troop D. Monitor IDriveArkansas.com for the latest information. #ARtraffic #NEAtraffic

Arkansas DOT @myARDOT · 2h  
Faulkner Co: A section of US Highway 65 has been closed. ar.gov/closed for information. #ARtraffic #NEAtraffic

Arkansas DOT @myARDOT · 4h  
... blocked due to a previously reported towing / recovery operation on EB I-40 near Mile Marker 237.5 have been cleared. #ARtraffic #NEAtraffic

Using social media to talk about social media is so #meta.





**In Workzones can we...?**

**NO**





*Questions?*

