

Social Media

Kristin Loobeek | Social Media Coordinator



What is social media?

- You'll know it when you see it



What is social media?



Facebook

- Founded in 2004



Facebook

- Who uses Facebook?
- 34,500 likes

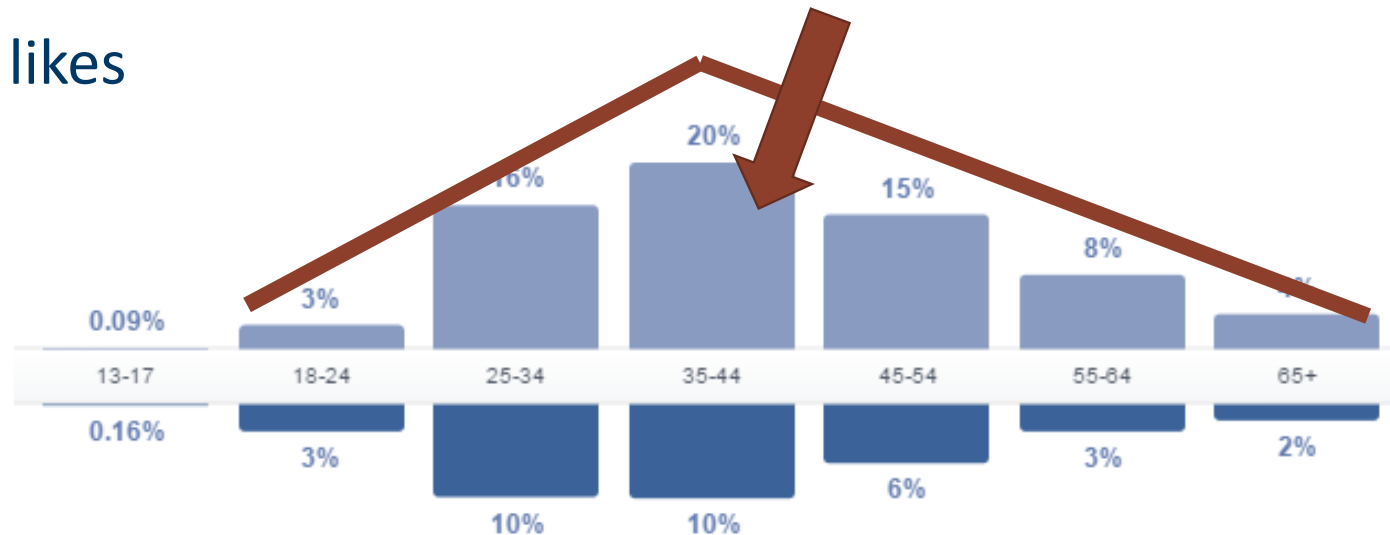
Women between 35-44

Women

65%
Your Fans

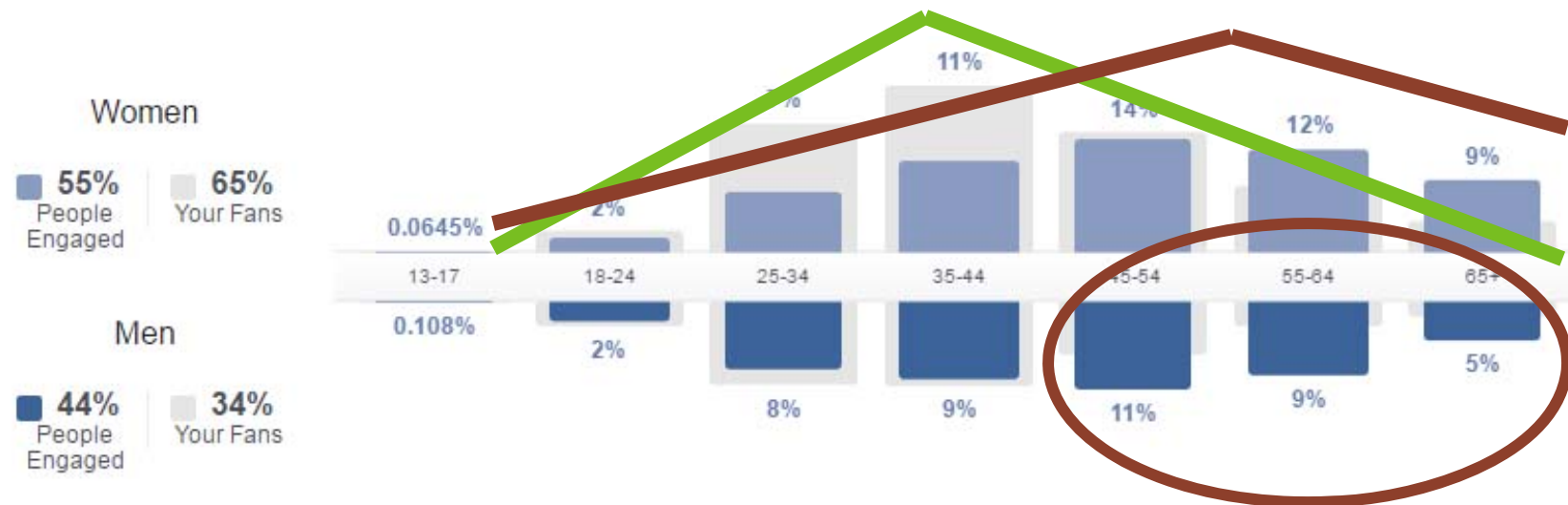
Men

34%
Your Fans



Facebook

- Who uses Facebook?



Men 45-65+ (11%)
24% of the engagement

Facebook

- How are we using Facebook?




Over 21,000
people reached



101 shares

Facebook

- How are we

 **Minnesota Department of Transportation**
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****We're hiring!****
Full-time, summer/temporary maintenance positions.
Areas: Willmar, [Litchfield](#), Marshall and Montevideo.
Duties include roadway patching/maintenance, flagging, driving trucks (CDL holder only), mowing, sign repair/replacement and bridge work. We are also looking for help on the Marshall bridge crew and Willmar striping crew follow truck.... [See More](#)



We're hiring full-time temporary maintenance positions.

Apply by March 31!

5,483 people reached [View Results](#)

Like Comment Share

Marie Dorschner-Holland, Terry Holmquist and 42 others Top Comments

41 shares

YEARS PLOWING:

25

ROUTE PLOWED:

Hwy 14 & 15
New Ulm to
Sleepy Eye

AREA:



Facebook

- Citizen engagement

The screenshot shows a Facebook post from the Minnesota Department of Transportation. The post is from a user named Nadine [redacted] and is dated February 24. The text of the post expresses gratitude for plow cams and mentions rural areas. Below the post, there are interaction buttons for Like, Comment, Share, and Message. A comment is visible below the post, expressing frustration with road striping and reflectivity. The comment has 2 replies.

Nadine [redacted] ▸ Minnesota Department of Transportation
February 24 · 🌐

Thank you so much for the plow cams -- they are super helpful, especially for those of us traveling in rural areas!!

👍 Minnesota Department of Transportation 

👍 Like 💬 Comment ➦ Share 💬 Message

nonexistent. Why, just why did they make such a mess of that section??? It's horrible.
It's bad enough that the road striping is practically impossible to see when we get a good rain. There is zero reflectivity in the paint. Why???

2 Comments 

👍 Like 💬 Comment ➦ Share 💬 Message

m

DON'T BE THAT GUY/GAL



The infographic depicts a top-down view of a road with a white center line. On the left side of the road, there is a light blue car. To its right, there is a large gap. In the middle of the road, there is a brown car followed by a light blue car. To the right of that, there is a white car. Below the road, there are eight small orange circles with white centers, representing a scale or measurement. The text 'DON'T BE THAT GUY/GAL' is written in large, bold letters at the top, and 'DOUBLE YOUR FOLLOWING DISTANCE' is written in bold letters at the bottom.

DOUBLE YOUR FOLLOWING DISTANCE

Twitter



@MnDOTnews
@MnDOTtraffic



@MnDOTwestcentral



@MnDOTnortheast



@MnDOTsoutheast



@MnDOTnorthwest



@MnDOTscentral



@MnDOTcentral



@MnDOTsouthwest

Twitter



Instagram



mndot

Following

56 likes


2d

mndot #MessageMonday distracted driving is not just dangerous for you, but all those around you--passengers, fellow motorists and pedestrians. No text is worth a life #justdrive

♡ Add a comment...

- How I see my role





If you want to learn
about a culture,
listen to the stories.

If you want to
change a culture,
change the stories.

Thank you again!

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