



Making use of Social Media

Misinformation on Facebook: A Case Study

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KYTC District 12 – Pikeville

September 11, 2012



Remember when...

- ...we didn't know how to use cell phones?
- ...we faxed documents instead of scanning and emailing?
- ...we took rolls of film to a store to have them developed?
- ...when drafting meant using a pencil and a T-square?

Technology changes-and keeps changing!



Social Media Tools





Should KYTC use Social Media?

- People will use these tools even if KYTC does not
- If we use these tools, we have the opportunity to build trust
- We can be the best source of accurate and timely information
- We can help shape opinions and attitudes based on facts (not myths, stereotypes, speculation, etc.)



KYTC's Social Media Policy

- COT Office of Enterprise Technology: CIO-061
- Four pages of (mostly) common sense guidelines
- The goal:

“The Commonwealth’s goal is to have a web presence that offers visitors multiple ways to receive agency updates and information.”

CIO-061
Social Media Policy

Office of the Chief Information Officer
Enterprise Policy

Policy Number: CIO-061

Effective Date: 07/01/2011

Subject: Social Media Policy

Policy Statement: The purpose of this enterprise policy is to define and outline acceptable use of social media sites and resources in state government. Examples of social media sites include, but are not limited to, Facebook, Twitter, Flickr, YouTube, blogs, wikis, virtual worlds and other sites that allow interactive posting of information, images, video and comments.

Policy Maintenance: The Commonwealth Office of Technology (COT) Office of Enterprise Technology and the Office of the Chief Information Security Officer share responsibility for maintenance and interpretation of this policy. Agencies may choose to add to this policy, in order to enforce more restrictive internal policies as appropriate and necessary. Therefore, employees are to refer to their agency's social media acceptable use policy, which may have additional information or clarification of this enterprise policy.

Applicability: This policy is to be adhered to by all Executive Branch agencies and users, including employees, contractors, consultants, temporaries, volunteers and other workers within state government. This policy applies to the use of social networking sites in the course of conducting official state business, and is not intended to address employees' personal use of social networking sites outside the workplace.

Responsibility for Compliance: Agencies and employees that participate in social networking sites are expected to understand and follow these guidelines. Each agency is responsible for assuring that employees and users under its authority have been made aware of the provisions of this policy, that compliance by the employee is expected, and that intentional, inappropriate use of social media sites or resources may result in disciplinary action pursuant to KRS 18A up to and including dismissal. It is each Executive Cabinet's responsibility to enforce and manage the application of this policy.

Policy: The Commonwealth's goal is to have a web presence that offers visitors multiple ways to receive agency updates and information. Social media platforms offer many advantages and help open up government to encourage citizen participation, strengthen democracy and support a civic culture.

All plans for new social media sites and accounts should be approved by the agency head or cabinet secretary and the social media provider's terms of service should be reviewed by the agency's legal staff.

- Agencies should first identify what goal they are trying to achieve. Would a social media account help achieve that goal? Do not set up a social media account unless you have a legitimate purpose to do so.
- Develop a communications plan, including the best communications vehicles to use, by consulting with your agency's communications office.
- If the communications plan includes social media, consider if existing platforms or accounts could be used instead of establishing new ones. Some agencies already have well-established,



Embracing Concepts of Team and Family

As co-workers, we are part of a team. Will our attitudes be...?

- Exclusive: leading to a dysfunctional team
- Inclusive: leading to an efficient, high-performing team

In our various roles will we...?

- Embrace people with a servant attitude
- Be paralyzed by fear of the unknown



Which brings us to...



Floyd Co. 12-1085 Garrett Bridge on KY 777

Project Location



Existing Conditions



Sufficiency Rating: 3 (out of 100)

Western Abutment



Eastern Abutment



Rusting Beams



Deck and Sidewalk Issues



The Pre-Design Scoping Study (DNA)

Kentucky
UNBRIDLED SPIRIT™

2011

Pre-Design Scoping Study

D_{ata}
N_{eeds}
A_{nalysis}



Floyd County KY 777 @ Garrett
Replace Bridge and Approaches Over Right
Fork of Beaver Creek
M.P. 0.186 to M.P. 0.205
Item Number 12-1085.00
Prepared by:
Kentucky Transportation Cabinet
Department of Highways District 12
Division of Planning
2/17/2011

Project Overview



Aerial Photo (looking south)



Historic Issues



Community Issues



Drainage Issues





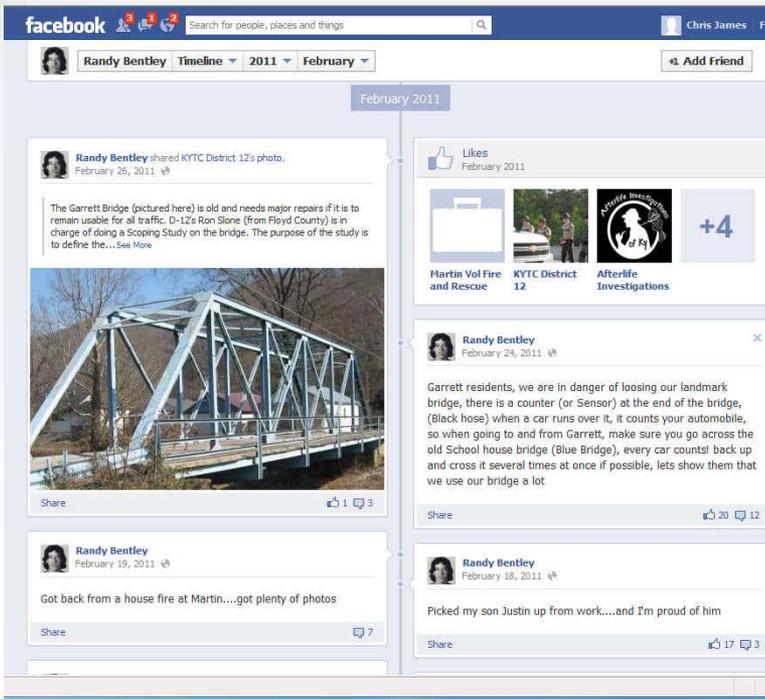
What were the options?

- No Build (create a pedestrian bridge, close to vehicular traffic)
- Repair the Existing Structure
- Replace in Same Location (One-Lane or Two-Lane?) and create a “monument” out of the old bridge
- Replace Downstream of existing (leaving old bridge in place)
- Others???

Data Collection



The Facebook Comments Began...



facebook 3 1 2 Search for people, places and things Chris James F

Randy Bentley Timeline 2011 February Add Friend

February 2011

Randy Bentley shared KYTC District 12's photo.
February 25, 2011

The Garrett Bridge (pictured here) is old and needs major repairs if it is to remain usable for all traffic. D-12's Ron Slone (from Floyd County) is in charge of doing a Scoping Study on the bridge. The purpose of the study is to define the... See More



Share 1 3

Martin Vol Fire and Rescue KYTC District 12 Afterlife Investigations +4

Randy Bentley February 24, 2011

Garrett residents, we are in danger of loosing our landmark bridge, there is a counter (or Sensor) at the end of the bridge, (Block hose) when a car runs over it, it counts your automobile, so when going to and from Garrett, make sure you go across the old School house bridge (Blue Bridge), every car counts! back up and cross it several times at once if possible, lets show them that we use our bridge a lot

Share 20 12

Randy Bentley February 19, 2011

Got back from a house fire at Martin....got plenty of photos

Share 7

Randy Bentley February 18, 2011

Picked my son Justin up from work....and I'm proud of him

Share 17 3

“...we are in danger of losing our landmark bridge.”



...and received immediate interest.

20 “Likes” and 10 Comments
within 12 hours



facebook 3 1 2 Search for people, places and things Chris James Fi

Randy Bentley Timeline 2011 February Add Friend

Marshall Bessie likes this.

Ronda Lawson-Gaines I think doing anything to the bridge other than restoration would be a waste. We need to be able to keep some of what is left in Garrett intact. This bridge has always served a multi-purpose for vehicles and people, so I don't see now what the confusion is about. I vote to keep the bridge as it is and restore it to be safer but maintain its natural appearance. Everyone who grew up there or even visits knows Garrett from the Red bridge/Blue Bridge. It carried many of us to school each day. It would be a shame to see what very little of our community that is left intact be destroyed or replaced. The school is gone, when I think in some ways they could have possibly preserved some parts or even the lunch area instead of demolishing the whole thing but seems that the choice is always what's easiest and tearing down would be. However all over the world and even in our surrounding areas some of the old schools kept parts of their legacy now Garrett Black Devils have paintings.
February 26, 2011 at 3:36am 1

Kaylee Layne Sallee If I was there I would drive across for you! :(
February 26, 2011 at 9:00am

Marshall Bessie I drive across this bridge often, its a BIG part of Garrett, Hope it stays there
February 26, 2011 at 3:10pm

Randy Bentley
February 19, 2011 7

Got back from a house fire at Martin....got plenty of photos

Share 7

Share 20 people like this.

Dotty Hazelette always use it
February 24, 2011 at 1:16am

Susan Slone Gibson I will make special trips to Garrett just to cross the bridge!
February 24, 2011 at 1:16am

Susan Slone Gibson Randy I am going to copy this status and post it to my page.
February 24, 2011 at 1:18am

Randy Bentley Thanks Susan...spread the word!!!
February 24, 2011 at 1:22am

Adrian Bentley Way to go Randy...I'll drive across it n back up a few times when I go to Garrett this afternoon.
February 24, 2011 at 10:03am

Ed Moore Hey Randy you got a picture of that old bridge ? I can remember the pool hall down from it . (you could stand in the door way and watch the cars go over it .)
February 24, 2011 at 10:19am

Teresa Castle Bentley randy that bridge was there my whole life hate to see it go and yes ill run over sensor u can count on me lol lol..i know it is old but its like a memory thing kinda without that and to mention the school it wont be right.
February 24, 2011 at 11:06am

Iris Hicks-Petit When I go I will sure to drive over a few dozen times.I spread the word.
February 24, 2011 at 1:59pm

Charlotte Fink I went back to Garrett in Sept. 2010!!! Had been 31yrs. since back!!! Walked across Garrett bridge and through town!!! Got pic's in my photo's!!! Great Bridge!!!
February 24, 2011 at 4:11pm

Sharon Scott oh my god i will let everyone know about the old bridge also thanks randy for the inf.
February 24, 2011 at 7:28pm

Randy Bentley this is the post I got from Sara George.....Hey there, Mr. Bentley! I am the information officer for Highway District 12 (Kentucky Transportation Cabinet), headquartered in Pikeville.

“I will make special trips to
Garrett just to cross the
bridge!”

“When I go I will sure to drive
over a few dozen times.”

“I will let everyone know
about the old bridge...”

So how should KYTC respond?



Randy Bentley this is the post I got from Sara George.....Hey there, Mr. Bentley! I am the information officer for Highway District 12 (Kentucky Transportation Cabinet), headquartered in Pikeville. Floyd is one of the seven counties in our district. Noticed your post through a re-post and thought I'd send you a message. There are no plans to tear down the Garrett bridge, and that is not why there is a traffic counter on the bridge. I sent you a friend request for my personal facebook page, but we also have a KYTC District 12 page (just put KYTC District 12 in your search box at the top of your fb page and you'll find it). What I'd like to do is post a photo and explanation of the Scoping Study that we are doing with regards to the bridge at Garrett and then invite you and all your fb friends to make comments. If we can get public input at the front end of the process, which is the Scoping Study, way before there are any plans made or meetings held, then we can make smarter decisions about the plans we make and the choices available. We have never used social media to gather this kind of input before, and I am excited that you might be willing to partner with us to see how successful this might be. This could also prevent rumors in the community and encourage people not to jump to conclusions in situations like this just because they see a traffic counter on a road or bridge. In fact, the person in charge of the scoping study is a Floyd County fellow whose sister posted a comment to your post! Small world, huh? Let me know if you're interested and I'll set up a discussion on KYTC District 12's fb page just for this topic! Thanks!
-- Sara George

February 24, 2011 at 7:33pm · #35

District 12's Public Information Officer replied to the original poster...

- “If we can get public input at the front end of the process...we can make smarter decisions.”
- “We have never used social media to gather this kind of input before...”

So how should KYTC respond?

Then posted the topic on the District 12 Facebook page:

- “The Garrett Bridge (pictured here) is old and needs major repairs if it to remain usable...”
- “...should this bridge be replaced?”
- “Should it be restored...?”
 - “We want to start a conversation here...”
 - “What do you think?”



What feedback did we receive?

Here are some of the comments:

- “...I believe in preserving history...”
- “...would like to see it restored...but I know safety and cost are gonna play a big role in this.”
- “...why don't you keep the old bridge, but widen and add a walk way and face lift...”
- “Garrett bridge has always been a landmark...”



KYTC District 12
ion

Fork and get back on at Meta. Maintenance on Prison Family Bridge. Might take until Friday, but if weather is good, could be finished sooner. How long has it been since through traffic has traveled the "old" road? Be safe out there!

Share 1

KYTC District 12
February 10, 2011

Snowfighters worked steadily through night to treat/plow as dropping temps turned wet roads into thin ice sheets. Last night vehicles stuck at Hardy Mtn., Pound Gap, Kimper Mtn., Pine Mtn. Some were abandoned and we had to plow around them. STILL TREACHEROUS at 6:30 a.m. Thursday. Please stay put til mid-morning. Give salt time to work and our trucks time to break up the ice as - hopefully - temperatures rise.

Share 3

Dede Wallace I don't live in Garrett, but I believe in preserving history so I say save it!
February 25, 2011 at 1:14pm

Kean Smith This bridge gives great access to the park and has other useful reasons for staying in place. So I feel a rebirth is the way to go with this one. D-12 crew 360
February 25, 2011 at 1:17pm

CarlyAnnTracy Moore I for one would like to see it restored to its original condition but I know safety and cost are gonna play a big role in this. This bridge is part of Garrett's history as well as the lives of everyone (myself included) who crossed it to go to school and should remain that be it pedestrian or car traffic.
February 25, 2011 at 1:18pm

Johnny Meade III I think it should stay, we're losing too much of Eastern Kentucky's history as it is!
March 2, 2011 at 4:27pm

Jeanne Scott Howard I grew up traveling this bridge to school, grandparents, & great-grandmother's house... it is also the only way out of Garrett if the town is blocking the road... I would hate to see this bridge gone... it still looks strange that the Garrett School buildings & Gym gone... Please save our bridge!!!
March 3, 2011 at 5:21am

James Morley It should stay as a piece of history and become a split bridge, bicycle on one side and pedestrian on the other side. Not many of these bridges are left and all were torn out in Pike Co.
Question for SARA GEORGE --- Were these type of bridges built during the WW era?
March 3, 2011 at 10:59pm

KYTC District 12 James, I don't know, but I'll try to find out. Thank you for your comment!
March 3, 2011 at 11:18am

Ernie W Yvonne Gullatt spend the money on the budget and leave history alone. Just make it safe.
March 3, 2011 at 5:37pm

Rhonda Lawson-Baltes I posted already but I will again and I think I can speak on behalf of my whole family Randall and Jackie Lawson. Garrett bridge has not just been a part of my whole life but also so many lives before me and I hope many who come after. Garrett does not have a lot of anything that has been left or tried to Restore. First thing everyone wants to do is tear down. Each building we lose not only are we losing a piece of where we grew up, our only made to and from school, but the biggest thing we lose is a sense of self. Garrett bridge has always been a landmark, many generations have referred to it for directions. Used to be the red bridge then it's the blue. I sat many days in daddy's yard watching cars and people cross that bridge and over a few thimble to jump. I know many have moved on but we always come back home, and at this rate there isn't going to be anything left. As I stated before, no one tried to preserve any part of our school instead we get more repairs. How come mps. for Garrett are in a hurry to tear down that restora? Wayland seems to have a diff mindset and want to preserve some of their historical sites. Perhaps Garrett should let



The Outcome...

Was it worth it to embrace the use
of Facebook on our project?

ABSOLUTELY!

Was KYTC obligated to agree with
the direction recommended by
the public?

No



The Project Team's Role

We still had to consider the overall project issues:

- Engineering & Safety
 - Costs
 - Historic
- Community Preferences
 - Aesthetic
 - Environmental
 - Social Justice



The Project Team's Options...



Alternates

- No Build Alternate
- Alternate 1
 - Repair existing structure
- Alternate 2
 - Replace with spread box beam bridge
- Alternate 3
 - Replace with thru-girder bridge
- Alternate 4
 - Replace with truss bridge



The Project Team's Decision

The Project Team recommended the Repair Option based on:

- Bridge Condition
- Historic Impacts
 - Cost
- Community Context

Thank You!

