Making use of Social Media

Misinformation on Facebook: A Case Study

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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?

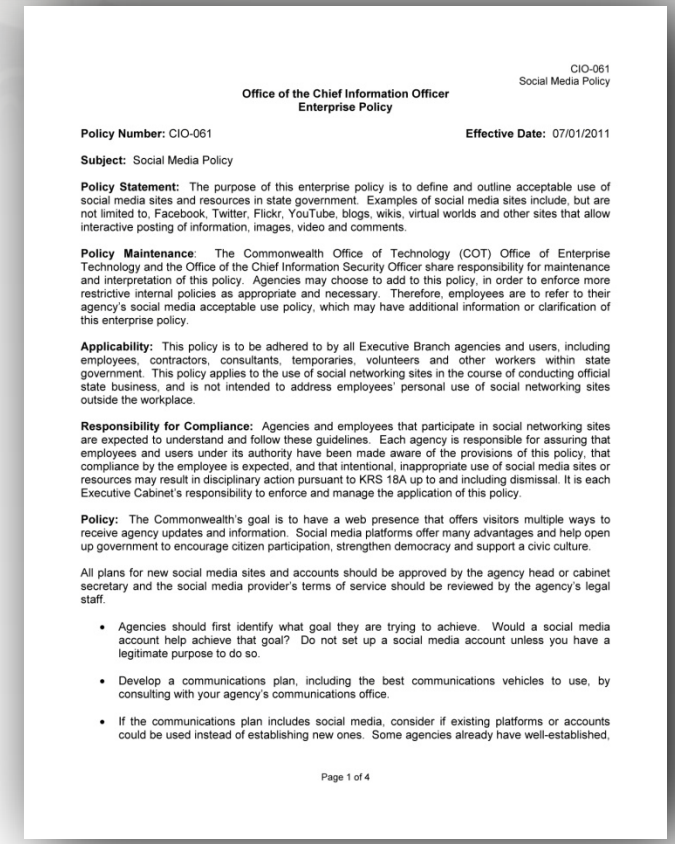
Technology changes-and keeps changing!

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



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,

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- 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."

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

Data
Needs
Analysis

KENTUCKY TRANSPORTATION CABINET

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

Aerial Photo (looking south)

Historic Issues

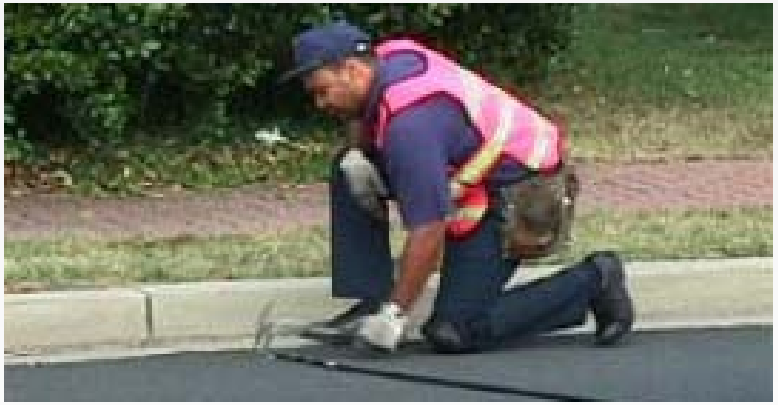
Community Issues

Drainage Issues

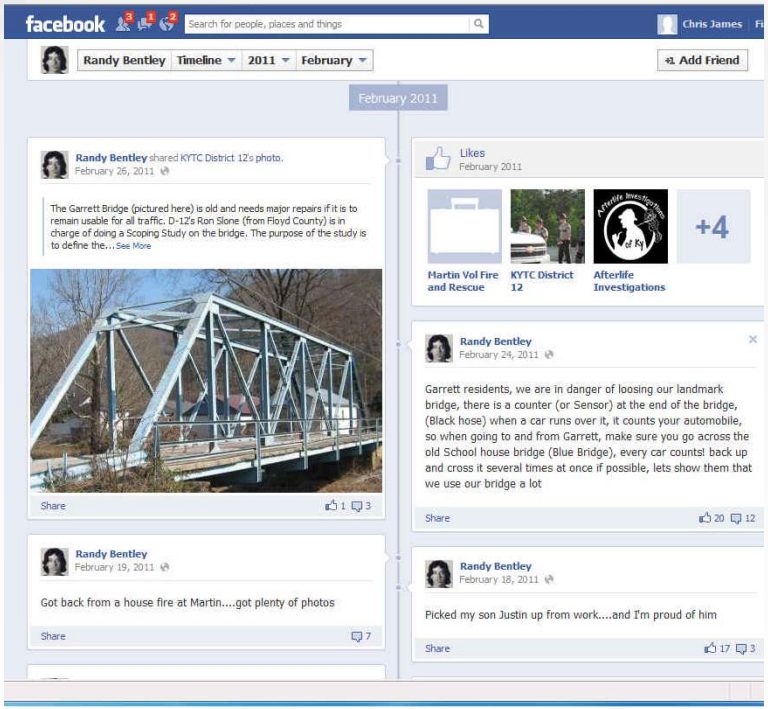
What were the options?

- 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…



"…we are in danger of losing our landmark bridge."

…and received immediate interest.

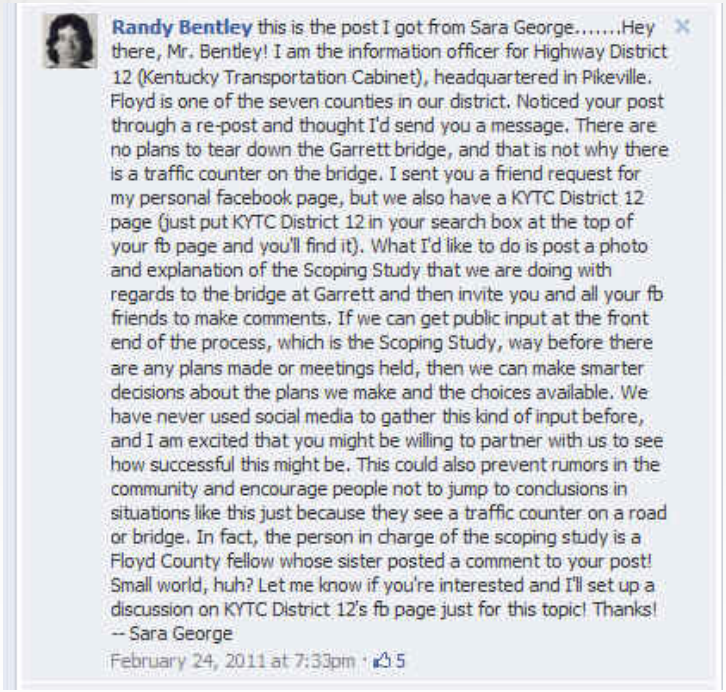
20 “Likes” and 10 Comments within 12 hours

“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?



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…"

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!