

# SOCIAL MEDIA STRATEGY



PennDOT oversees programs and policies affecting highways, urban and rural public transportation, airports, railroads, ports, and waterways. PennDOT also administers the state's more than 12 million vehicle registrations and 8.8 million driver's licenses, and oversees safety and emission inspection programs.

We use social media as a tool to communicate valued information to the public. Our key objective is to promote a safe transportation system and provide the highest level of public service to our customers.

## THE SOCIAL MEDIA PLATFORMS WE USE ARE:



### FACEBOOK

[WWW.FACEBOOK.COM/PENNSYLVANIADEPARTMENTOFTRANSPORTATION](http://WWW.FACEBOOK.COM/PENNSYLVANIADEPARTMENTOFTRANSPORTATION)

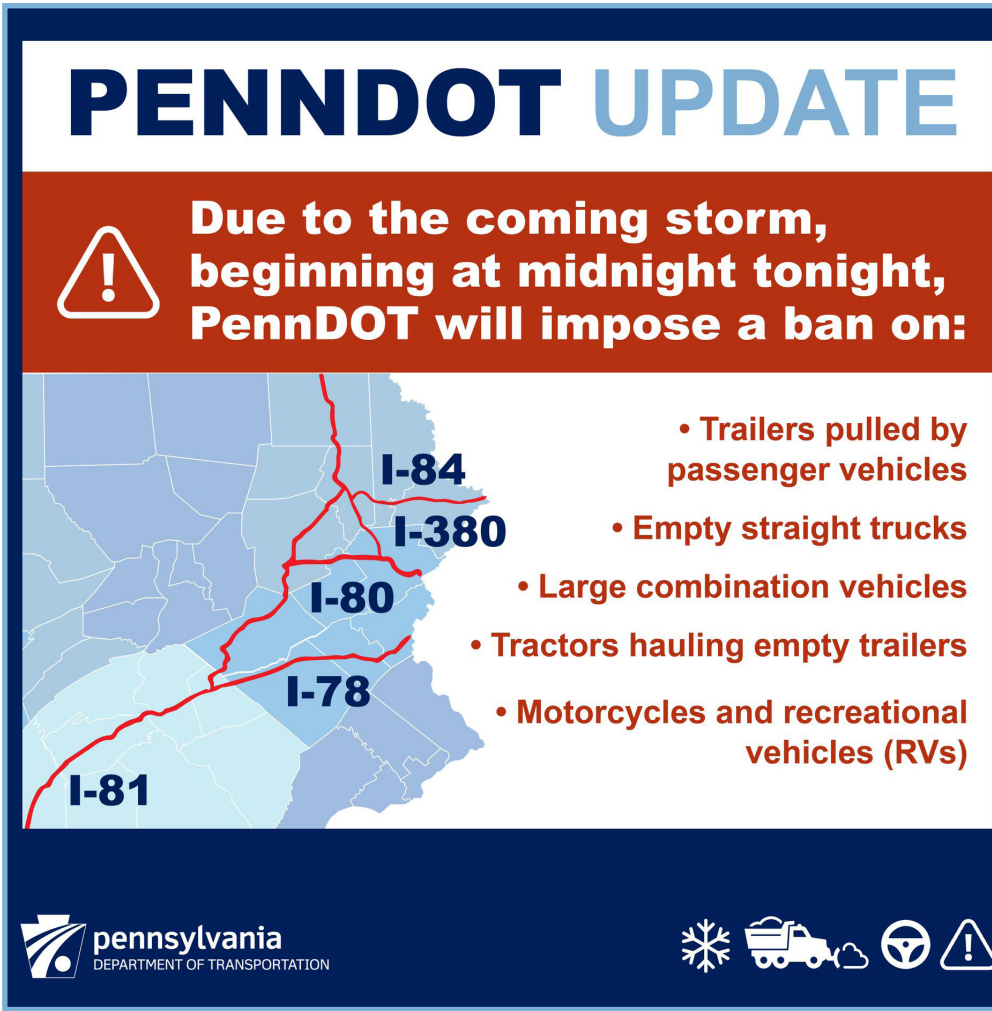


#### MISSION STATEMENT

Give people the power to build community and bring the world closer together.



Our Facebook posts generally have the intent to inform and educate.



At times, we use the platform for alerts and encourage dialogue from our followers.



### TWITTER

[WWW.TWITTER.COM/PENNDOTNEWS](http://WWW.TWITTER.COM/PENNDOTNEWS)



#### MISSION STATEMENT

To give everyone the power to create and share ideas and information instantly, without barriers.



Generally, we use Twitter to post current events and news, allowing us to collect instant feedback.



At times, we use the platform for alerts and quick updates.



### INSTAGRAM

[WWW.INSTAGRAM.COM/PENNSYLVANIADOT](http://WWW.INSTAGRAM.COM/PENNSYLVANIADOT)

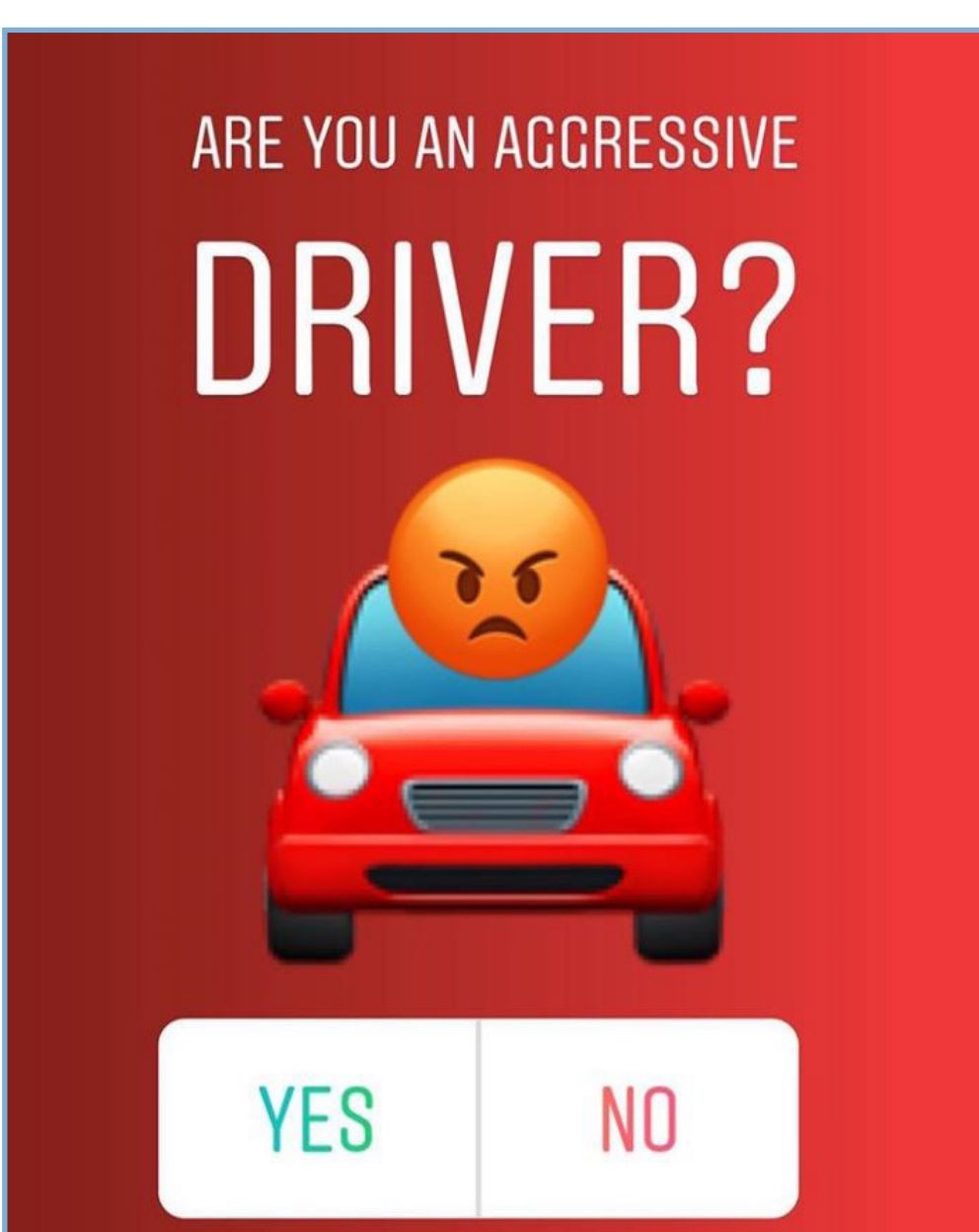


#### MISSION STATEMENT

Let people capture and share the world's moments.



Instagram is a highly visual platform. We use the platform to educate with captivating imagery.



Since Instagram demographics have veered toward younger generations, we have been creating content to appeal to them on this platform.



### YOUTUBE

[WWW.YOUTUBE.COM/PENNSYLVANIADOT](http://WWW.YOUTUBE.COM/PENNSYLVANIADOT)

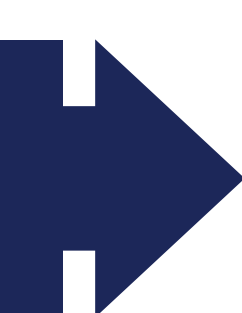


#### MISSION STATEMENT

Give everyone a voice & show them the world. The world is a better place when we listen, share & build community through our stories.



Our YouTube channel's objective is to provide information that is helpful to our customers and educational.



**WE TARGET THE AUDIENCE BY THE SOCIAL PLATFORM AND THEN ANALYZE THE CONTENT TO MAKE SURE THE INFORMATION WAS RECEIVED.**



In addition to those social platforms, we use the mobile app 511PA to communicate the most current and relevant Pennsylvania traffic information.

[WWW.511PA.COM](http://WWW.511PA.COM)