



Telling your story

Rodney Mallett

Traffic Engineers Meeting

July 19, 2017



Good Pics



Good Pics



Not-So-Good Pics



Transportation Tuesday Pics



Transportation Tuesday Pics

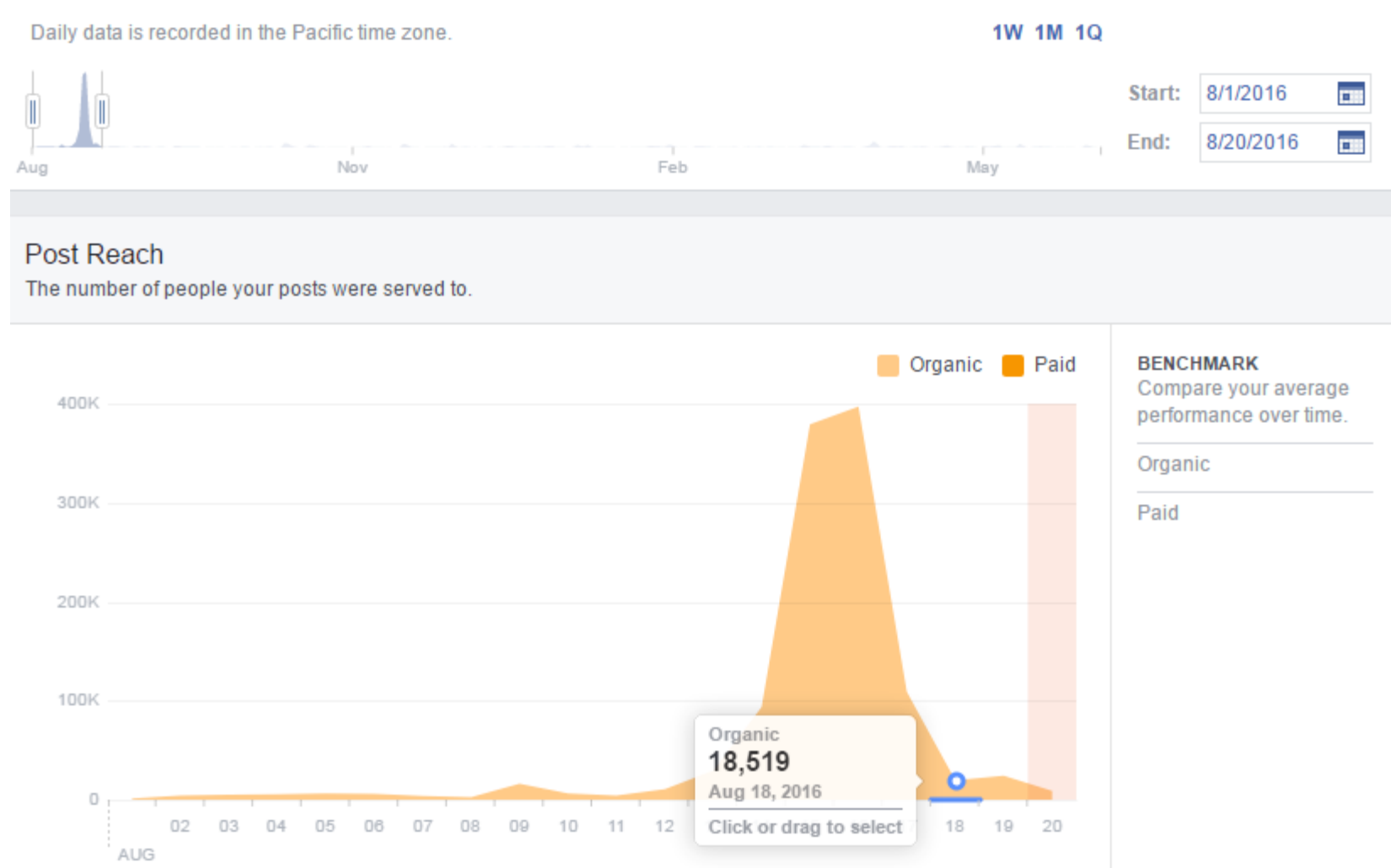




Great Flood of 2016

Crisis Management Communication

Facebook Analytics



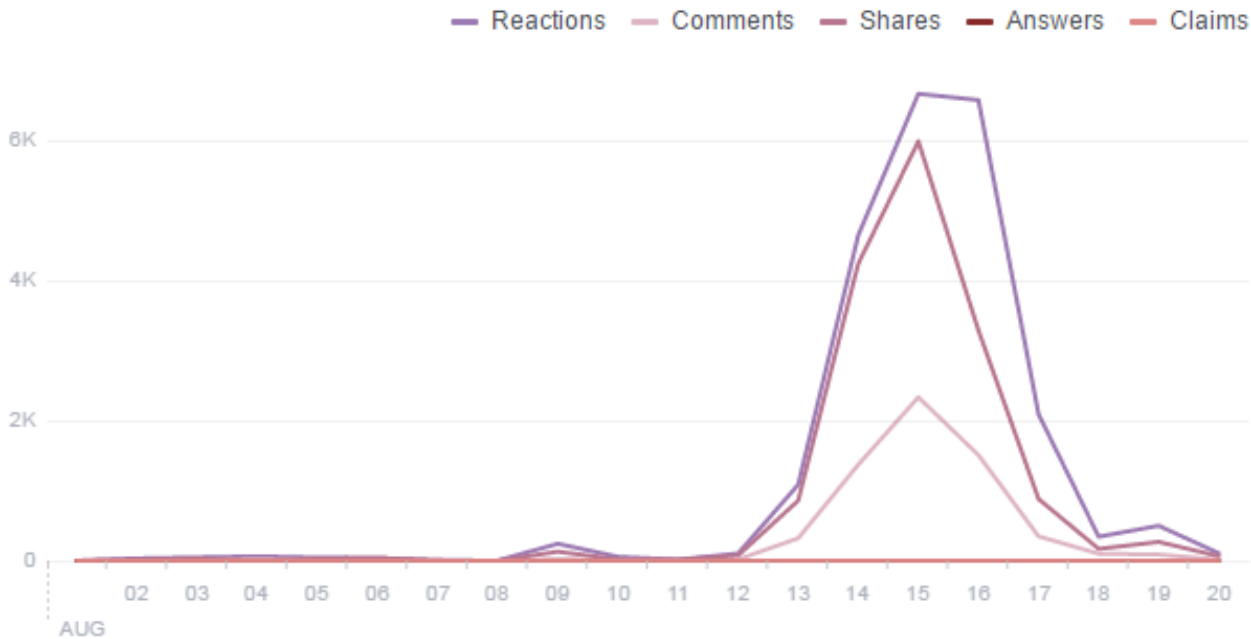


Great Flood of 2016

Crisis Management Communication

Facebook Analytics

Reactions, Comments, and Shares
These actions will help you reach more people.



BENCHMARK
Compare your average performance over time.

- Reactions
- Comments
- Shares
- Answers
- Claims



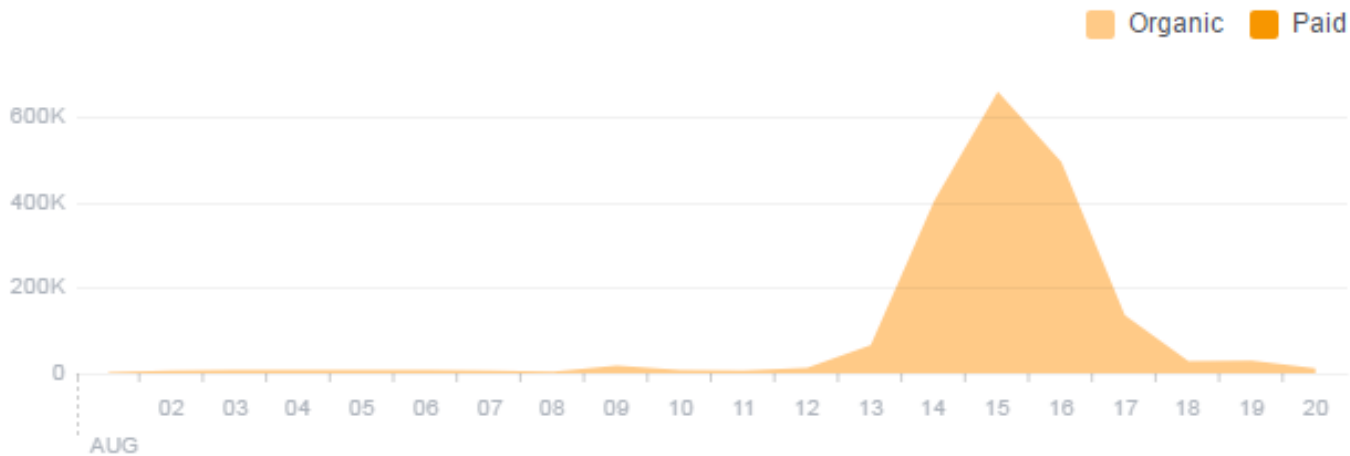
Great Flood of 2016

Crisis Management Communication

Facebook Analytics

Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



BENCHMARK

Compare your average performance over time.

Organic

Paid



Great Flood of 2016

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Facebook Analytics

Daily data is recorded in the Pacific Time Zone



Video Insights: Aug 8, 2016 - Sep 2, 2016

Aug 8, 2016 - Sep 2, 2016



Performance > METRICS FOR ALL YOUR VIDEOS FROM 8/8 - 9/2 COMPARED TO THE PREVIOUS 26 DAYS

0

Minutes Viewed



187K

Video Views

▲ 12870% from previous 26 days



Great Flood of 2016

Crisis Management Communication

Facebook Photos

Albums > South Louisiana Flo..

Edit Tag ...

South Louisiana Flood August 2016

107 Photos · Updated 8 months ago

Check www.511la.org for roadway conditions and updates.





Great Flood of 2016

Crisis Management Communication

Press Releases Distributed

8/20/2016	DOTD to Initiate Debris Removal Service
8/20/2016	DOTD Establishes Regional Transitional Transit Service for Flood Impacted Communities
8/20/2016	I-55 Tangipahoa Parish, Cable Barrier Installation – State Project No. H.010683
8/19/2016	Holiday Travel Oversize/Overweight Vehicle Movement allowed Labor Day Weekend
8/19/2016	Carpool ideas for those who lost vehicles in flood
8/18/2016	UPDATE: INTERSTATE ROAD STATUS
8/18/2016	UPDATE: INTERSTATE ROAD STATUS
8/17/2016	DOTD announces Ostrica Locks closed to marine traffic
8/17/2016	CURRENT INTERSTATE CLOSURES
8/15/2016	UPDATE: REOPENED: INTERSTATE 12 EAST OPEN
8/15/2016	UPDATE: CURRENT INTERSTATE CLOSURES
8/15/2016	US 190 closed in both directions between LA 16 and LA 43
8/15/2016	UPDATE: CURRENT INTERSTATE CLOSURES
8/14/2016	I-12- EMERGENCY MULTI-PARISH ROAD CLOSURE
8/13/2016	I-10 WEST/EAST OPEN IN EAST BATON ROUGE PARISH
8/13/2016	I-10 WEST/EAST OPEN IN EAST BATON ROUGE PARISH
8/13/2016	Northwest Louisiana DOTD sends equipment to Lafayette to help with flood event




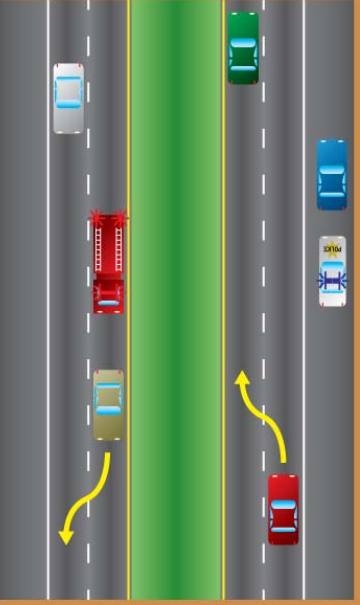
O'Neal Lane Flooding Video




Move Over Campaign

MOVE OVER!
It's the law.

 Louisiana law* states that motorists must move over to allow emergency vehicles to pass, and motorists must also move away from emergency vehicles parked on or near the roadway.



*RS 32:125

 www.dotd.la.gov
www.lsp.org





Move Over Campaign PSA





