

Messages with Personality

Humanizing Constituent Engagement

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◀ ◻ 1 ▶

Humanize Your Messaging

Connect with constituents

Educate and entertain

Build an audience

Engage a population

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◀ ◻ 2 ▶

Integrate Multiple Platforms

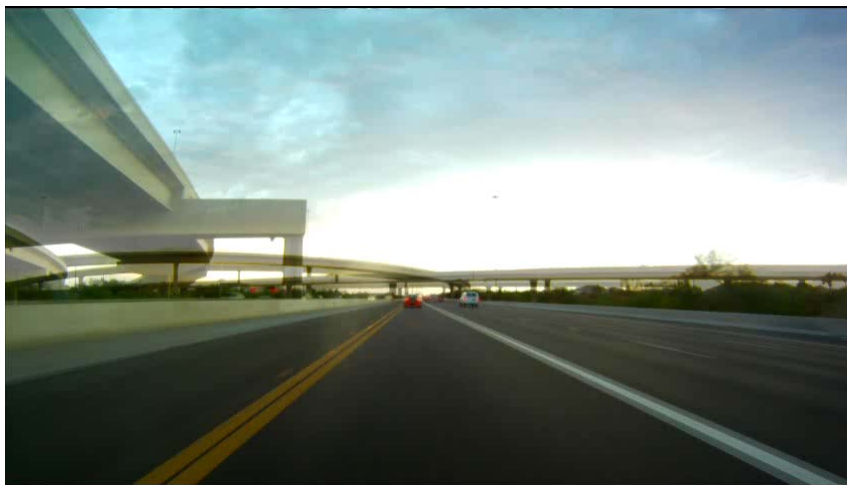
Utilize the
platforms that
reach the
audience



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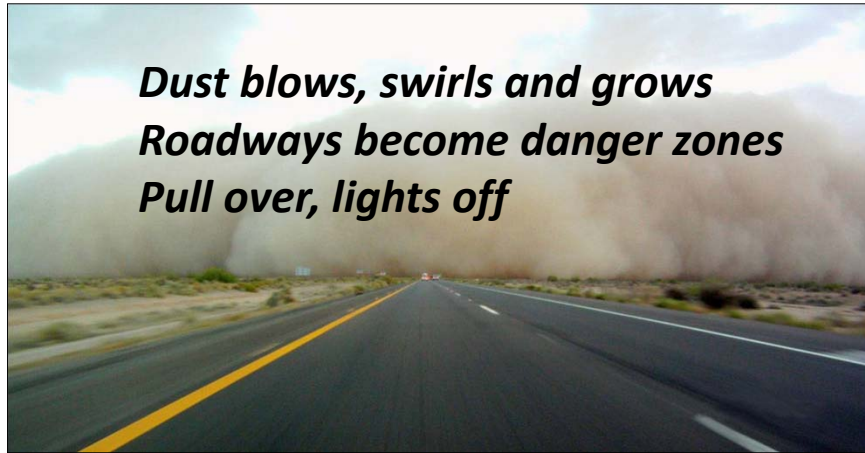
Pull Aside, Stay Alive – Dust Storm Awareness



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The Haboob That Started it All



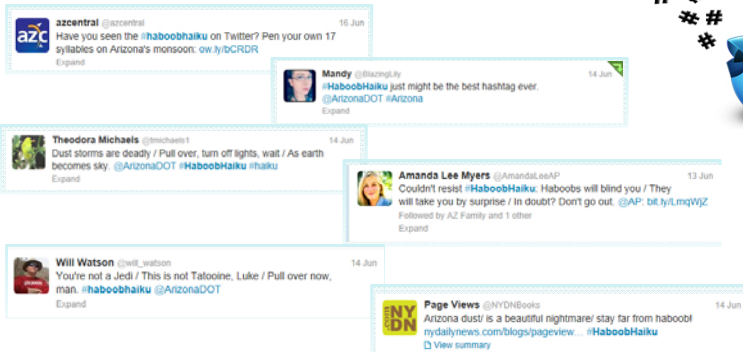
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#HaboobHaiku

Public Engagement

- ❖ 1,817 #HaboobHaiku-tagged tweets in one week in June 2012
- ❖ More than 600 original haikus submitted on Twitter
- ❖ Tweets from Reuters, Associated Press Travel, *The Arizona Republic*



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#HaboobHaiku

National and International Media Coverage

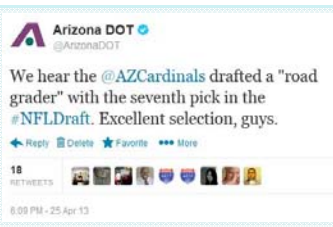
- ❖ Generated more than **600** media stories
- ❖ Coverage included **CNN, MSNBC, Fox News, BBC, NPR, The New York Times, The Washington Post, Chicago Tribune**



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Be Creative ... But Not Snarky

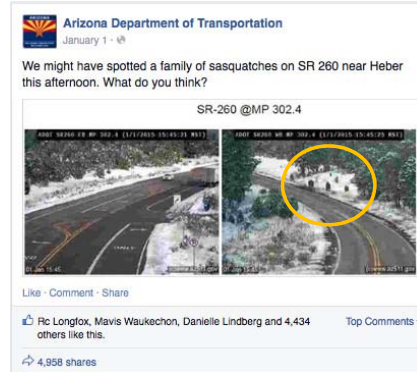


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Do the Unexpected

Play with
sasquatches



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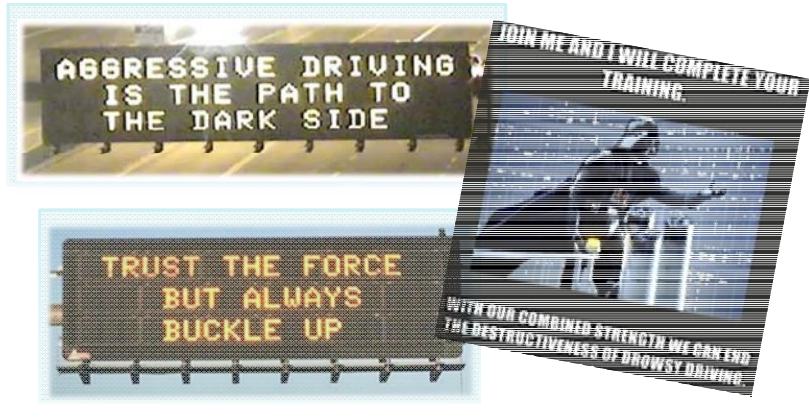
Take Chances



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When in Doubt, Reference “Star Wars”



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Accept Any Messenger



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Plan for Maximum Success

Establish rules of engagement

Integrate multiple platforms

Engage in two-way communication

Be creative, take chances and have fun