Messages with Personality
Humanizing Constituent Engagement

Tim Tait
Communications Director
Arizona Department of Transportation
Jan. 20, 2015

Humanize Your Messaging

Connect with constituents
Educate and entertain
Build an audience
Engage a population
Integrate Multiple Platforms

Utilize the platforms that reach the audience

Pull Aside, Stay Alive – Dust Storm Awareness
The Haboob That Started it All

Dust blows, swirls and grows
Roadways become danger zones
Pull over, lights off

#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
National and International Media Coverage

- Generated more than 600 media stories

#HaboobHaiku

Be Creative ... But Not Snarky
Do the Unexpected

Play with sasquatches

Take Chances

DRINKING & DRIVING
GO TOGETHER LIKE
PEAS & GUAC
When in Doubt, Reference “Star Wars”

Accept Any Messenger
Plan for Maximum Success

Establish rules of engagement
Integrate multiple platforms
Engage in two-way communication
Be creative, take chances and have fun