

Using social media to share timely and relevant information



OVERVIEW OF INNOVATION

Staying “in touch” with the local road agencies it supports, especially during COVID, was important to UNH Technology Transfer Center (UNH T2- NH LTAP), as well as being sensitive to an increasing volume of email many of its public works friends were experiencing. To be sure important and helpful resources, training, and outreach wasn’t missed, UNH T2 implemented a once weekly “Top 10” list to share 10 resources, Tailgate Talks, publications, new trainings, virtual learning opportunities, and more via a Facebook GoLive video.

Titled the “Tuesday Top 10 at 10 with T2” this 5-7 minute video is a Facebook GoLive every Tuesday at 10, listing 10 helpful things for public works agencies to be “in the know” on. Links to further information is captured in the Comments of the video post.

The ten items often include public service and outreach resources that local agencies can utilize within their own social media efforts for communities, such as safer pedestrian resources. It also includes a Tailgate Talk suggestion from the NLTAPA library- a ready-to-go safety talk for public works to download, print, and use with their team members to keep the focus on safety, even during unusual times.

Inboxes saw a significant uptick as many people moved to the virtual world simultaneously. By providing a once-weekly update, UNH T2 was able to stay in touch and share timely, helpful, and relevant information with its audience without overburdening email boxes.



Source: Marilee LaFond

BENEFITS

Reduces volume of email, ensures important updates and helpful resources are highlighted, provides outreach and safety information “on demand” and easily accessible while supporting productive virtual work. Provides an avenue of communication during challenging times of social distancing.

FIND OUT MORE . . .



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