

Engaging Gen-Y and Beyond

Public Involvement and Social Media

Scott Giering

Presented at

World Canals Conference

September 24, 2010



Howard/Stein-Hudson Associates, Inc.
CREATIVE SOLUTIONS • EFFECTIVE PARTNERING ®

What is social media?

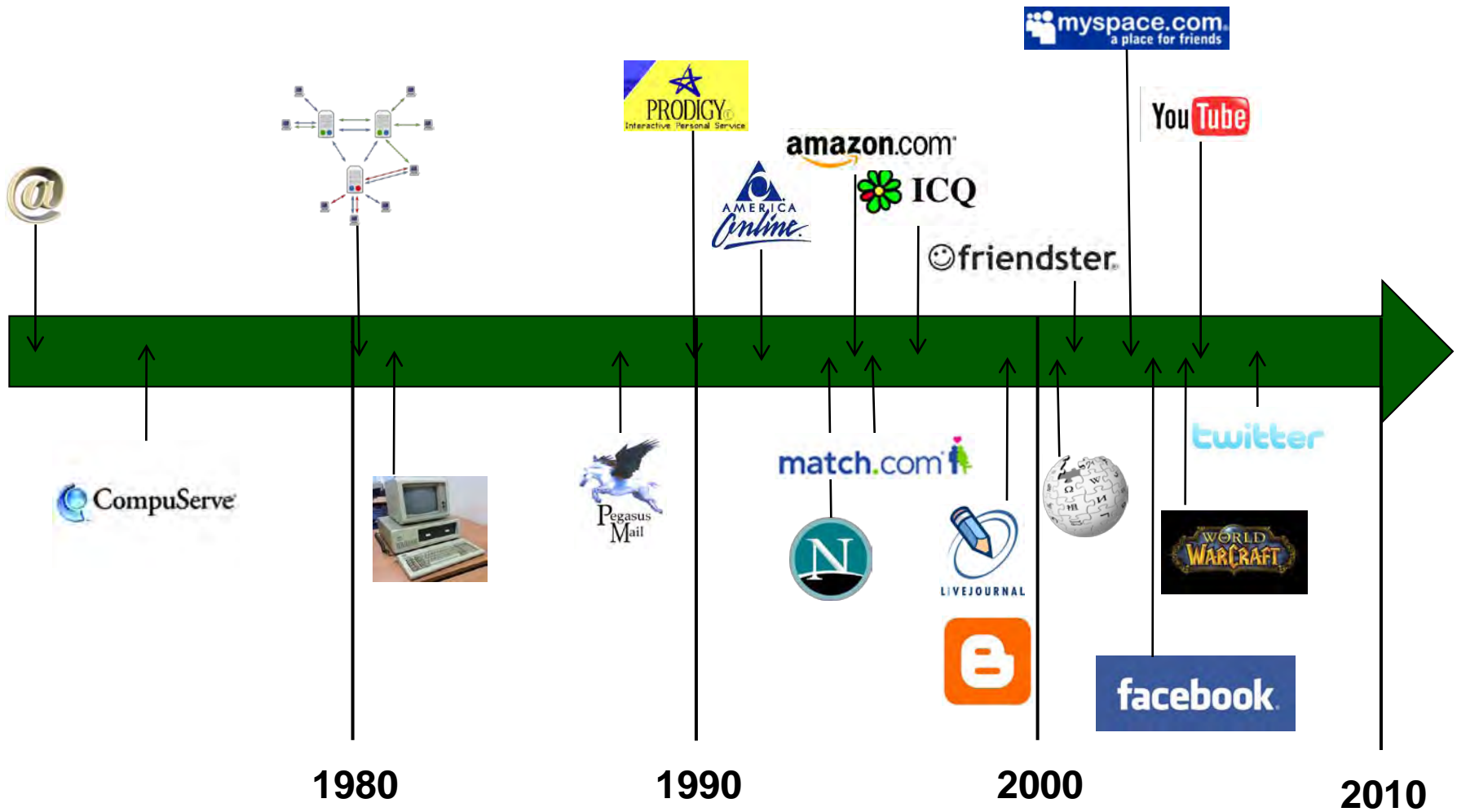


New

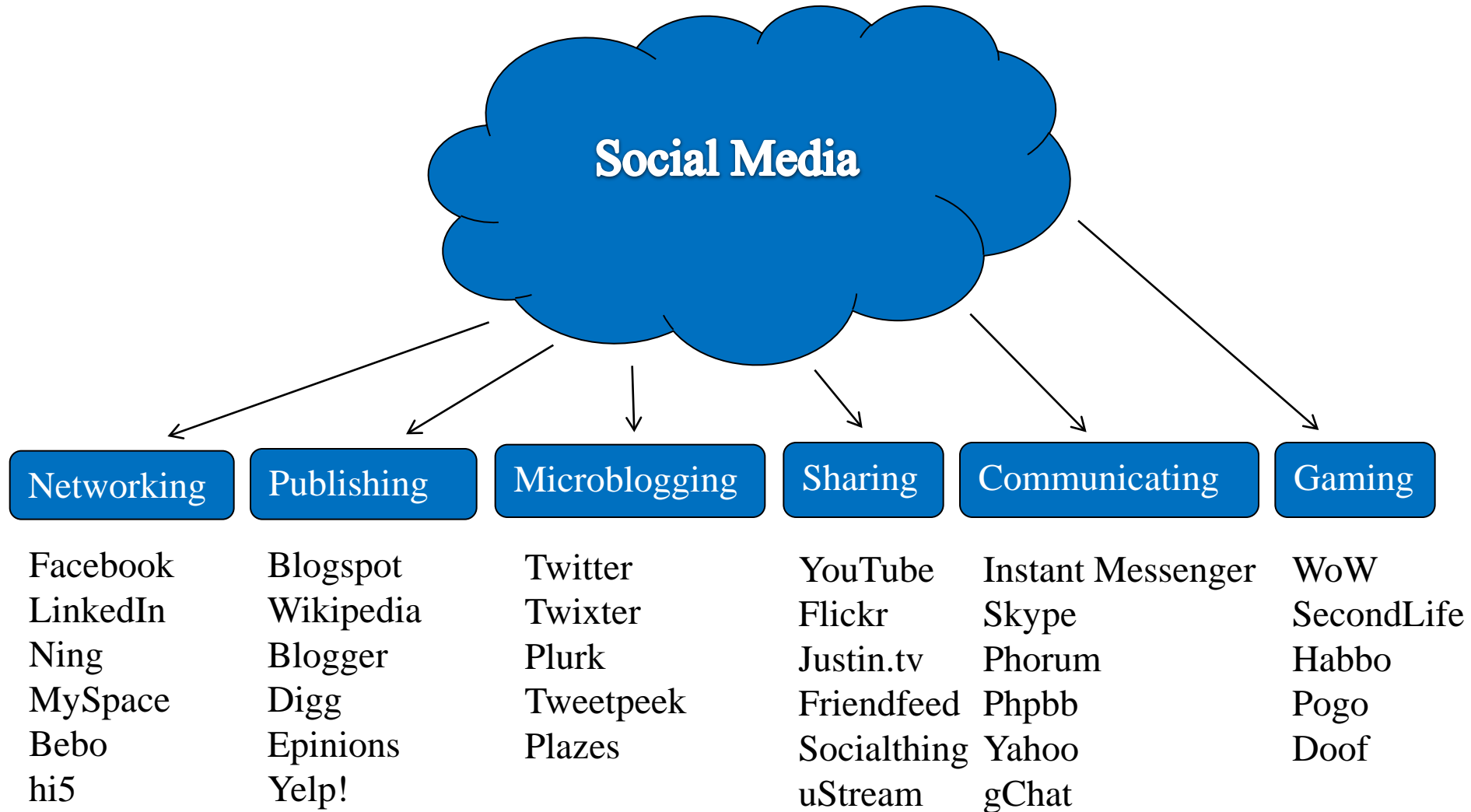


- **Shift away from the traditional media model**
 - A transformation of the monologue into a dialogue
- **It allows users to:**
 - Actively take part in the creation of “content”
 - Talk, participate, share, network, and bookmark online

How did we get here?



Again, what is social media?



What is not social media?

- **Creating a static profile on Facebook**
- **Posting a video or presentation on YouTube**
- **Signing up for a Twitter account**

Why do we care?

- Because you will **HAVE** to
- No longer “do we” but “**HOW** do we use social media?”

August 24th, 2009

Generation Y: 'Email is unfashionable and outdated'

Posted by Zack Whittaker @ 9:03 am

Categories: [Discussion](#), [Multimedia](#), [Productivity](#), [Research](#), [University...](#)

Tags: [Facebook](#), [Generation Y](#), [Student](#), [YouTube Inc.](#), [E-mail...](#)

 **14** TalkBacks
ADD YOUR OPINION

 SHARE

 PRINT

 E-MAIL

 WORTHWHILE?

 **+3**
7 VOTES



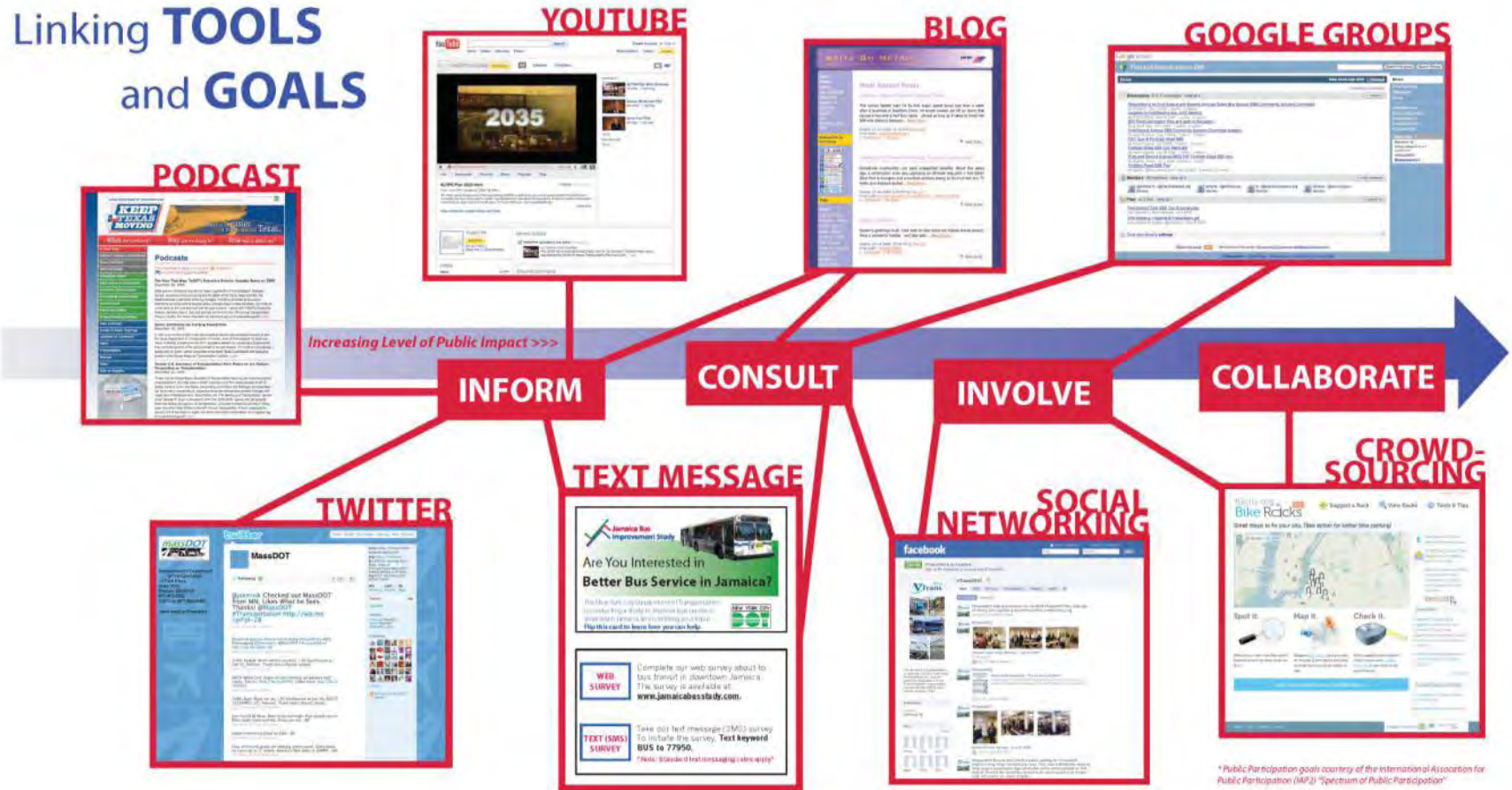
What are the benefits to PI?

- Reach
- Accessibility
- Cost
- Flexibility
- Communication
- Shaping the public dialogue



Who is using it and how?

Linking **TOOLS**
 and **GOALS**



Facebook – Metro (Los Angeles)

facebook Search Home Profile Account ▾

WestsideSubwayExtension We'll be @ Westwood Hills Christian Church tonight - corner of Le Conte and Hilgard. Hope you're coming! *on Wednesday*

Wall Info FBML Photos YouTube Video >>

Write something... Attach: Share

WestsideSubwayExtension April 12 - April 21, 2010

Spring Update Meetings
25 new photos
Fri at 5:20pm · Comment · Like · Share

3 people like this.

Linda Briskman Good turnout..loved the positive support.
Fri at 6:20pm · Report

Michael London This is good.
Sat at 12:56pm · Report

Write a comment...

WestsideSubwayExtension
MTA board endorses Villaraigosa's transit projects | 89.3 KPCC
www.sqpr.org
89.3 KPCC | Southern California Public Radio's home page with news, podcasts, radio broadcast schedules, and links to its productions including AirTalk with host Larry Mantle, Patt Morrison,

Create an Ad

Philly 1-Day Coupons ×

1 huge Philly coupon emailed daily.
Like

Raise an Army ×

Build your city, train your army, and conquer your enemies in Kingdoms of Camelot. Play Now!
Like

Julieanne Dicianu Certified... ×
Mother's Day

Suggest to Friends
Subscribe via SMS

Welcome to the official Facebook Fan Page for Westside Subway Extension!

Information
Location:
One Gateway Plaza
Los Angeles, CA, 90012
Phone:
213.922.6934

1 Friend Likes This

1,276 People Like This

YouTube –RTD (Denver)



The screenshot shows a YouTube video player interface. At the top, the channel name "RTDFasTracks" is displayed with a small profile picture and a "Subscribe" button. Below the channel name are navigation tabs for "All", "Uploads", and "Favorites". The main video area shows a train on an elevated track with a play button overlay. Below the video is a progress bar showing "0:00 / 5:41" and various control icons. Underneath the video player are navigation links for "Info", "Comments", "Favorite", "Share", "Playlists", and "Flag".

RTD FasTracks: 2009 Connecting Communities

From: RTDFasTracks | December 22, 2009 | 839 views

It has been the most exciting year yet for the FasTracks program, with projects beginning construction, wrapping up environmental processes and finalizing design!

Twitter – Port Authority (Pittsburgh)

Web Site
portauthority.org

Twitter
[@pghtransit](https://twitter.com/pghtransit)
8am-4:30pm M-Th
8am-4:00pm F

TransitBlog
transitpgh.blogspot.com

Customer Service
412.442.2000
TTY 412.231.7007
6am-7pm M-F
8am-4:30pm Sat/Sun
<http://bit.ly/pghtransit>

Service Center
534 Smithfield St.
8am-5pm M-F

ACCESS
412.562.5353
TDD 1.800.654.5984

twitter

Have an account? [Sign in](#)

Get short, timely messages from Port Authority.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and follow **@PGHtransit**.

[Give it a try](#)

Get updates via SMS by texting follow PGHtransit to 40404 in the United States
[Codes for other countries](#)



@awhisperpoetic We did put signs up, but it's possible someone tore them down or the weather destroyed them. Which location?

about 1 hour ago via web in reply to @awhisperpoetic

@EnterDumbPhrase 61C serves several stops along 8th Ave, including 8th & Whitaker Way. Have you tried our stop finder? <http://bit.ly/9vsQYP>

about 2 hours ago via web in reply to @EnterDumbPhrase

That's it for planned detours for now. Remember, you can sign up for detour emails on our website. Hope everyone has a nice weekend!

1:18 PM Apr 23rd via web

And finally, 53F detours Sat. 6a-8p due to intermittent closures of Pkwy E near Sq Hill/Homestead (weather permitting): <http://bit.ly/akdpD3>

1:13 PM Apr 23rd via web

16 Brighton & 500 to detour tomorrow all day due to closure Kendall from Lincoln to Cedar Way. Details <http://bit.ly/bfdeyK>

Name Port Authority
Location Pittsburgh, PA
Web <http://www.porta...>
Bio Port Authority provides bus, light rail, incline and paratransit service in Allegheny County, PA.
Customer service: 412-442-2000 <http://bit.ly/pghtransit>

121 following 2,267 followers 133 listed

Tweets 2,444

Favorites

Following

[View all...](#)

RSS feed of PGHtransit's tweets

Blogs – Metro (Houston)

The screenshot shows a blog page for METRO Houston. The header features the text 'WRITE ON METRO' and 'BLOG OF METROPOLITAN TRANSIT AUTHORITY' in yellow on a purple background, with the METRO logo to the right. A left sidebar contains navigation links: Home, Register, Sign In, User Guidelines, Chat Online, Contact Us, About Us, Search, Help, METRO's Home Page, and a yellow 'Subscribe to this blog' button. Below the button are social media and feed icons for E-mail, RSS, Google, del.icio.us, MY YAHOO!, Bloglines, newsgator, MY MSN, MyFeedster, and My AOL. The main content area is titled 'Most Recent Posts' and features two entries. The first entry is 'Restoring Public Confidence', dated 04-23-2010, 4:15 PM, by Mary Sit. The text of the post discusses an investigation into allegations of improper spending by METRO President & CEO Frank J. Wilson, stating that no evidence of impropriety was found. The post includes a 'Read More...' link, a comment count of 0, and a view count of 70. A 'back to top' link is also present. The second entry is 'Celebrate and Protect Our Earth', which discusses Earth Day observations by transit agencies, mentioning BART in San Francisco and police using bicycles in Albany, New York. It also includes a 'Read More...' link.

WRITE ON METRO
BLOG OF METROPOLITAN TRANSIT AUTHORITY

Home
Register
Sign In
User Guidelines
Chat Online
Contact Us
About Us
Search
Help
METRO's Home Page

Subscribe to this blog

+ E-mail
+ RSS
+ Google
+ del.icio.us
+ MY YAHOO!
+ Bloglines
+ newsgator
+ MY MSN
+ MyFeedster
+ My AOL

Most Recent Posts

Restoring Public Confidence

METRO's Chairman of the Board announced yesterday that an investigation into allegations of improper spending by METRO President & CEO Frank J. Wilson is complete and no evidence of impropriety was found. Last month, METRO hired UHY Advisors ,... [Read More...](#)

Posted: 04-23-2010, 4:15 PM by [Mary Sit](#)
Filed under: [Gilbert Garcia](#) , [UHY Advisors](#) , [records retention policy](#)
[0](#) Comments | [70 Views](#)

[^](#) [back to top](#)

Celebrate and Protect Our Earth

From coast to coast today, transit agencies are observing Earth Day. In San Francisco, the Bay Area Rapid Transit District (BART) is unveiling a new pedal power program where police use bicycles to patrol. In Albany, New York, anyone wearing green today... [Read More...](#)


Flickr – Sound Transit (Seattle)

flickr® from YAHOO!

You aren't signed in Sign In Help

Home The Tour Sign Up Explore

Search this group's pool Search

 **Sound Transit** Slideshow

Group Pool Discussion 96 Members Map Join This Group

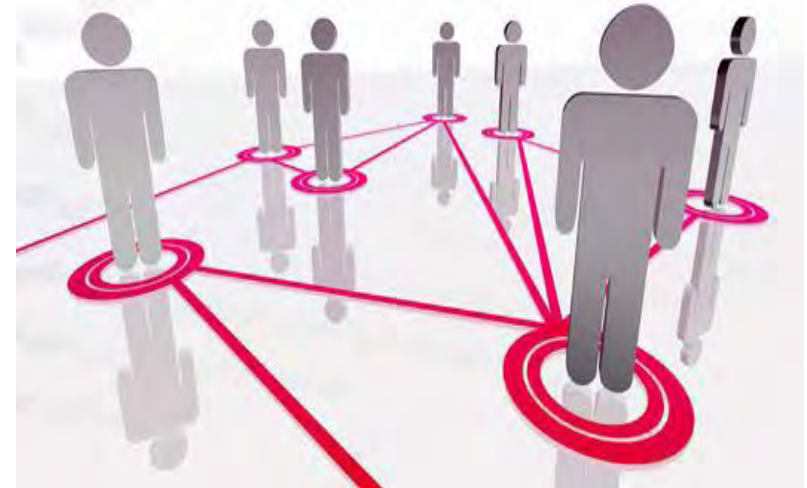
From [Oran Virivincy](#) From [Oran Virivincy](#) From [Mike Bjork](#) From [Mike Bjork](#) From [Mike Bjork](#) From [Mike Bjork](#)

From [Mike Bjork](#) From [Mike Bjork](#) From [Mike Bjork](#) From [Mike Bjork](#) From [Mike Bjork](#) From [Mike Bjork](#)

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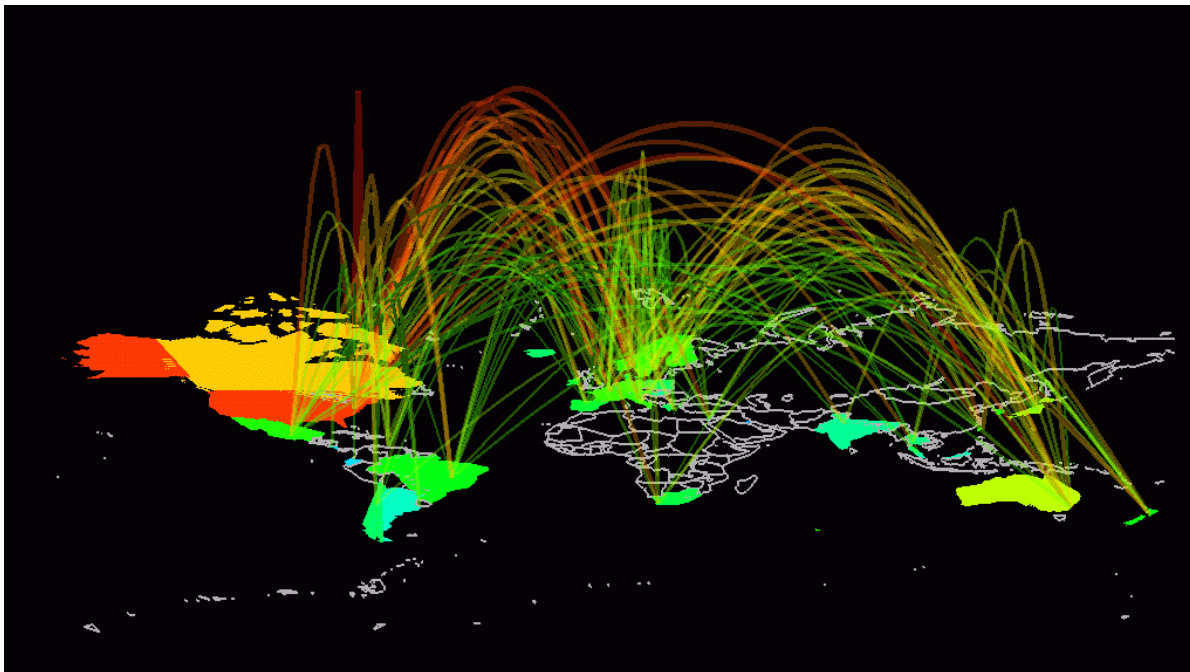
Am I ready?

- What are you trying to achieve?
- Who are you trying to reach?
- What level of support exists?
- Who will speak for the project?
- Who will maintain contact with the community?
- What resources is the agency willing to commit?
- What are your internal policies and protocols?
- How will you measure performance?



What about the digital divide?

- Technology is no longer just a tool of the wealthy
- Social media is especially popular among the young, but...
- Who is using which technology and how?



Challenges

- **Administrative**
- **Community**
- **The Audience**
- **Commitment**
- **Changing technology**
- **Legal**



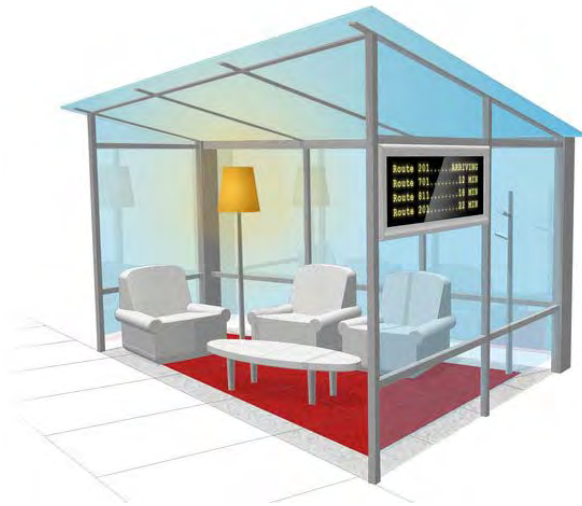
The future of social media



- **Web 3.0 and Web 4.0 are on the horizon**
- **Portable identities**
- **Better integration**
- **New tools and technologies**
 - The wisdom of crowds
 - Remember VR?

Crowdsourcing – UTA (Salt Lake City)

NEXT STOP DESIGN



Second Life – Landing Lights Park (NYC)



Tips and Suggestions



- Identify who needs to be involved
- Develop a policy
- Keep sites fresh and updated
- View as an ongoing commitment
- Link and promote
- Personalize initiatives
- Integrate multimedia
- Ask users for input if you want it
- Don't be afraid to make mistakes

More Information

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www.hshassoc.com

Facebook: Scott Giering



Social Media as public involvement tool
Scott Giering, Howard/Stein-Hudson Associates, USA
www.hshassoc.com