

407 Effective Use of Social Media

FDOT uses Twitter, Facebook, Instagram, and YouTube through the Central and District Communications offices. These platforms are useful for promoting safety campaigns, public meetings, design, and construction updates, calls for comments, traffic situations, and more. In addition, the Customer Service Portal, available at the Contact Us link at www.fdot.gov provides a way for the public to create an account and ask questions, submit requests, and access self-help resources via a list of frequently asked questions (FAQs). The Communications staff are the only individuals authorized to create and maintain social media accounts for the department.

When drafting text for Social Media use, remember to include a link when appropriate and use hashtags judiciously. Photographs and other images help attract readers to the message.

