

IT'S SNOW JOKE

The Importance of Clear, Consistent, and Clever Communication

NORTH
Dakota | Transportation
Be Legendary.





NICOLE PESKE

A LITTLE ABOUT ME

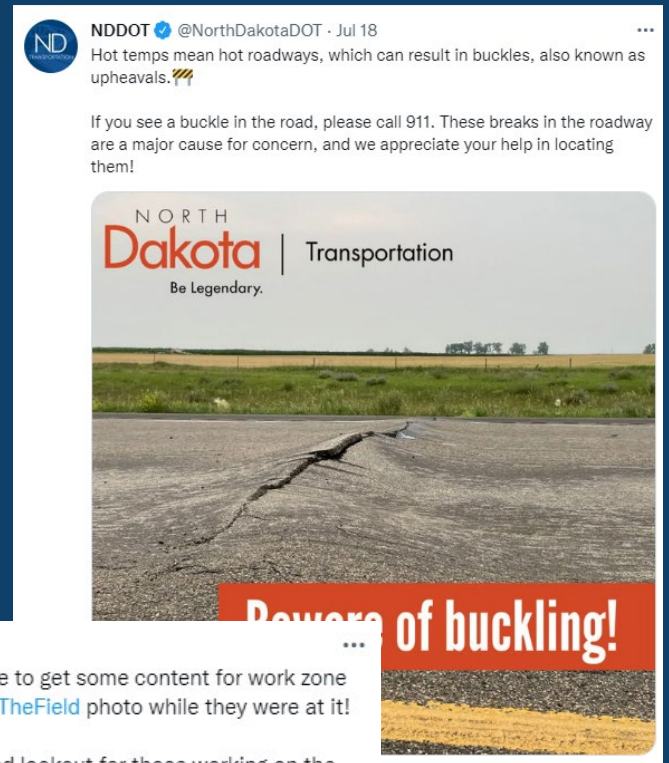
- Communications Director, NDDOT
- Lead a team of 8
- Previously Communications Director, Health Dept.
- 12 years at the NDLC
- Loves people & great storytelling
- 3 kids, married to a music educator turned pastor
- Adoption advocate

Building A Case For Social Media

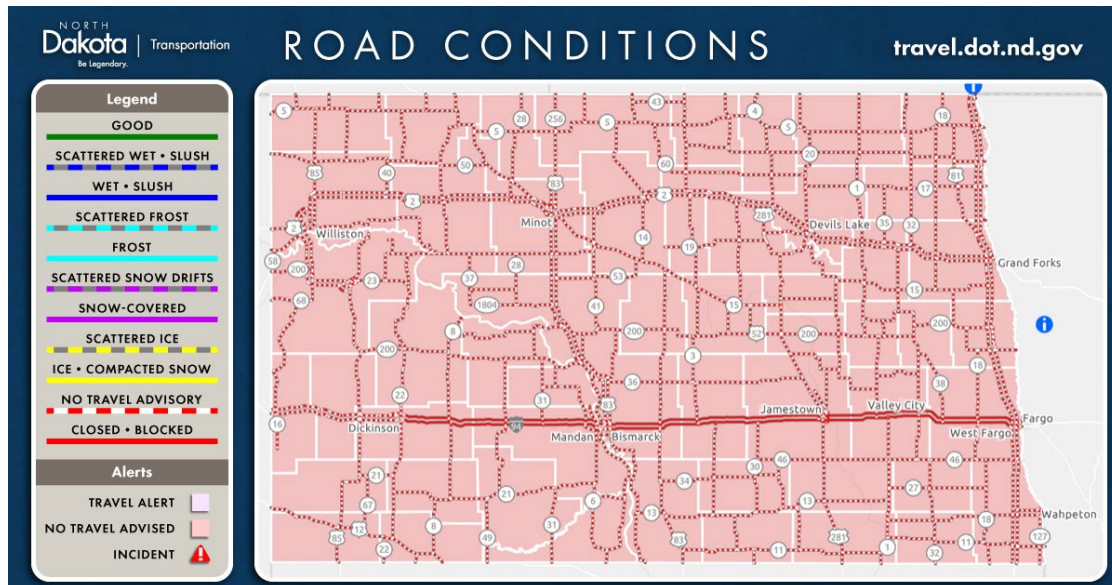
WHY IT MATTERS?

- Helps tell an important story
- Provides direct contact with the public
- Meeting people where they are and already spending their time
- Builds engagement
- Humanizes the NDDOT

Twitter



- Vital in emergency situations
 - Helps the public make the right decision.
 - Shows the team is working
 - Counters negative posts with proof
 - Showcases operators as heroes



A pink piggy bank is the central focus, standing in a grassy field during a rainstorm. A grey and white striped umbrella is positioned over the piggy bank, with raindrops falling around it. The scene is lit with a soft, warm light, possibly from a low sun, creating a gentle glow on the piggy bank and the umbrella. The background is a blurred green field with some plants in the foreground.

SO WHY DOES
SOCIAL MEDIA
MATTER?

BANK OF TRUST

Social Media Strategies That Work

TELL A GREAT STORY

Storytelling is the bridge between the technical and the common.

1

Emotion

2

Action

3

Value

4

Memory

PARTNERSHIPS MATTER

Besides the National Weather Service, we partner with the Highway Patrol, Department of Emergency Services and the media to ensure our messages are consistent.

ND North Dakota Department of Transportation
Published by Nicole Peske · April 14 ·

The NDDOT and North Dakota Highway Patrol completed a rescue mission last night to reach an SUV pulling a U-Haul trailer stranded in western North Dakota. In addition, plow operators have done over a dozen nighttime ambulance escort runs. THANK YOU to all the first responders. #WinterWarriors #MeetingOurMission



153,000 views | 9,500 link clicks

Tara Hinrichs
Thanks for your help to get this Bismarck #NDHP Trooper to work! After a couple hours of snowblowing, shoveling and maneuvering, the snow proved too much.



Like Reply 10w Edited

ND North Dakota Department of Transportation
Major wind gusts across much of North Dakota are causing treacherous travel conditions. Please don't risk it. Stay home and stay safe. #VisionZeroND



Like Reply 24

ND Author
North Dakota Department of Transportation
Tara Hinrichs Takes a team to make it through a historic blizzard. 🙏

Like Reply 10w



North Dakota Highway Patrol
We Otter Be Serious, #SLOWDOWN and drive for the conditions.



Like Reply 20w

ND Author
North Dakota Department of Transportation
North Dakota Highway Patrol We are beavering serious.





Like Reply 20w

HUMOR HELPS CREATE COMMUNITY

Joyce A Lauer
Humor is the best medicine
Like Reply Hide 9w

EASTER SUNDAY




 **NDDOT**  @NorthDakotaDOT · Apr 17 ...
Poor visibility and extremely icy conditions are making travel hazardous in north central North Dakota. Travel is not advised. Folks, if you've ever wanted an excuse to avoid the in-laws, this is it. Stay home and stay safe.
[#GuardYourPeeps](#) [#EggshastedFromSnow](#)







 **NDDOT**  @NorthDakotaDOT · Apr 13 ...
Hang in there, North Dakota! This storm may not be letting up anytime soon, but we're still working hard out on the roads.

Meanwhile, continue to hunker down and take it easy while the snow keeps falling ❄️



 Amanda J. Schell
Safe travels ❤️...love the "in-laws" comment
Like Reply Hide 9w    6

 Natalie Nitschke
This is a great post!
My husband is questioning on what do you do if the in-laws have come to you?!
Like Reply Hide 9w    6

Diane Jensen Albrecht
How do they even know where road is to plow it?
Like Reply 26w 58

^ Hide 15 Replies

Author
North Dakota Department of Transportation
Diane Jensen Albrecht Great question! If you're in Darth Blader, you use the Force. Otherwise, you use your experience. They are traveling VERY slowly which makes it easier. They use striping and rumble strips when they can. If there is roadway ahead that's exposed, they can line their tractor up and if the tire goes off the edge of the asphalt, they can feel it and realign. Thanks for the question!
Like Reply 26w 215

North Dakota Highway Patrol
Hey North Dakota Department of Transportation don't you have a number of job openings? Hopefully someone will be inspired by the hardworking individuals that currently work for NDDOT. <https://www.dot.nd.gov/dotnet2/view/careers.aspx>
Like Reply 26w 148

Author
North Dakota Department of Transportation
North Dakota Highway Patrol Why yes we do, thanks for asking! We have a variety of open positions. If you played with trucks as a kid, here's your opportunity to get behind the wheel of one! NDDOT is the #1 ranked DOT in highway performance and cost effectiveness in the nation. Our work doesn't stop when the snow does. There's plenty of maintenance and construction projects the rest of the year. They're the kind of jobs where you go home at the end of a shift knowing you've positively impacted the people of North Dakota.
Like Reply 26w 72



Lyssa Katrice Starr
Yesss!!!! CHILI PEPPERS HERE WE COME!!!! Thank you so much NoDak DOT!
Like Reply 26w 8

Author
North Dakota Department of Transportation
Lyssa Katrice Starr We didn't want you to have to take your RHCP ticket and "give it away" so we went to the "otherside" to clear the "snow (hey oh)" from "under the bridge" so people could make it to the concert safely! "By the way" there might still be some blowing "snow (hey oh)" coming from the "higher ground" so always drive safe, even after the roads open!
Like Reply 26w 97

Lyssa Katrice Starr
North Dakota Department of Transportation Imfao!!!! Very impressive!!!
Like Reply 26w

Joe Wendy Morgan
North Dakota Department of Transportation Best thing I've read all week. On point. 🍌
Like Reply 26w 3

Jose Hernandez
North Dakota Department of Transportation love this ❤️👍
Like Reply 26w

David Bucheit
North Dakota Department of Transportation this should be viral. My god poetic 🙏.
Like Reply 26w

HUMANIZE THE INHUMAN

- Treating operators as heroes
- Showcasing the people behind "government"



North Dakota Department of Transportation
★ Favorites · April 18 · 🌐

THANK YOU to all of the snowplow operators, district teams, maintenance division, and everyone who worked over the holiday weekend to get North Dakota dug out and moving forward. A special THANK YOU to the families - we recognize your sacrifice and thank you for your support. #TeamND

👍❤️ 979 56 Comments 148 Shares

👍 Like 💬 Comment ➦ Share 👤

Most relevant ▾

Valerie Hermanson Kingsley
Thank you 🙌🙌 job well done
Like Reply 8w

Donlee Gregg Donnelly
You're the unsung HEROES of this state with your tireless efforts on getting the roads plowed
Like Reply 8w

North Dakota Department of Transportation
Published by Nicole Peske · April 14 · 🌐

THANK YOU for heeding warnings, staying in and being part of the solution during this historic blizzard.

We've been touched by the many nice comments we've gotten for our snowplow operators. They've worked long hours in treacherous conditions to protect the safety of the public. Have a moment to share some encouragement? Post it below and we'll make sure to pass it along. As roads begin to open, the clean-up work is really just beginning. Thank you again for your patience as we work hard tomorrow to get western North Dakota moving again. #InThisTogether



See Insights Boost post

👍❤️ 818 110 Comments 505 Shares

The response was amazing!

North Dakota Department of Transportation
★ Favorites · April 15 · 🌐

Thank you to Crist for sending in this Friday #SelfiesFromTheField while waiting for the NDDOT snowblower to arrive this morning. He was part of the crew that attacked the giant drift at the Richardton underpass.

Road conditions remain icy across much of western North Dakota. #KnowBeforeYouGo and take it slow. travel.dot.nd.gov

👍 1K 35 Comments 135 Shares

👍 Like 💬 Comment ➦ Share 👤

Most relevant ▾

Sonja Soreide Groll
Thank you! I will testify Taylor to Richardton is not fun at all! North Dakota does have some of the finest road crews around!
Like Reply 9w

Denise Engel Sather
Thanks to all the crews for your hard work. It is much appreciated!!
Like Reply 9w

Denise Osmond
Way to go, Crist! Thank you and all of our operators for your hard work and dedication through this storm!
Like Reply 9w

STAY TRANSPARENT & ACCESSIBLE

We fielded hundreds of questions via social media, inbox and phone calls on when the interstates would be open. We provided info when we could and always directed people to travel.nd.gov.

Kyle Stoppler
Do you think I94 will be open for travel tomorrow morning around 4 a.m.? I'm an essential worker and travel 48 miles from South 83. Thank you for your hard work!!!! I do appreciate it. Only asking for work purposes.

Author
North Dakota Department of Transportation
Kyle Stoppler Hello, Kyle - So sorry to hear you're stuck. I-94 will not be open by 4 a.m. unfortunately, but we're crossing our fingers and hoping the winds die down so we can get a good run at it tomorrow during the day. Stay safe!

Kyle Stoppler
Do you think I94 will be open for travel tomorrow morning around 4 a.m.? I'm an essential worker and travel 48 miles from South 83. Thank you for your hard work!!!! I do appreciate it. Only asking for work purposes.

Like Reply Hide 9w

Most Relevant is selected, so some replies may have been filtered out.

Author
North Dakota Department of Transportation
Kyle Stoppler Hello, Kyle - So sorry to hear you're stuck. I-94 will not be open by 4 a.m. unfortunately, but we're crossing our fingers and hoping the winds die down so we can get a good run at it tomorrow during the day. Stay safe!

Like Reply 9w

Christopher Young
Given this is a significant snow event, are additional resources being brought to bear or is the state using only state equipment?

Like Reply Hide 9w

Most Relevant is selected, so some replies may have been filtered out.

Author
North Dakota Department of Transportation
Christopher Young Thanks for the question, Christopher. We currently have 350 snowplows and operators across ND. We've moved equipment and operators from less impacted areas to the west where more support is needed. The wind has been the biggest obstacle, not lack of equipment... the winds are expected to die down tonight and then tomorrow morning we're ready to dig in and finish this. Thanks for your patience!

Like Reply 9w

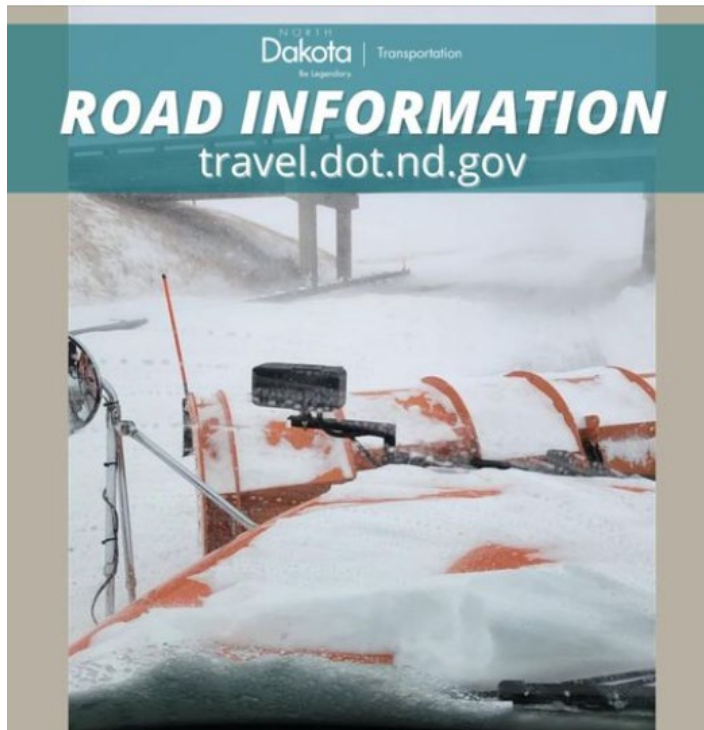
North Dakota Department of Transportation

Published by Nicole Peske · April 14 ·

ROAD UPDATE: Blowing snow is making it extremely difficult for teams to clear the road, we've moved NDDOT resources to assist in the worst areas.

There is currently **NO TIMELINE** to open roadways in North Dakota. If you're in central or western North Dakota, plan to remain where you are through tomorrow. Main roads will be addressed first - this includes I-94, US 2, 85, 83, and 52. There are currently over 7,000 lane miles closed and being worked on.

Patience is key, North Dakota. We know you have places to be but staying off the road allows us to focus on the work. Monitor travel.dot.nd.gov for the latest information. We've got this!



North Dakota | Transportation

Be Legendary.

04/15/2022 09:48 AM

CONTACT:
NDDOT Communications

Highways begin opening today starting at 10 a.m. CDT

BISMARCK, N.D. – The North Dakota Department of Transportation (NDDOT) and North Dakota Highway Patrol will continue opening highways today. NDDOT & NDHP plan to open Highway 83 from Bismarck to Minot and Interstate 94 eastbound from Bismarck to Jamestown at 10 a.m. CDT. At 11 a.m. CDT westbound from Jamestown to Bismarck is planned to open. At 12 p.m. I-94 from Bismarck to the Montana border is planned to open east and westbound. While the closures are lifted, road conditions may be poor, and caution should be taken.

Roads may be icy, and snow removal equipment will be present on roadways through the weekend. Motorists are reminded to take it slow, use extreme caution and watch for snowplows that will be operating at lower speeds.

For more information on road conditions across North Dakota, call 511 or visit the ND Roads map at travel.dot.nd.gov.

Please be advised that road condition information on 511 and the travel map is updated daily from 5 a.m. until 10 p.m. CDT. The road report is based upon the information available to the NDDOT at the time of preparation and is provided solely as a public service. Conditions may vary from those reported.

- ### -

Don't Post Then Ghost.

COUNTERED NEGATIVE POSTS WITH PROOF

Delivering bad news is never fun. We countered our bad news with posts that showed WHY and, as always, showed us working.

AFTER CARS WERE GOING AROUND BARRIERS

ND North Dakota Department of Transportation
Published by Nicole Peske · April 14 ·

!! I-94 will remain closed from Jamestown to the Montana border for the rest of the day. !!
Let's have a heart to heart, North Dakota. Listen, no one thinks it's going to be them getting stuck and causing valuable snow removal resources to be pulled away. Save the embarrassment, the ticket and the hassle and please stay where you are. Winds are expected to diminish overnight into tomorrow. The less vehicles we're digging out tomorrow morning, the faster we can open the roads. Let's do this! #PatienceND #WaitForTheGate #InThisTogether



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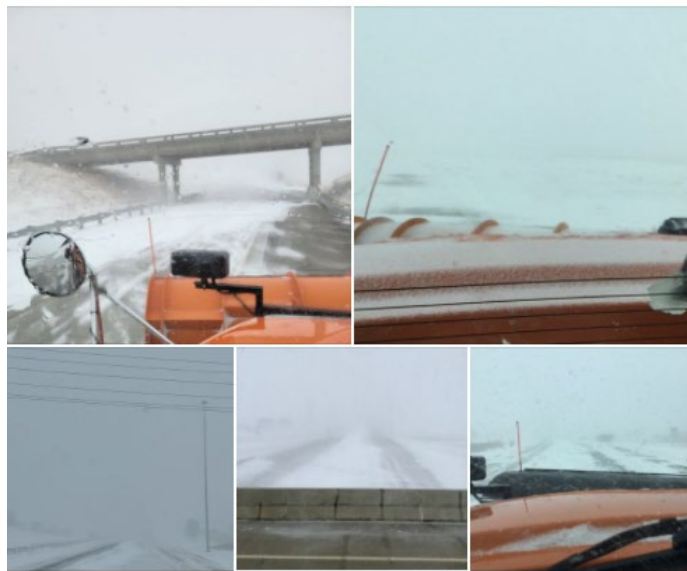
1.5K

195 Comments 3.7K Shares

AFTER THE INTERSTATE CLOSED

ND North Dakota Department of Transportation
Published by Nicole Peske · 2h ·

Hey, North Dakota - we make a great team. THANK YOU for staying in and letting our crews do what they do best. Snowplow operators have reported less traffic on roadways which makes it significantly easier for them to keep the roads clear for emergencies. We appreciate you!
#SleighTheDay #SnowPlaceLikeHome



See Insights

Boost post

343

17 Comments 113 Shares

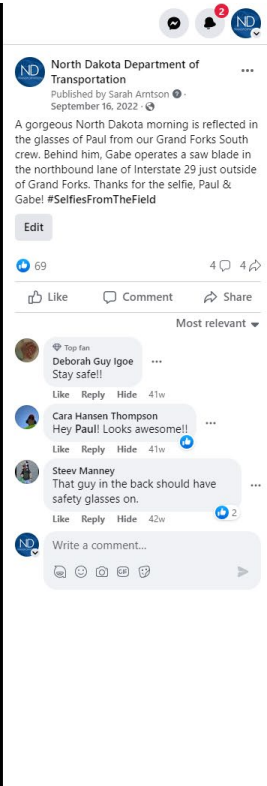
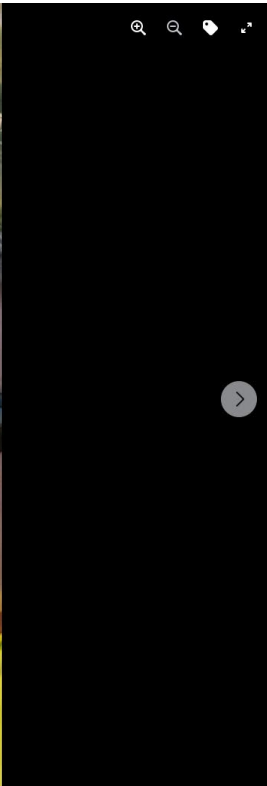
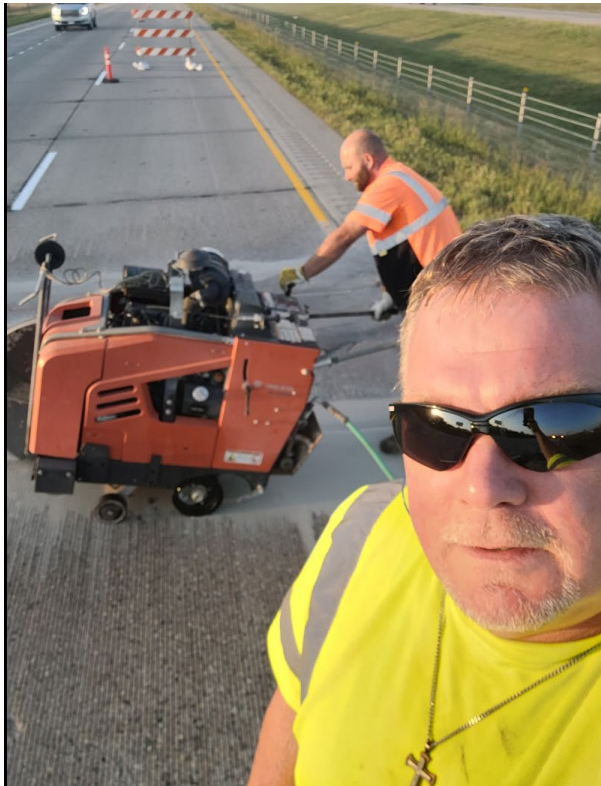
ASKING FOR PATIENCE

ND North Dakota Department of Transportation
★ Favorites · April 14 ·

Good Morning, North Dakota. What's the view out your window today? As the snowfall begins to decline, the wind will be our big challenge for today. The crews are out and appreciate your patience while they work against the wind to get the roads cleared. #StayInStaySafe #HibernationNation



WHOOOPS! LET'S TRY THAT AGAIN.



SAFETY FIRST



OUR WILDLIFE CLEANUP CREW

SOCIAL MEDIA GOALS

- Make the NDDOT the preferred choice for road information.
- Tell a complete and diverse NDDOT story.
- Show how (and who) is working for the citizens of North Dakota.
- Strategically communicate the right info to the right people at the right time so the public can make the right decision.



**How Do You
Make A Social Media
Manager Smile?**

BE A HERO (ASSETS ARE EVERYTHING)

BE SAFE

- Wear proper PPE
- Don't use your cell while driving
- Park safely to take photos/videos
- Perception is the reality – if one is doing it everyone is doing it

HELPFUL REMINDERS

- You can remove employer from your personal profile
- Don't comment negatively on your employers social media



northdakotadot • Has anyone else had a really hard time getting the perfect #SelfiesFromTheField?? A group of bighorn sheep couldn't quite get it together for one in @NorthDakotaDOT's newest wildlife crossing south of Watford City 📸

52w

[View insights](#)



northdakotadot • Today our Valley City District is hosting our Future Leaders program. This program allows the children and grandchildren of employees to get an up close look at the work we do at the NDDOT! These children really are our future.

59w

Instagram

STORY TIME!

What are you doing that works?

What lessons have you learned?



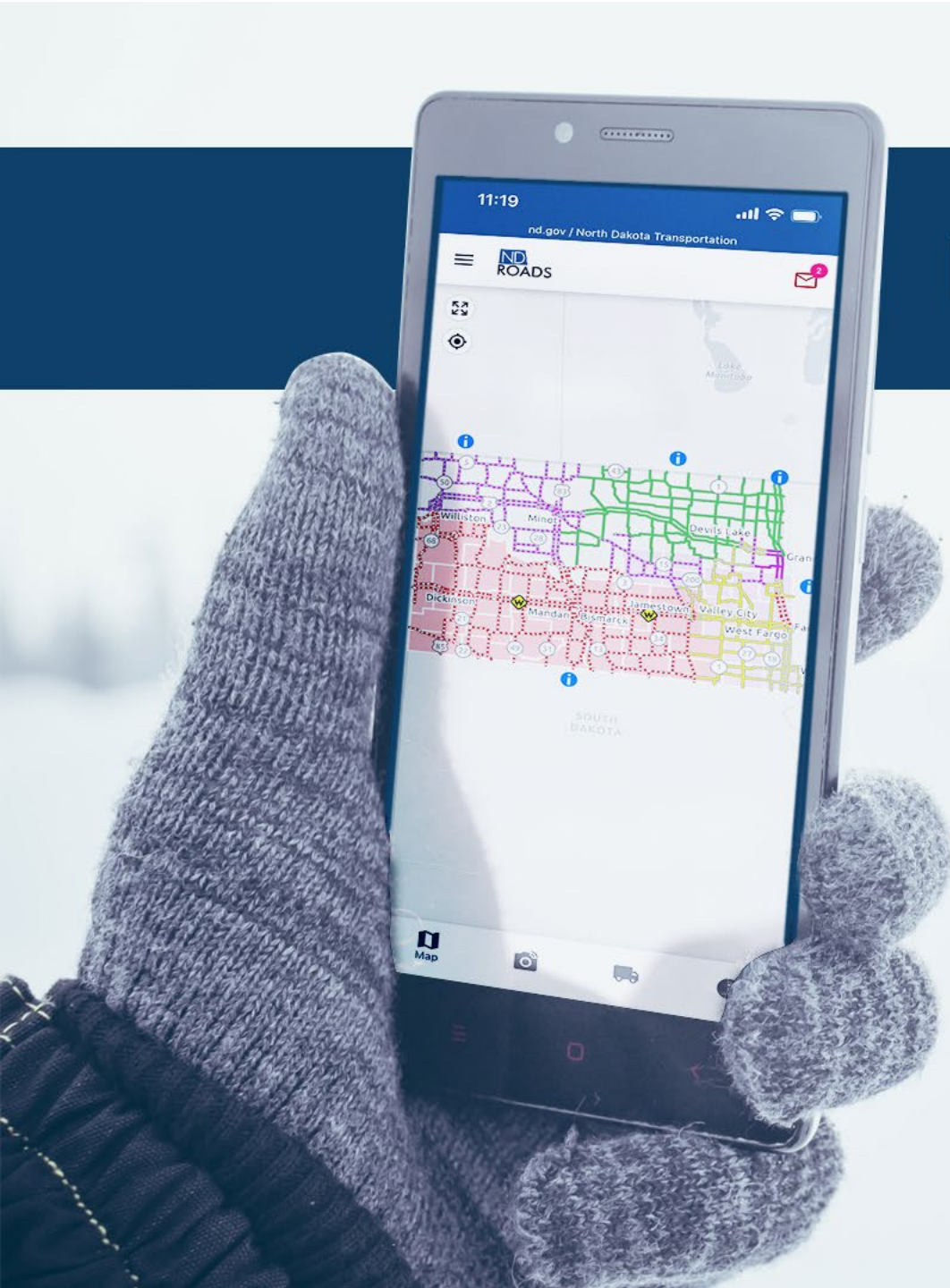
**BE
SOCIAL
WITH
US!**

NORTH
Dakota
Be Legendary.

Transportation

FOLLOW US!

- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn



KNOW BEFORE YOU GO.



Download the ND Roads app!



AVAILABLE ON GOOGLE PLAY AND THE APPLE APP STORE.

travel.dot.nd.gov

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THANK YOU. HAVE QUESTIONS?



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nipeske@nd.gov