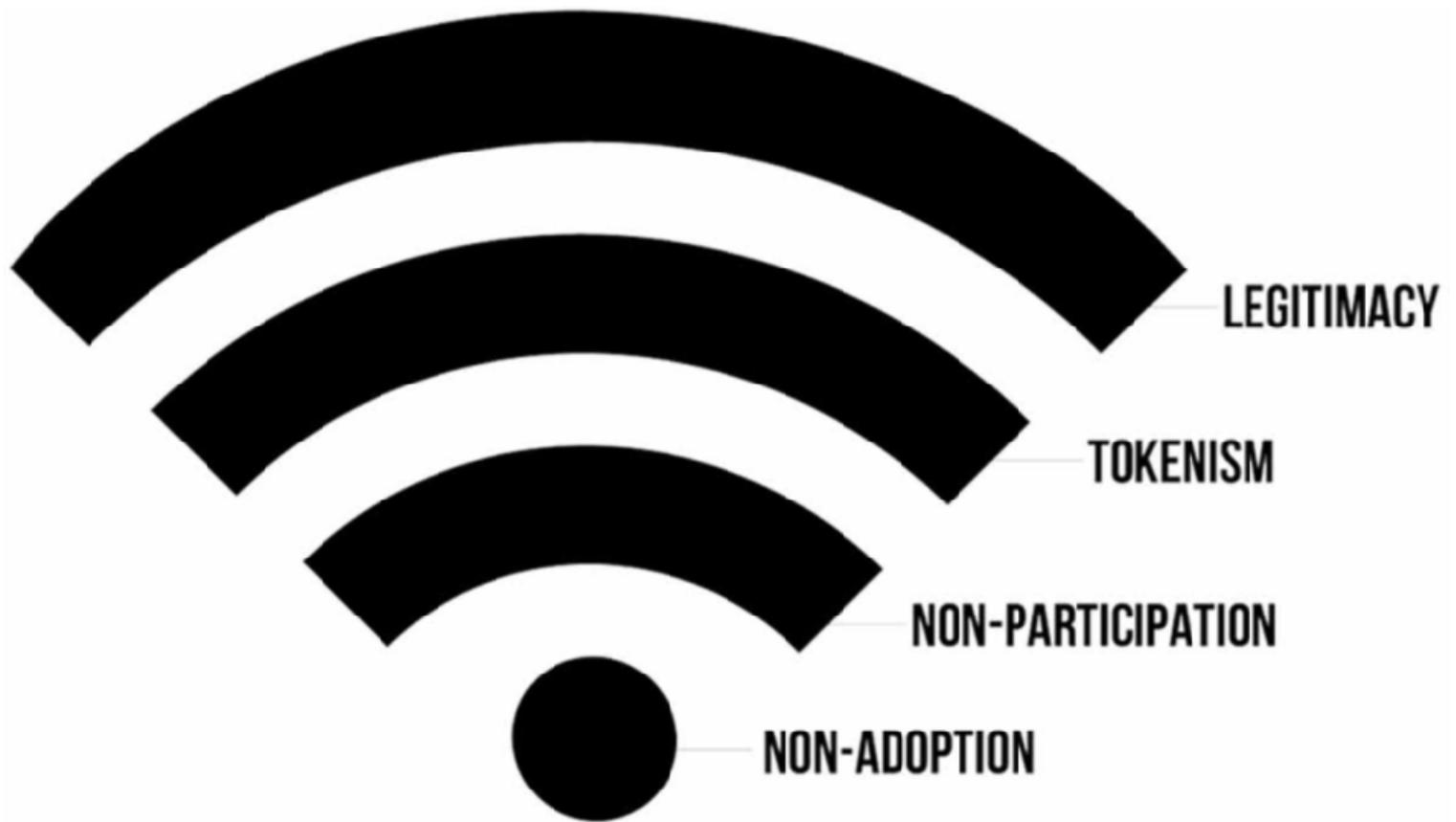
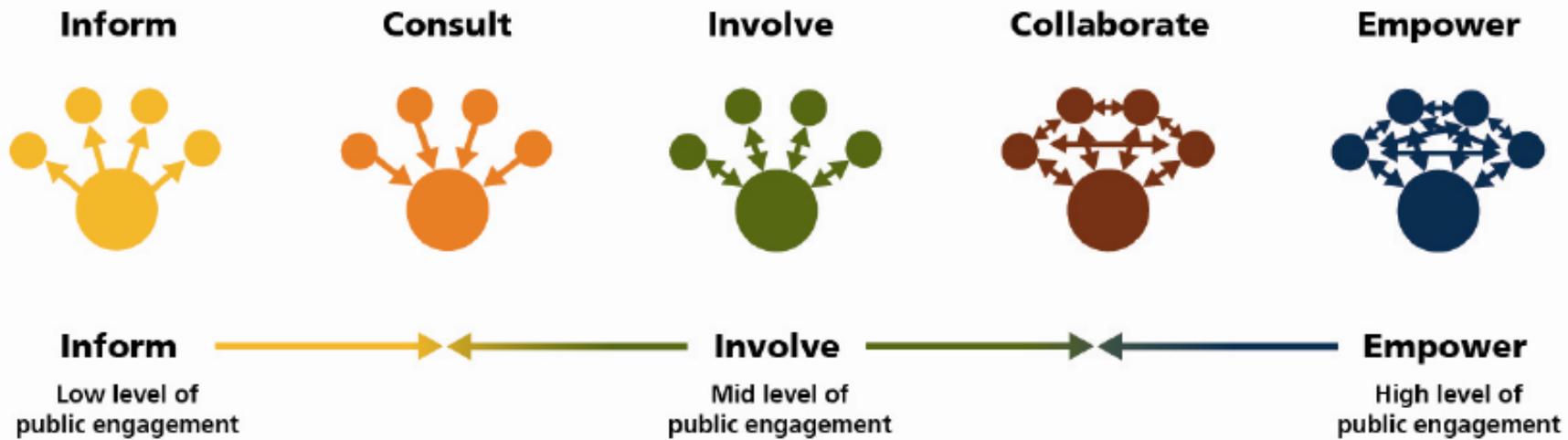


International Association of Public Participation



(Toscano, 2017)



Effective Social Media Engagement Options for Minnesota's Diversifying Population

Ingrid Schneider, PhD, Melissa Peck, M.S., & Kathy Quick, PhD
November 2, 2017



UNIVERSITY OF MINNESOTA

Driven to DiscoverSM



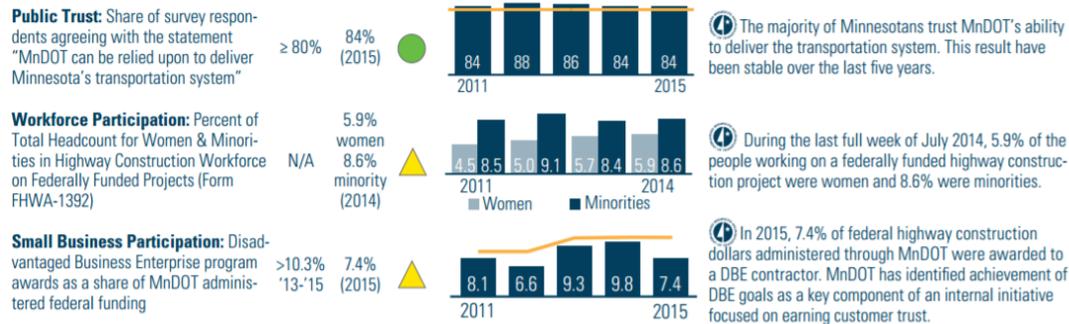
Jeanne Aamodt, Mitch Bartelt,
Michael Dougherty, [Justin Femrite](#),
Terrance Humbert, Sheila Kauppi,
[Kristine Loobeek](#), Joshua Pearson,
Renee Raduenz, Mitchell Rasmussen,
Sarah Rudolf, Rich Sanders, & Joshua Van Den Berg

Public engagement benefits

2015 Minnesota Transportation Results Scorecard

— Target
 ● Good
 ▲ Needs Improvement
 ● Poor
 MnDOT MnDOT Primarily Responsible

Accountability, Transparency & Communication



Traveler Safety







Research Questions

- 1) How many **participate** in a transportation public policy or decision-making process and how does it **vary** across diversity markers
- 2) How does **use of social media vary** across select diversity markers?
- 3) How **interested** in using **social media** for select public involvement processes, and how does that interest **vary** across diversity markers?

Methods



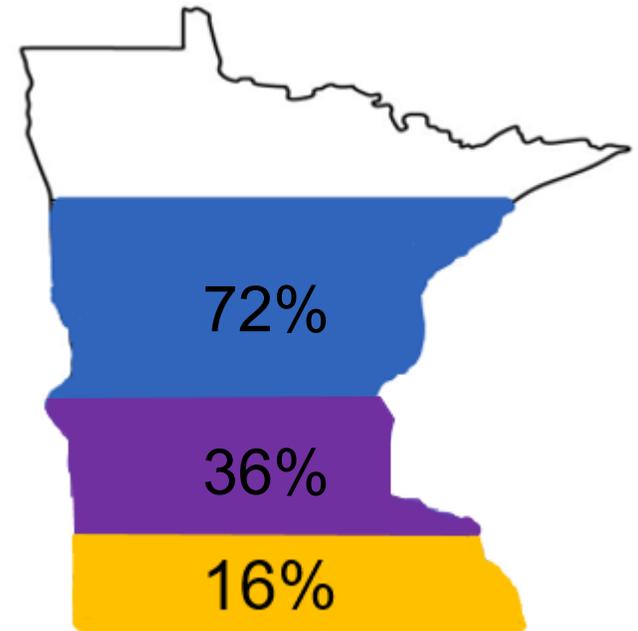
- Land & cell phones
- Randomly selected within household
- Sample = 820

Results preview

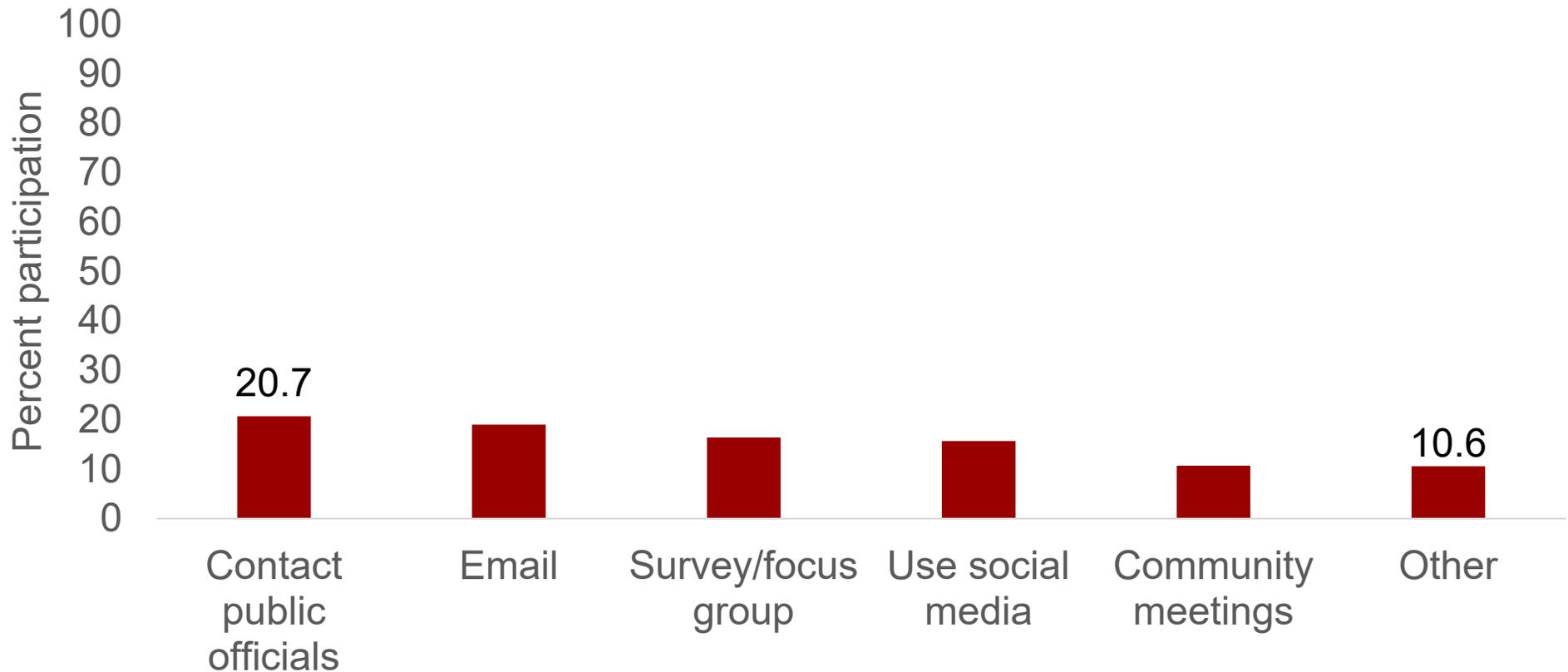
- Participate? At most, ~21% participated in a transportation public policy or decision-making process in last 12 months
 - Education & income differences
- Use? ~72% use social media
 - Facebook & YouTube highest overall & daily/every other day
 - Inconsistent education, age, race, location, gender & income differences
- Interest to use SM to participate? ~36% interested in social media use for transportation public policy or decision-making processes
 - Age, race & location differences

Implications...

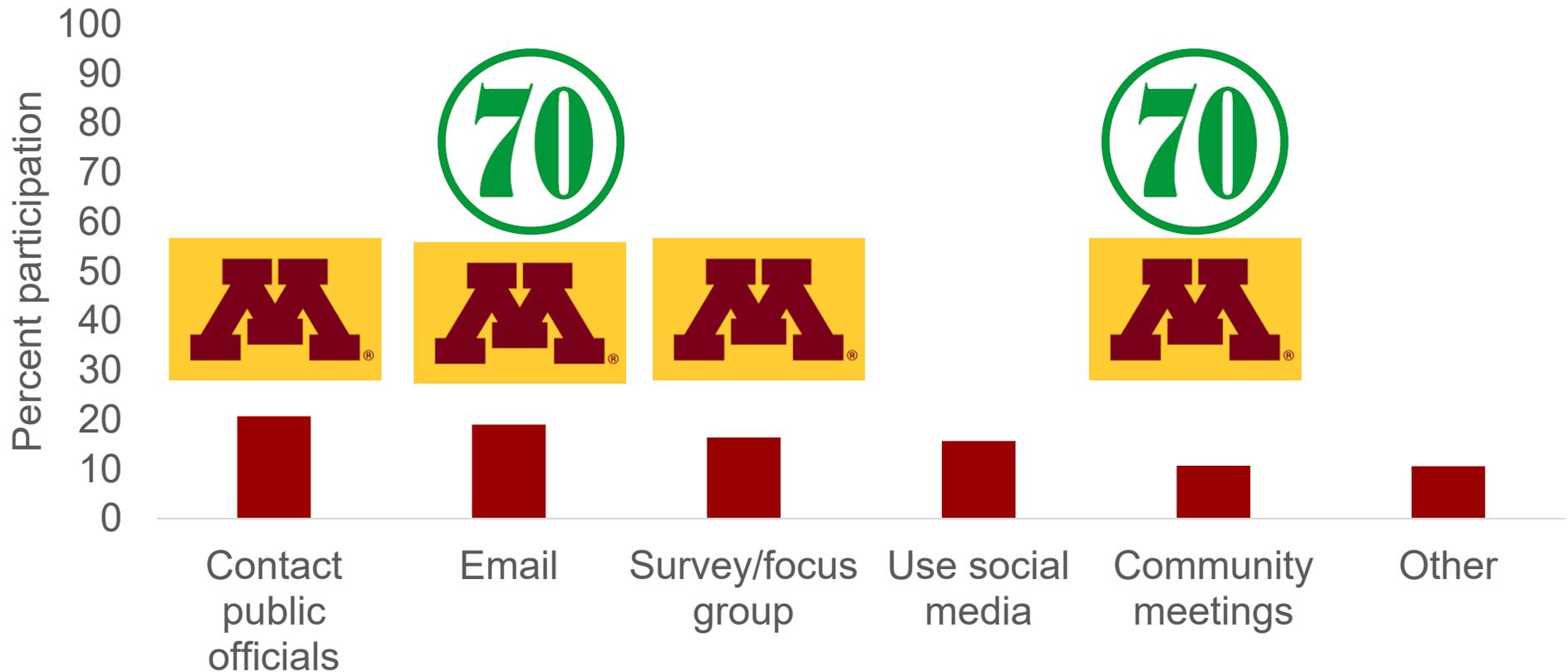
- Desired levels?
- Comparisons difficult
 - State or local metrics?
- Opportunity for social media?
 - Majority use social media
 - ~1/3 interested for transportation
 - 16% actually use in transportation
- Integration of differences in platform use & interest by diversity markers



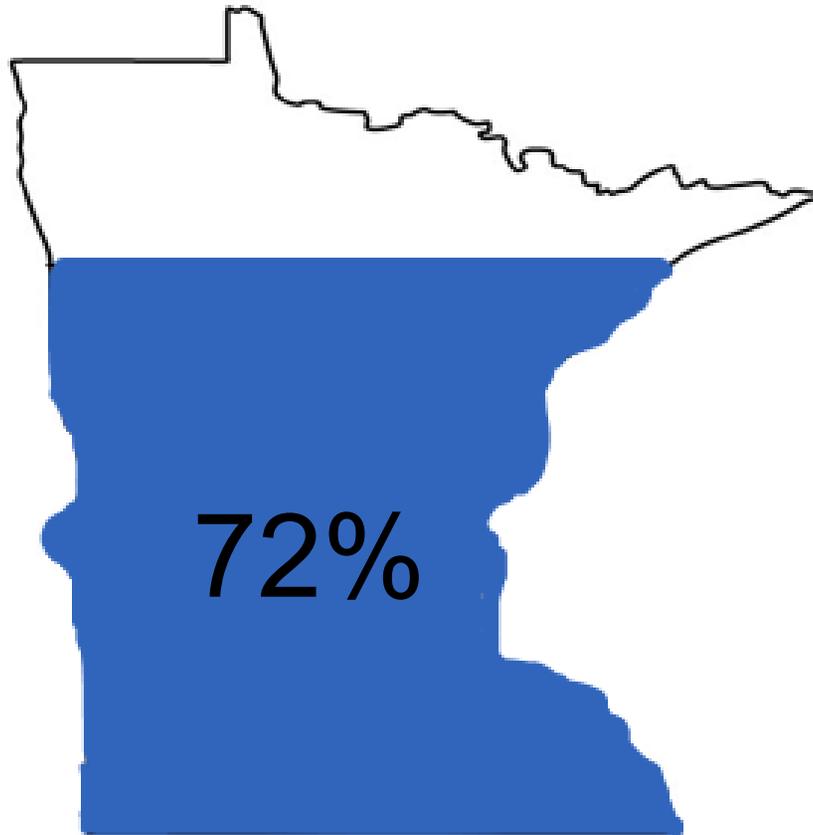
Q1: Participate in transportation public policy or decision-making process last 12 months (n=820)



Q1: Income & ed differences in current participation (n=820)



Q2: Majority use social media (n= 820)



Q2: Social media use differs by 6 of 6 diversity markers (n= 820)

Y > M > O

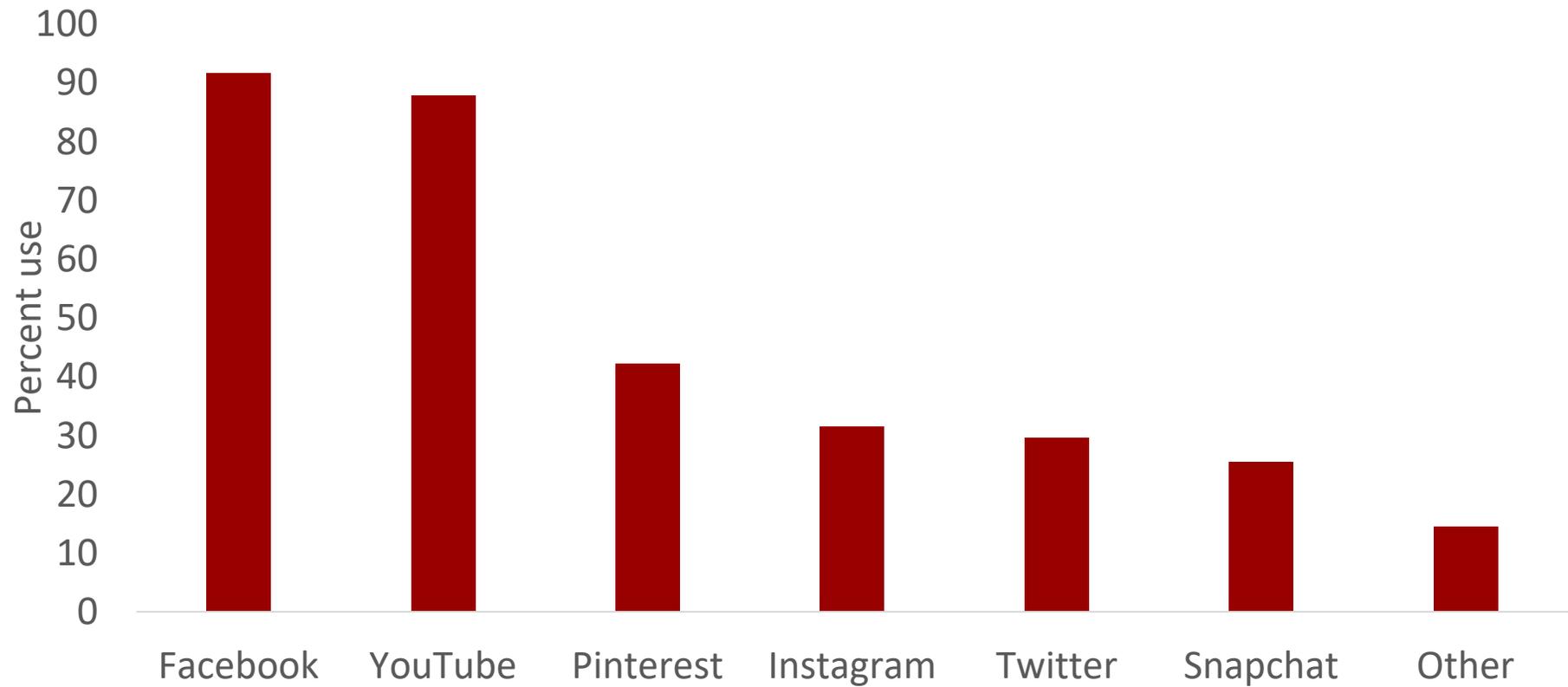
Metro > Greater MN

F > M

Non White > W



Q2: 2 platforms dominate social media ever used (n=576-585)



Q2: Platform use differs by 5 of 6 markers (n=576-585)

Age



Greater MN/
Metro



Gender

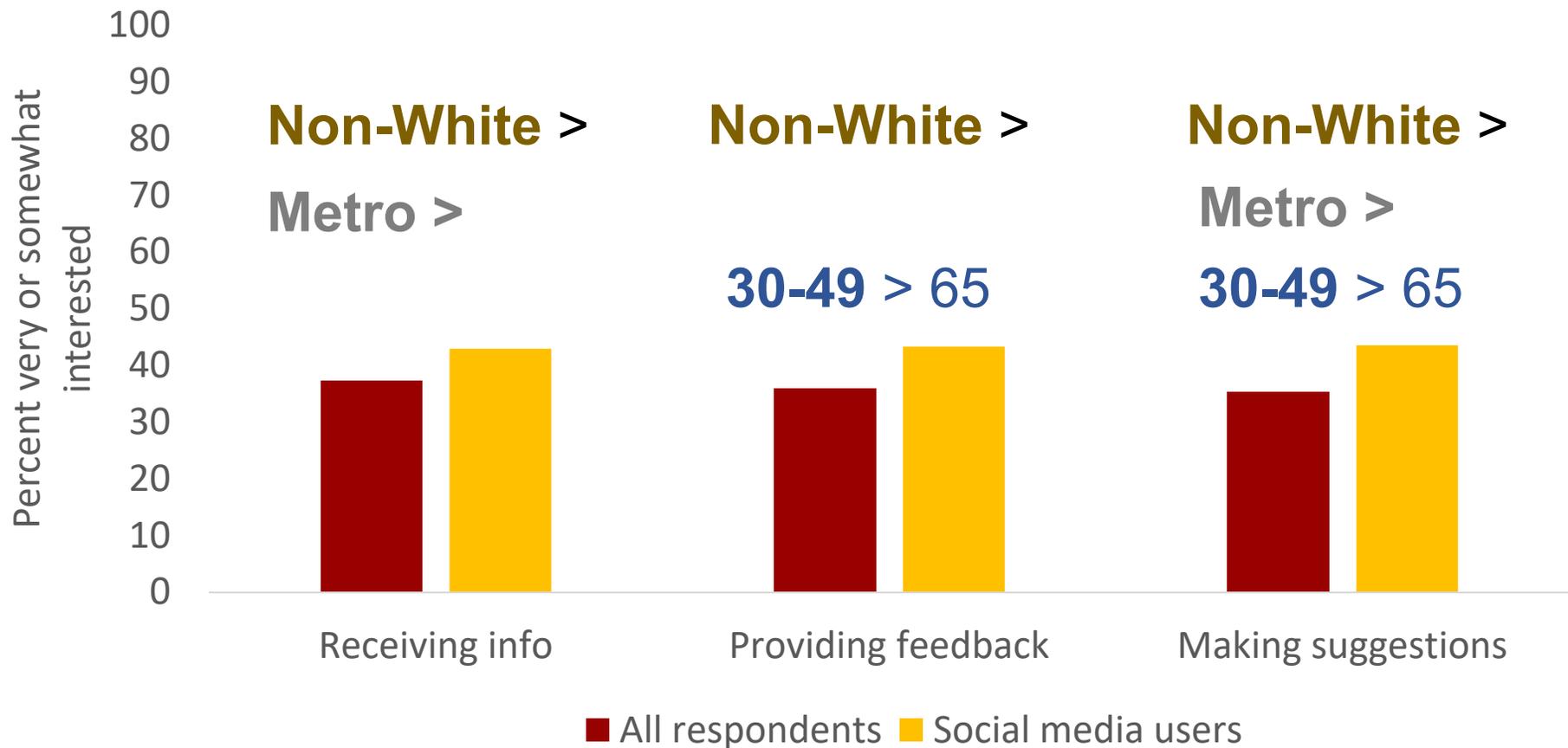


White/
non-White



Education

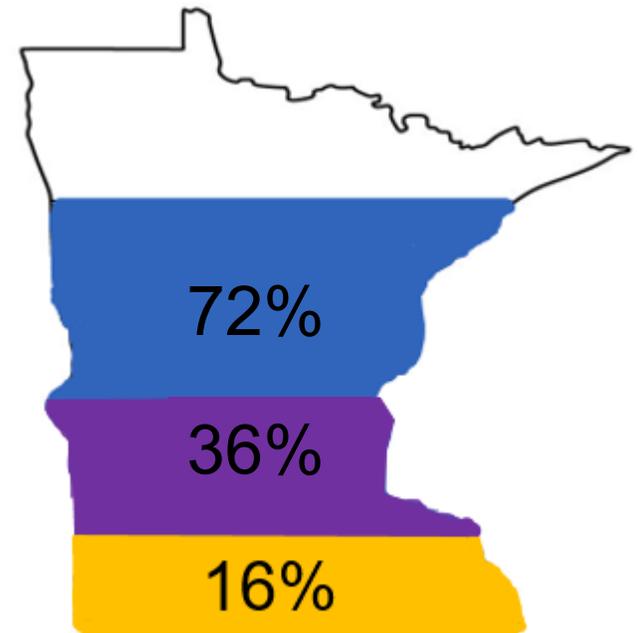
Q3: Interest in using social media for transportation engagement differs by 3 markers (n=813-816)



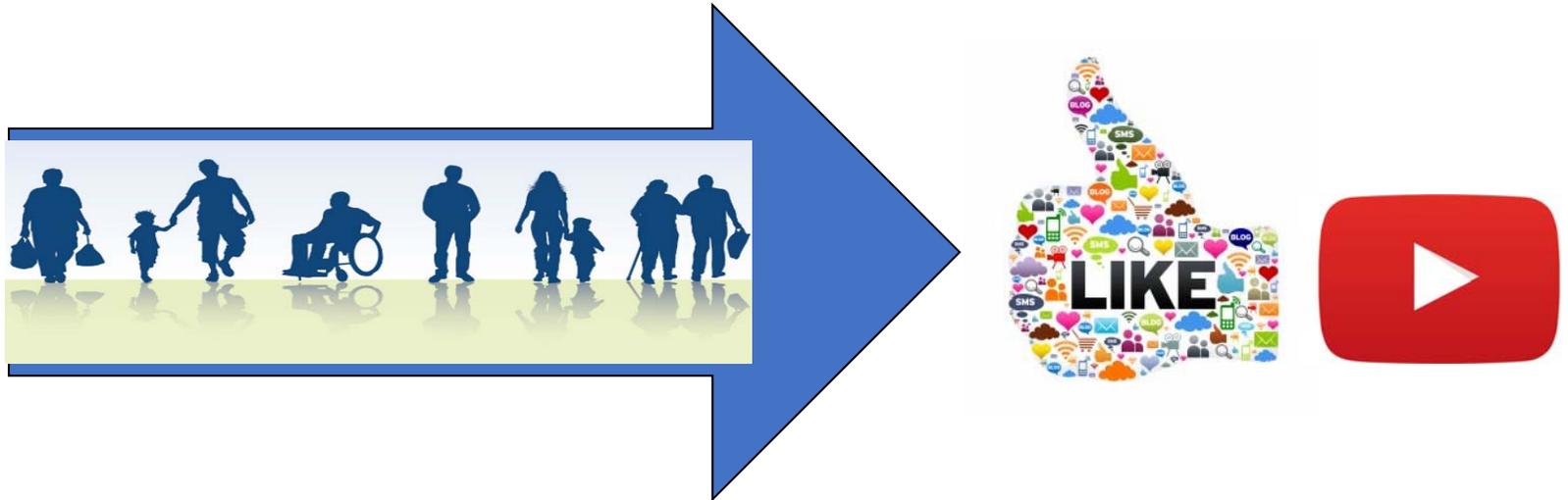


Transportation engagement participation rates?

- Desired levels?
- Comparisons difficult
 - State or local metrics?
- Opportunity for social media?
 - Majority use social media
 - 1/3 interested for transportation
 - Actually use in transportation
 - Integration of differences in platform use & Interest by diversity markers



Optimizing Social Media Strategies



Diversity marker differentiation...

- Age
- Multiple platforms
- Messaging considerations



Platform participation suitability differs...

(Bryer, 2013; Bregman & Watkins, 2014; Transportation Research Board, 2012).

Inform



Crowdsource



Consult/Involve
/Collaborate



?



Social media for engagement...

Part of the whole...



Strategic...



Platforms must be continually evaluated...



**Follow us on
Instagram**

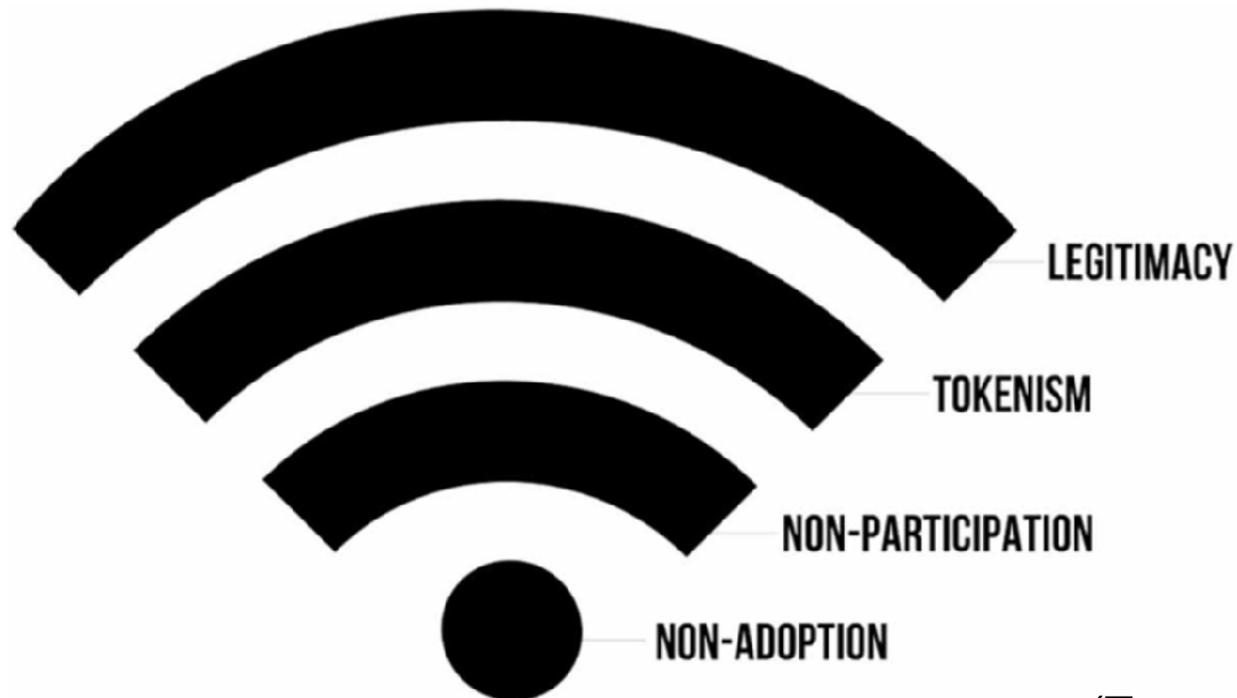


- Participation targets & social media?
- Social media complimentary
- Align with dominant platforms with eyes ahead
- Age segments use & interest
- Outreach vs purpose
- More research!
 - Gap between interest & use
 - Limitations: small ns, singular marker considerations

MnDOT & LRRB implication sharing



Conclusion & next steps...



(Toscano, 2017)





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UMNews

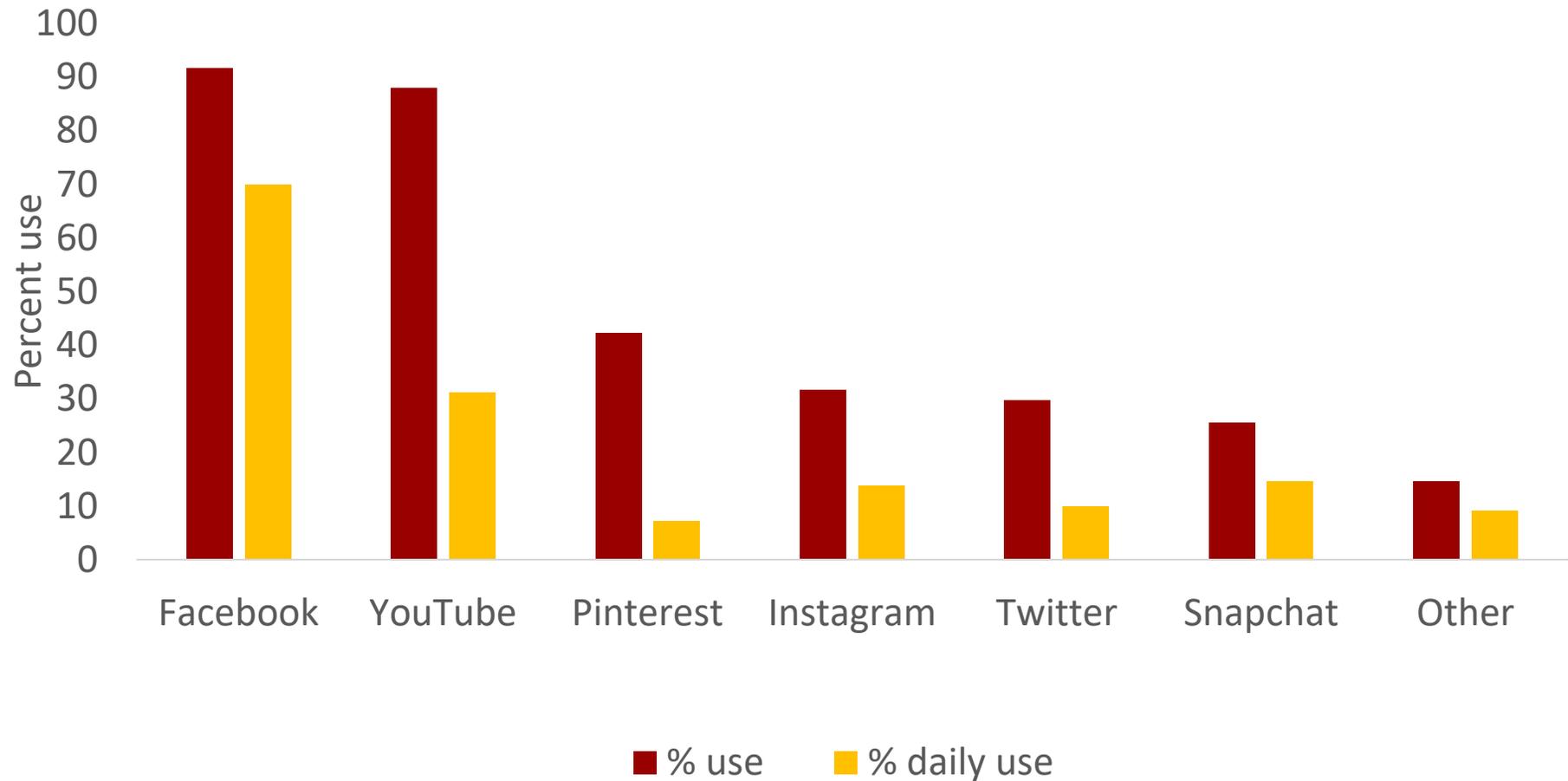


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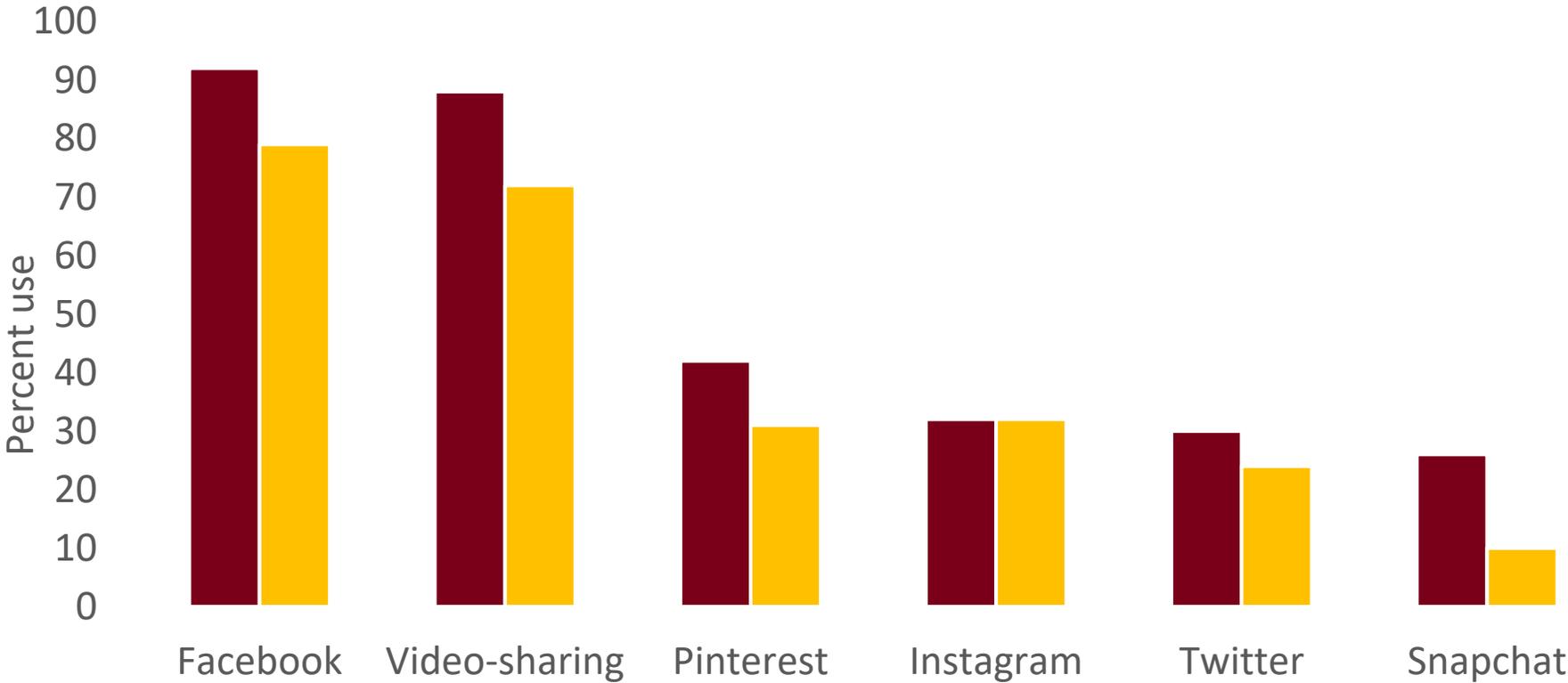
Extra slides

Q2: 2 platforms dominate social media use of **any** frequency (n=576-585)



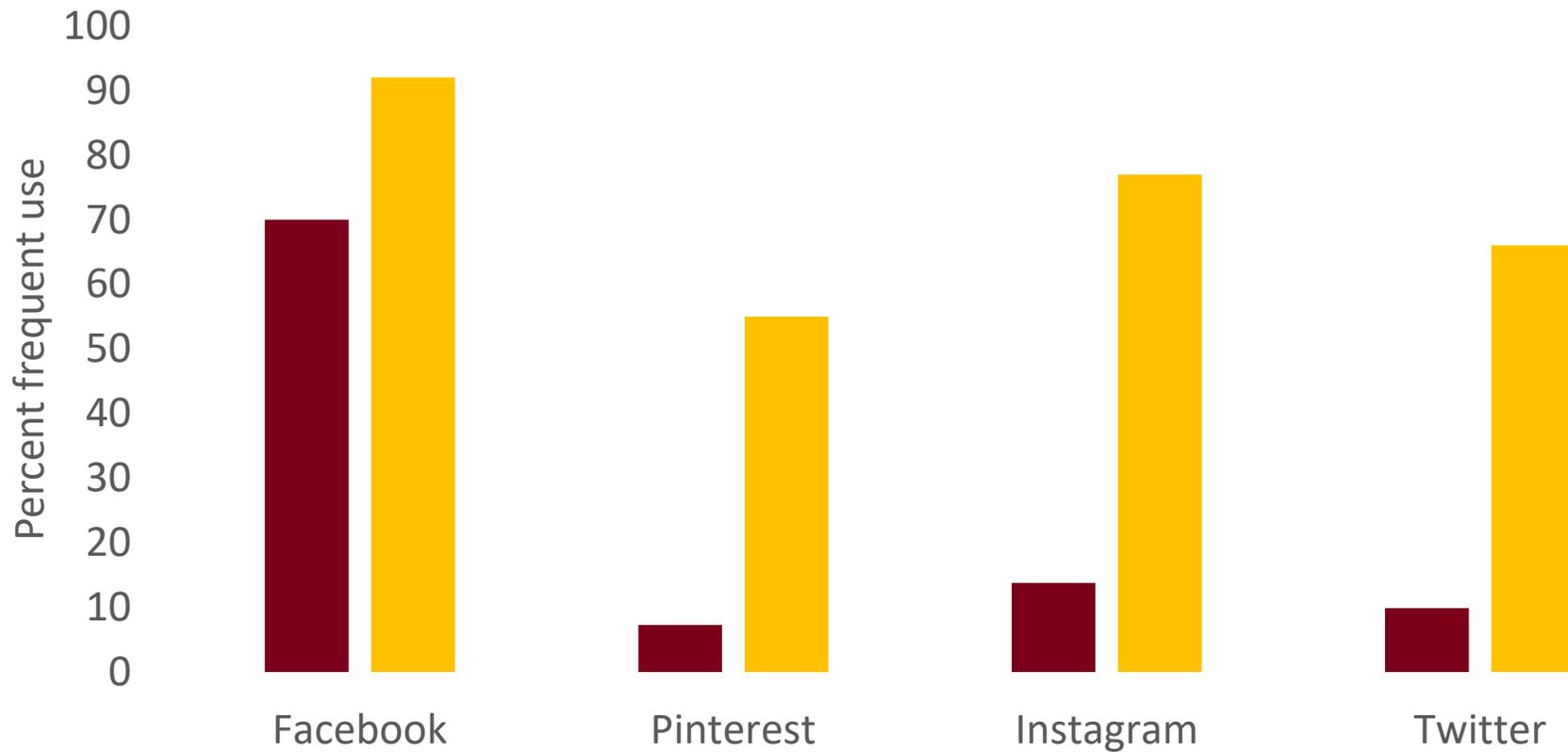
Q2 Discussion: MN adult platform use > U.S. adult

(Pew Research Center, 2013a; Pew Research Center, 2016a; Pew Research Center, 2016b)



Q2: Discussion MN & U.S. frequent platform use

(Pew Research Center, 2016a)



Results: Individual Effects (Plouegheft & Schneider, 2017)

Nonwhites
approx. 2x
as likely

Race

Income

Education

Gender

Age

**Making
Suggestions
/ Providing
Feedback**

> 65 approx
half as likely

