Agenda

• Communications today
• The role of social media in public outreach
• Social media messaging
• Case studies: what worked and what didn’t
• Path forward to getting it right
Our connected world...

WHERE HAVE YOU BEEN?!
No e-mail. You didn't
text me. Not a clue
on your blog. You
didn't update your
status on Facebook.
It's like you fell off the
face of the earth!

DID YOU
NOT CHECK
TWITTER?

OOPS, SORRY...
"UPSTAIRS, GOING
to the bathroom.
BE BACK IN 5."
Social Media & Public Outreach

• Getting messages anywhere at any time
• Expecting real-time messaging and response
• Growing virtual channels of communications
Social Media Messaging

• Informative and credible
• Timely and relevant
• Conversational
• Frequent and consistent
• Sharable
DETOUR: Go south on 880 to Tennyson Rd, exit @ Tennyson Rd heading west. Make right onto Hesperian Blvd going north 2 reach WB 92 onramp.
2:30 PM May 17th via web

CLOSURE: 5/17, 11 pm - 4 am. Full closure of westbound 92 @ Calaroga Ave. for installation of temp. support beams for new Calaroga bridge.
2:50 PM May 17th via web

DETOUR: Exit EB 92 @ Hesperian. Go south & left on Tennyson. Heading east? Take 880 @ Tennyson onramp heading north. Exit @ Jackson off-ramp
2:44 PM May 18th via web

CLOSURE: 5/13, 12AM - 5AM. Full closure of Eastbound 92 @ Calaroga Ave bridge. Calaroga Ave remains open. Detour info to follow.
2:43 PM May 18th via web

DETOUR: Go south on 880 to Tennyson Rd, exit Tennyson Rd. Heading west, make right onto Hesperian Blvd. Go north 2 reach westbound 92 onramp
3:11 PM May 18th via web

CLOSURE: 5/12, 11 pm - 4 am. Full closure of Westbound 92 @ Calaroga Ave bridge. Calaroga Ave remains open. More Info @ www.i880corridor.org
3:10 PM May 12th via web

More info available at www.i880highfive.org
4:53 PM Apr 30th via web

Sat, 5/1 (1:30 - 5:30 am) & Sun, 5/2 (1:30 - 7:30 am) FREEWAY CLOSURE, northbound direction on I-880 b/w Tennyson Rd & State Route Hwy 92
4:52 PM Apr 30th via web
Transportation Improvement

Presidio Parkway

Lincoln Blvd closed for tunnel construction - watch ABC 7's coverage of this phase of construction http://ow.ly/1Th9M

REMINDER: Lincoln Blvd CLOSED starting tomorrow, June 2 through 2011 in front of the National Cemetery http://ow.ly/1L9R7

Lincoln Blvd CLOSED starting June 2 through 2011 in front of the National Cemetery http://ow.ly/1L9R7

REMINDER: 12 hour ramp closure beginning 10 pm May 21, SB Doyle Drive to SB Hwy 1. Slow for the cone zone! http://ow.ly/1MPYW

Overnight ramp closure from 10 p.m. May 21 to 10 a.m. May 22, SB Doyle Drive to SB Park Presidio Blvd. http://ow.ly/1L9R7

Bike event on Sat was a success! Big thanks to our partners: Sports Basement, SFBC, MCBIC, Pizzeria Avellino! See photos http://ow.ly/1LAAC

It's a beautiful day! Join us for a bike ride @ 10 a.m! Meet at Sports Basement parking lot in the Presidio. Pizza party afterward! 9:00 AM May 19th via Free Suitcase

Bike Event Tomorrow! Ride the construction area, preview the future trail network. Meet @ Presidio Sports Basement 10 am http://ow.ly/1G8W5

Information

Location:
San Francisco, CA 94110

Phone:
415.282.5600

Presidio Parkway Lincoln Boulevard CLOSED starting Wednesday, June 2 through 2011 in front of the National Cemetery, to allow for construction of the southbound Battery Tunnel. http://ow.ly/1L9R7

Mike Murphy There's a sign on Lake Street that says "Presidio to N101 closed June 11-13" but I can't find any mention of it on your website. Do you have any details? Is northbound Park Presidio really going to be closed for two whole days, or is it a nighttime closure type of thing, or what?

Yesterday at 10:49am - Flag

Presidio Parkway There will be an overnight closure of northbound Hwy 1 to northbound Hwy 101 Doyle Drive to shift the northbound traffic onto the old southbound Ruckman bridge.

This closure is tentatively scheduled to begin Friday, June 11 at 10:00 p.m. and continue until 11:00 a.m. on June 12.

The closure date is expected to be confirmed by the end of the week. An advisory will be issued at that time. You can sign up to receive these advisories on our website at http://www.presidio-parkway.org/contact

Yesterday at 1:28pm - Flag

Presidio Parkway Overnight ramp closure from 10 p.m. May 21 to 10 a.m. May 22, Southbound Doyle Drive to Southbound Park Presidio Blvd., for traffic shift onto new temporary Ruckman bridge.

www.presidio-parkway.org
www.presidio-parkway.org

Presidio Parkway A pair of palm trees move to their new home on Girard Road, away from construction.

Palms Tree Relocation (HQ)
Latest high-res eybar repair videos/photos from the 16th and 17th are now available at http://baybridgeinfo.org/eybar/mediabar
9:09 AM Dec 17th, 2009 from web

Bids opened today for the #baybridge new East Span's YBI Transition Structure Contract #1. Read the press release here: http://tiny.cc/MA8mm
3:20 PM Dec 15th, 2009 from web

Check out the latest high res videos and photos of the #baybridge eybar repair, all downloadable http://baybridgeinfo.org/eybar/mediabar
11:03 AM Dec 15th, 2009 from web

@tarekisfree M-F mornings all westbound lanes will open by 5am, all eastbound lanes will open by 7am. Westbound left lane closed from 12-3pm 6:22 AM Dec 15th, 2009 from web in reply to tarekisfree

#baybridge eybar long-term repair begins tonight, Bay Bridge remains open, visit http://baybridgeinfo.org for select lane closure times.
12:44 PM Dec 11th, 2009 from web

Eybar long-term repair begins Friday, #BayBridge remains opened, select lanes will close over night. Read more at: baybridgeinfo.org
1:44 PM Dec 7th, 2009 from web

Update on #baybridge eyebar repair today at 1:30, stay tuned
11:25 AM Dec 7th, 2009 from web

Check out the westbound and eastbound S-curve drive-through simulations on http://baybridgeinfo.org
4:59 PM Nov 10th, 2009 from web

@kenbaño The Bay Bridge was thoroughly inspected over the Labor Day weekend closure, the cracked eybar was discovered at that time.
12:15 PM Nov 3rd, 2009 from web in reply to kenbaño

@runzalmedo The new East Span of the Bay Bridge is scheduled to complete in 2013.
12:12 PM Nov 3rd, 2009 from web in reply to runzalmedo
Emergency Management

AlertSCC – Santa Clara County Emergency Alert System

What's on your mind?

AlertSCC – Santa Clara County Emergency Alert System

AlertSCC – Santa Clara County Emergency Alert System

AlertSCC TV Shoot
6 new photos
May 7 at 4:39pm - Comment - Like - Share
Sarah Layton Wallace and Tom Froyer like this.
Write a comment...

AlertSCC Campaign
4 new photos
May 4 at 4:20pm - Comment - Unlike - Share
You, Sarah Layton Wallace, Tom Froyer and Eddie Kurtz like this.
Write a comment...

AlertSCC – Santa Clara County Emergency Alert System
If you haven't already done so, check this out and be sure to sign up for emergency alerts in Santa Clara County.
May 4 at 10:20am - Comment - Like - Promote

YouTube

AlertSCC: The Proposal

AlertSCC – April 10, 2018 – AlertSCC is a free emergency alert system for anyone who lives or works in Santa Clara County. Emergency warnings...

315 views

Like
Save to
Share

Response to this video...

All Comments (3)

johnwill
Smart, funny, timely esp with the alarming global increase in earthquakes.

lovecat
Love the "Kay" word.

bringmeeveryone
Nice idea. Signing my family up for this.
Octavía closed btw Haight & Market due to accident. Avoid the area for the next 2 hours.

SB Great Highway closed due to high winds

Public safety issue at Union Square is all clear.

Clarification: Macy’s has not evacuated. Continue to avoid area for next 2 hours.

Please stay inside if you are in the area until further notice.

SFPD and SFFD are on scene. A shelter in place has been ordered for the surrounding area.

Stop by the DEM table at the NEN Clean & Green Summit on Saturday 5/8. Register at www.empowerSF.org/nen-clean-green-summit-2010.

San Francisco Department of Emergency Management Nashville Floods...and the community coming together to rebuild. It will be us one day, good reminder to make sure you have everything you need...72hours.org if you need a place to stay.

San Francisco Department of Emergency Management This is a collection of photos from various training events and exercises throughout the year.
Path Forward to Getting it Right

• Have a social media strategy
• Determine messaging guidelines
• Develop core messages
• Create a messaging schedule/calendar
• Determine monitoring and response protocols
• Be engaging and stay connected
Thank You!

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