

Social Media Campaign Focuses on Innovation

Mondays just got better.

INDOT's Communications team began an "INDOT Innovates" campaign Jan. 23 to educate the public about various agency innovations. Every Monday, information about INDOT innovations will appear on our Facebook, Twitter, and Instagram pages, complete with photos and videos.

2023 AGENCY GOAL SPOTLIGHT

Excellence in Core Service Delivery

"We are highlighting INDOT's innovations in traffic engineering, safety, equipment, and much more," said External Communications Program Manager Jennifer Clark. "Besides educating the public and spotlighting the agency, we will debunk myths about some of our innovative practices."

The Jan. 23 post centered on roundabouts, which have proved to reduce the severity of crashes and save lives.

"That initial post of the 'INDOT Innovates' campaign received a tremendous reaction," said Clark. "On Facebook, it quickly piled up 353 likes, 308 comments, and 99 shares on our main (non-district) page. That was easily the most popular post on that page in years. The same on main Twitter account, where it received 4,594 views."

On Jan. 30, diverging diamond interchanges (DDIs) were the focus. That post surpassed the roundabouts post, generating 355 Facebook likes, 343 comments, and 218 shares. Also, it had 3,697 Twitter views.

Facebook comments on the DDI post included: "As a trucker, I can vouch that these are much smoother to negotiate than standard interstate exchanges and keep traffic rolling better. Kudos to the state," as well as "(They have) been working perfectly on I-69 at DuPont Road in Fort Wayne for several years. So much safer than traditional ramps."

February posts included cable barrier systems, charging pavement, tow and wing plows, and automated brine tankers. The campaign will be ongoing.

"This has been an incredible educational opportunity for our agency," said Clark. "From just the first three weeks, we reached more than 469,000 people and had more than 34,000 interactions between clicks, reactions, comments, and shares. The purpose of our social media accounts is to inform, educate, and show Hoosiers how we truly have their safety in mind while being good stewards of their tax dollars."

E-Communications Specialist Liza Stacy assists Clark with the campaign. The videos, created by Employee Communications Program Manager Kevin Cole, are also being shown on district kiosks and the Central Office monitors.

If you have an idea of an innovation to be highlighted in the "INDOT Innovates" campaign, contact [Jennifer Clark](#).

