Winter Weather – Get It Together
Infographic Social Media Campaign
Transcomm 2018 Awards - 8a: Logo, Illustration and Infographic
**Background:**

Every winter, snow, ice and cold present a challenge for motorists in Illinois. Providing timely roadway information and raising awareness of safe winter driving habits are top priorities for IDOT’s Office of Communications, who rely heavily on our social media accounts to get our message to the public. In the past, those messages were limited to being posted with images of weather maps, still photographs of IDOT’s snowplow crews in action or infographics borrowed from other agencies. In October of 2017, the Office of Communications began planning the department’s “Winter Weather, Get It Together” campaign. The campaign would be augmented with a series of six infographics, designed in-house, which would accompany the many road condition and driving safety messages broadcast on IDOT’s social media accounts throughout the winter season. The intent of the series of infographics were to provide another form of educational content for our audience to share and consume, which would be branded, controlled and updated by IDOT and which would present a professional and unified look to our winter weather campaign.

In addition, the infographics were also used as resources and design keystones on IDOT’s winter driving tips internet page, [http://www.idot.illinois.gov/home/winter-driving-tips](http://www.idot.illinois.gov/home/winter-driving-tips), and on IDOT’s winter weather press releases. The design elements from the infographics being carried through these other items brought some cohesion to IDOT’s social media, website, and print presence.

**Goals:**

- To provide IDOT’s social media followers with educational winter weather driving information and tips in new and interesting ways which would be visually engaging, would prompt the viewer to stop and process the message, and which would be something they’d want to share with their friends/followers.
- To help present a unified look to IDOT’s social media, website and print presence so that winter weather content could be recognized at a glance as being related.
- Produce a suite of infographic content that could be used as a resource at a moment’s notice throughout the 2017 - 2018 winter season and in future years.
- Produce social media content in-house at IDOT, that could be branded, controlled and updated in the future by the department.
- Increase IDOT’s social media engagement.
PLAN AHEAD FOR WINTER TRAVEL

Know your route — even if you have GPS.

Check the weather forecast and gettingaroundillinois.com for traffic and road conditions.

Make someone aware of your route and planned arrival time.

Consider public transportation if it’s available.

Sources:
- www.nhtsa.gov/winter-driving-tips
- www2.illinois.gov/IISNews/15085-IDOT_Winter_Weather_–_Get_it_Together_Release.pdf

ALLOW PLENTY OF TIME TO TRAVEL SAFELY.

Don’t trade safety for time. Be prepared to slow down if your usual speed is too fast for conditions.

BE CAREFUL WHEN APPROACHING:
- interSECTIONS
- RAMPS
- BRIDGES
- SHADY AREAS
- ALL ARE PRONE TO ICING.

WATCH OUT FOR BLACK ICE:
- IT FREEZES CLEAR
- IT CAN APPEAR INVISIBLE
- IT IS TREACHEROUS TO DRIVE ON
- DON’T ASSUME THE ROAD IS CLEAR.

DON’T FOLLOW A PLOW OR STOP TOO CLOSELY.

Caution: Snow plows move slowly, make wide turns, stop often, overlap lanes and exit the road frequently.

The road behind an active snow plow is safer to drive on. Stay behind it and use caution when passing.

An operator’s field of vision is restricted. If you can’t see them, they can’t see you.

De-icer spread by the snow plow could hit your vehicle.

DON’T CROWD

BE PREPARED: PACK AN EMERGENCY KIT

JUMPER CABLES
FLARES/REFLECTORS
WINDSHIELD WASHER FLUID
NON-PERISHABLE FOOD
TRACTION MATERIAL
CELLPHONE & CHARGER
ICE SCRAPER
FIRST AID KIT
WATER
MEDICINE
BLANKETS

Get a tune-up, check your fluids/tires and perform any other routine maintenance early.

Look for leaks, worn hoses and other needed parts, repairs or replacements. Check for recalls at www.nhtsa.gov/recalls.

ILLINOIS DEPARTMENT OF TRANSPORTATION

SERVE YOUR CAR

Get a tune-up, check your fluids/tires and perform any other routine maintenance early.

Look for leaks, worn hoses and other needed parts, repairs or replacements. Check for recalls at www.nhtsa.gov/recalls.
**Results – Social Media Impact**

The infographics were used on Facebook and Twitter from Dec. 2, 2017 through March 24, 2018. During the roughly four-month period, they ran 21 times on Facebook, and 16 times on Twitter. They accompanied news about weather conditions or driving tips targeted to periods with winter weather events.

They earned the following on social media:

<table>
<thead>
<tr>
<th>Twitter</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>174,811 impressions</td>
<td>355,175 people reached</td>
</tr>
<tr>
<td>303 retweets</td>
<td>686 post likes</td>
</tr>
<tr>
<td>222 likes</td>
<td>49 comments</td>
</tr>
<tr>
<td></td>
<td>1,306 shares</td>
</tr>
<tr>
<td></td>
<td>8,695 post clicks</td>
</tr>
</tbody>
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For context, in the month of May 2018, all of IDOT's Facebook content reached roughly 483,000 people on Facebook and made approximately 896,000 impressions on Twitter. This infographics campaign reached roughly 355,000 people on Facebook, and made approximately 175,000 Twitter impressions over the four-month period it ran.
Results – Retweets and Shares

The posts earned **303** retweets and **1,306** Facebooks shares from our friends and followers, including:

- Illinois State Senator Tom Cullerton
- Illinois State Senator Karen McConnaughay
- Illinois State Representative Margo McDermed
- Illinois State Representative Michael McAuliffe
- The Illinois Emergency Management Agency – Ready Illinois
- The Illinois Senate Democratic Caucus
- The Illinois House Republicans
- The City of Chicago
- The Chicago Department of Transportation
- Illinois SADD
- Local News Agencies
- Fox Illinois
- WICS ABC 20
- KMOV St. Louis
- KHQA News
- WCIA
- WVIK
- WIXN
- Various City, Police, Fire, and Emergency Management agencies throughout Illinois
Results – Retweets and Shares
Results – Unified Look

The design elements from the infographic campaign were incorporated into IDOT’s winter weather press releases and our Winter Driving Tips webpage, unifying the look of our social, web and print presence for winter weather tips.
Results – Assets On Demand

When unexpected snows hit in late March 2018, we were able to react quickly with the infographics we had on hand to accompany our social media messaging. We also archived both the editable working files and the final files to be used in the future as needed. Because we control the editable working files, and retain staff that can edit them, the campaign can be quickly updated, altered and expanded as needed for future winter weather events.
WINTER WEATHER
GET IT TOGETHER

CAUTION: ICE ON THE ROADWAY!
BE CAREFUL WHEN APPROACHING:
- INTERSECTIONS
- RAMPS
- BRIDGES
- SHADY AREAS
ALL ARE PRONE TO ICING.
WATCH OUT FOR BLACK ICE:
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DON’T ASSUME THE ROAD IS CLEAR.

SEVERE WEATHER DRIVING: DOs & DON’Ts

DO SLOW DOWN
DO WEAR YOUR SEAT BELT
DO FILL YOUR GAS TANK
DO KNOW IF YOU HAVE ANTI-LOCK BRAKES

DON’T USE HANDHELD DEVICES
DON’T USE CRUISE CONTROL
DON’T DRIVE UNLESS NECESSARY
DON’T DRIVE UNDER THE INFLUENCE

BE PREPARED: PACK AN EMERGENCY KIT
JUMPER CABLES
FLARES/REFLECTORS
WINDSHIELD WASHER FLUID
NON-PERISHABLE FOOD
TRACTION MATERIAL
CELLPHONE & CHARGER
ICE SCRAPER
FIRST AID KIT
FLASH LIGHT
WATER
MEDICINE
BLANKETS

Sources:
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**WINTER WEATHER**

**GET IT TOGETHER**

**PLAN AHEAD FOR WINTER TRAVEL**

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- Make someone aware of your route and planned arrival time.
- Consider public transportation if it’s available.

**Sources:**
- [www.nhtsa.gov/winter-driving-tips](http://www.nhtsa.gov/winter-driving-tips)

**Allow plenty of time to travel safely.**

**PREPARE FOR WINTER TRAVEL: SERVICE YOUR CAR**

- Get a tune-up, check your fluids/tires and perform any other routine maintenance early.
- Look for leaks, worn hoses and other needed parts, repairs or replacements.
- Check for recalls at [www.nhtsa.gov/recalls](http://www.nhtsa.gov/recalls)

**DON’T FOLLOW A PLOW OR STOP TOO CLOSELY.**

1. Caution: Snow plows move slowly, make wide turns, stop often, overlap lanes and exit the road frequently.
2. An operator’s field of vision is restricted. If you can’t see them, they can’t see you.
3. Snow clouds thrown up by plows can reduce visibility to zero and conceal other vehicles or hazards.
4. De-icer spread by the snow plow could hit your vehicle.

**DON’T CROWD**

- The road behind an active snow plow is safer to drive on. Stay behind it and use caution when passing.