



Move People & Goods | Create Jobs | Strengthen Communities

# Becoming Social Butterflies

Thursday, November 21, 2019

 Anthea Thomas

Public Outreach Manager

 @MPOAnthea

# Where We Are

The Broward MPO is located in Southeast Florida



**Population Served: 1.9+ million**  
**South Florida Region: Approx. 7 million**

# Internet Access: Mythbuster

Percentage of lower income population that have access to the internet is on the rise.

64% of people in the U.S. making under \$30,000 per year own smartphones. (Pew Research Center)

**For more poor Americans, smartphones are lifelines**

Rebecca Ungarino | @ungarino  
Wednesday, 1 Apr 2015 | 10:00 AM ET



Tomohiro Ohtsumi | Bloomberg | Getty Images

Smartphone dependency is up sharply nationwide, particularly in lower-income households and those with fewer years of education, according to a new report by the Pew Research Center.

Around 64 percent of American adults own smartphones, up from 58 percent in 2013, according to the research released Wednesday. Among Americans who have smartphones, 10 percent said they have broadband access at home, and 15 percent said they have used online options beyond their coveted mobile devices.

Not all Americans have access to high speed broadband connections at home, a disparity sometimes referred to as the growing digital divide. The new Pew research illustrates what many low-income households are experiencing—that smartphones are playing an increasingly outsized role in their lives. Cellphones serve as digital lifelines for everything from health-care information to job hunts.

**Lower-Income Americans Are Becoming Increasingly Dependent On Smartphones, Says Study**

Amit Chowdhry, CONTRIBUTOR  
I cover noteworthy technology, startups and gadgets FULL BIO  
Opinions expressed by Forbes Contributors are their own.



Smartphones being used for mobile payments. Photographer: Anthony Evans; Bloomberg

Over the last decade, smartphones have become the fastest selling gadgets in history. In the U.S., smartphones are easily accessible due to a wide variety of subsidy options and the availability of lower-end Android

TOP TEN  
Big Data  
TRENDS FOR 2017

GET THE WHITEPAPER

ableau

**Blended Learning**

**Many low-income families get on the Internet with smartphones or tablets. That matters. Here's why**

A new report examines how poor families with children use the Internet

by NICOLE BOBO

Line out of 10 low-income families report that they have some form of Internet access, but between a quarter and a third of them say they most often use smartphones and tablet computers for Internet access, according to a new report released Wednesday in Washington, D.C.

The new report provides a rare analysis of how poor families with children use the Internet, and as such could be useful to policymakers. The finding that up to one out of four low-income people use mobile devices to connect to the Internet was not entirely unexpected, but has important education implications. Children who said they only have access to the Internet via a mobile device were less likely to say they used digital resources for educational or creative purposes, the report found.



Helen Young, 2, front, looks at a smart phone while his brother James, right, 4, looks at a smart tablet at their home, in Boston. Photo: AP Photo/Robert Galois

**Who owns cellphones and smartphones**

A substantial majority of Americans are cellphone owners across a wide range of demographic groups. By contrast, smartphone ownership exhibits greater variation based on age, household income and educational attainment.

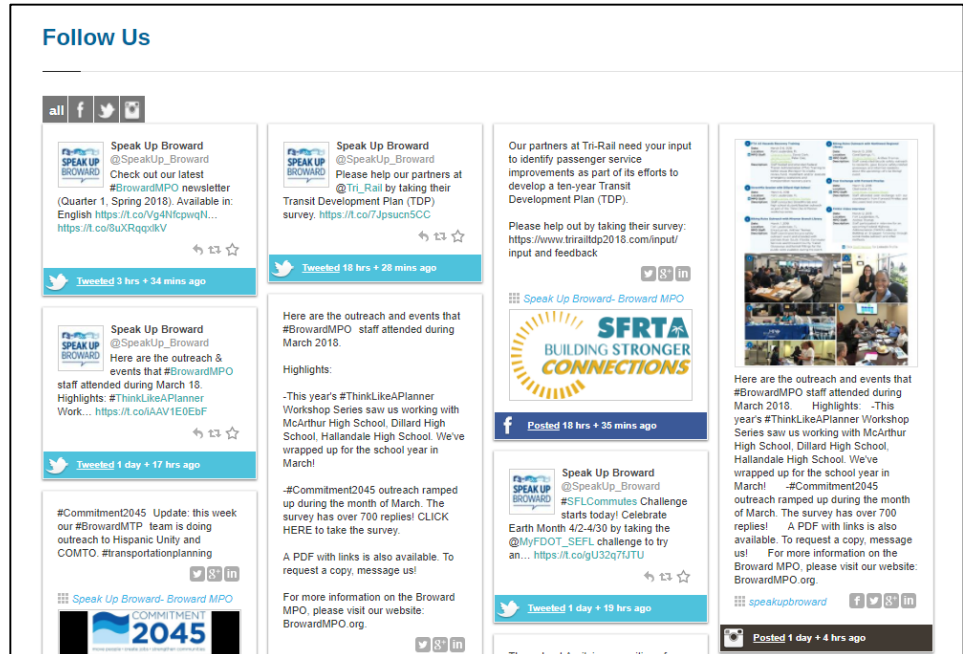
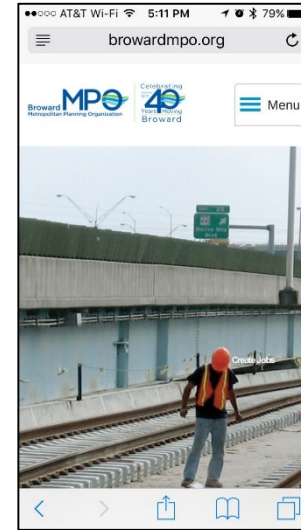
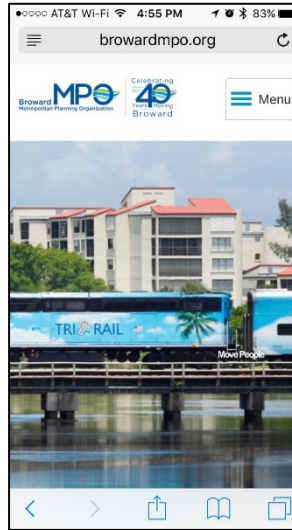
% of U.S. adults who own the following devices

	Any cellphone	Smartphone	Cellphone, but not smartphone
Total	95%	77%	18%
Men	96%	78%	18%
Women	94%	75%	19%
White	94%	77%	17%
Black	94%	72%	23%
Hispanic	98%	75%	23%
Age 18-29	100%	92%	8%
30-49	99%	88%	11%
50-64	97%	74%	23%
65+	80%	42%	38%
Less than high school graduate	92%	54%	39%
High school graduate	92%	69%	23%
Some college	96%	80%	16%
College graduate	97%	89%	8%
Less than \$30,000	92%	64%	29%
\$30,000-\$49,999	95%	74%	21%
\$50,000-\$74,999	96%	83%	13%
\$75,000+	99%	93%	6%
Urban	95%	77%	17%
Suburban	96%	79%	18%
Rural	94%	67%	27%

Source: Survey conducted Sept. 29-Nov. 6, 2015.  
PEW RESEARCH CENTER

# Internet Access: Mobile-Friendly Website & Widget Redesigned Broward MPO website in 2016 to be mobile-friendly

# Widget wall to social platforms added





# Follow Us!



/SpeakUpBroward



@SpeakUp\_Broward



@SpeakUpBroward



/company/speak-up-broward



/SpeakUpBroward

We've spread the word online with over

**12,200** followers in our Social Media presence

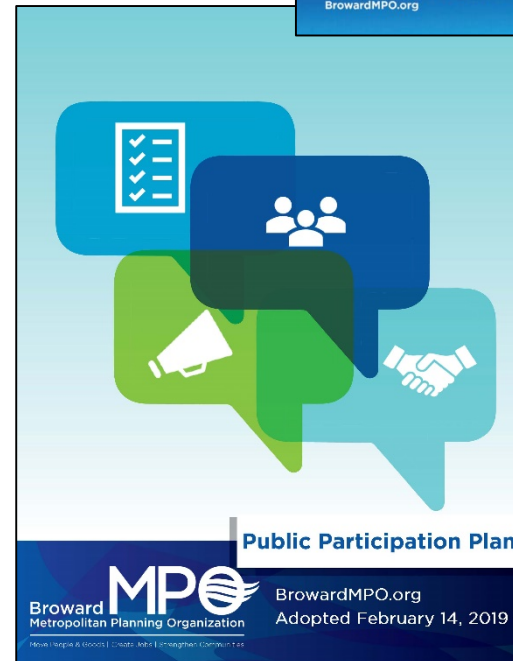
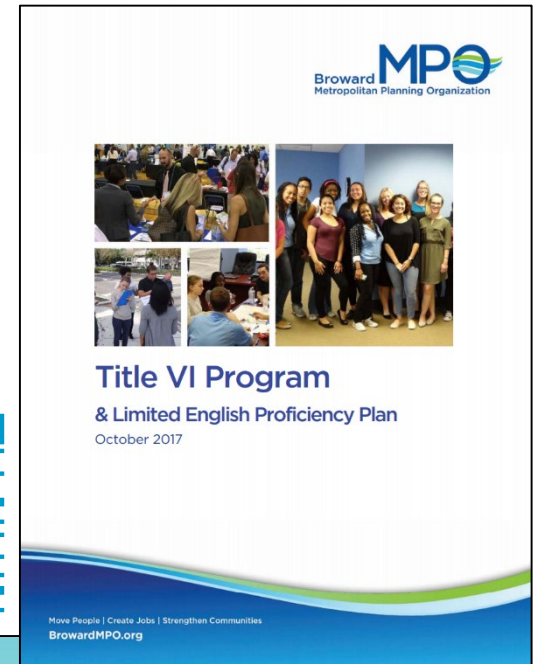
# Influencing Content: Who We Are



Move People & Goods | Create Jobs | Strengthen Communities

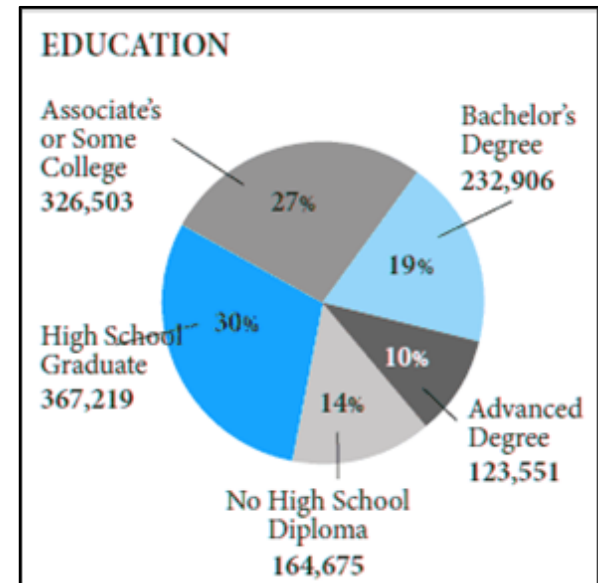
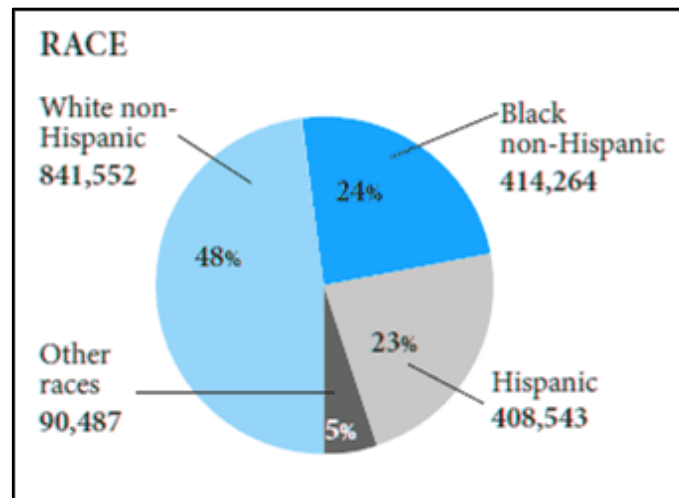
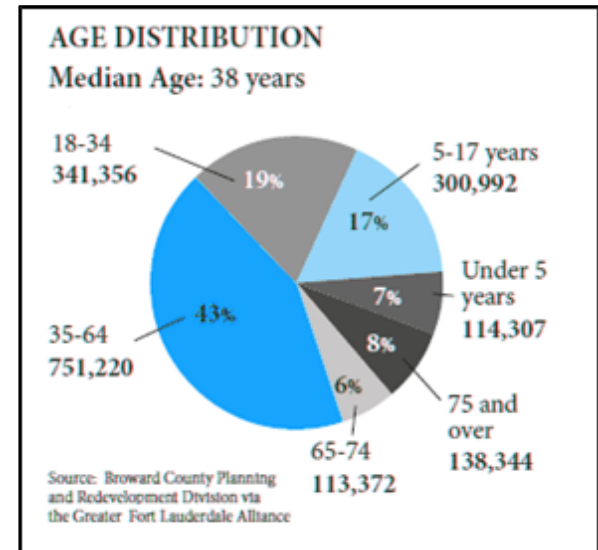
# Influencing Content: Communication Plan(s)

- Inform the Public
- Involve the Public
- Include the Public
- Improve the Public Participation Process



# Influencing Content: Know Your Audience

- Median Age in Broward: 38 years old
- Majority finished high school
- Diverse, minorities make up the majority of the population (52%)



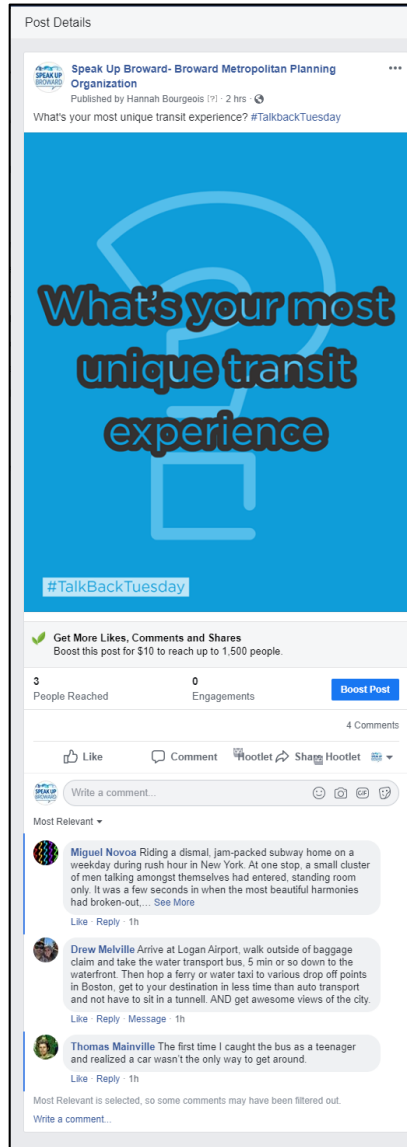
# Content: Samples 1/2

## Deliverables



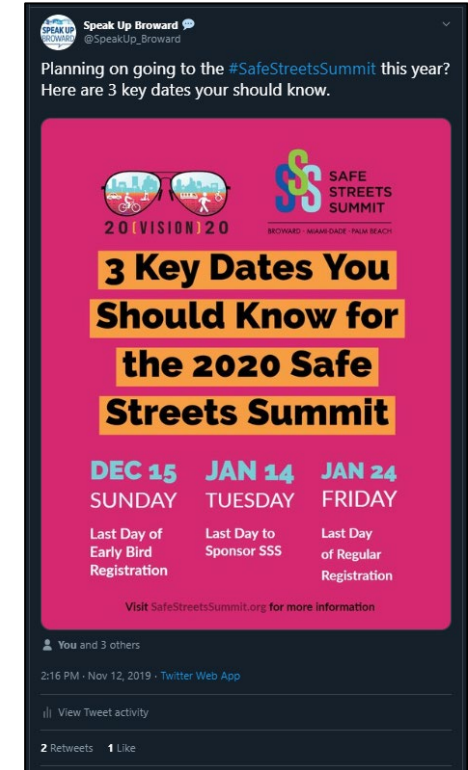
#MakingWaves

# Conversation with Community



#TalkbackTuesday

# Upcoming Events



#SafeStreets Summit



# Content: Samples 2/2

## Community & Outreach Events

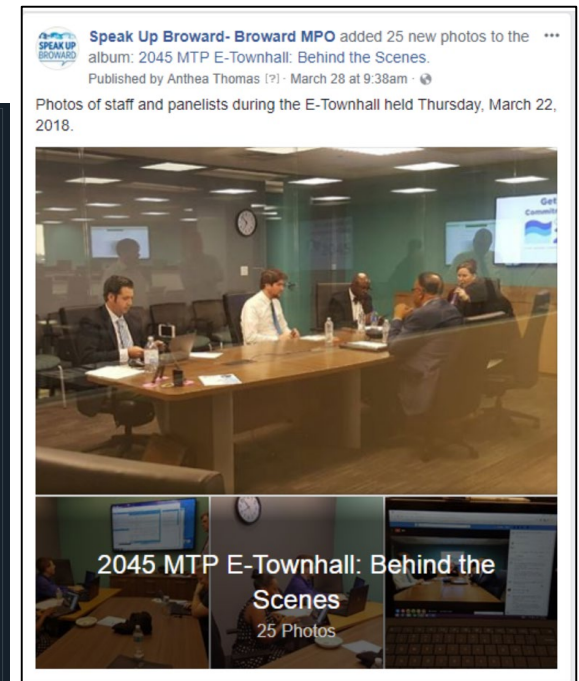


 #LetsGoWalking!

## Project Updates



## Initiatives



 #Commitment2045

# Content: Videos

Through partnerships and through Speak Up Broward

The screenshot shows a YouTube video player for the video "Broward MPO STARTED Video" by Speak Up Broward. The video has 239 views. The video content features a diagram titled "STARTED PLAN" with four main components: Community Outreach, Transportation Planning, Funding, and Performance Measures. The video player includes standard YouTube controls like play, volume, and full screen, as well as options for analytics and video manager.

The screenshot displays the YouTube channel page for "Speak Up Broward", which has 25 subscribers. The channel banner features a graphic of blue and green fish. The page is organized into a grid of video uploads. The first row includes videos such as "Our Inaugural Let's Go Walking to School Day was ..." (15 views), "Broward MPO's Asia Delegation Tour (Shortened..." (27 views), "Broward MPO's Asia Delegation Tour (Extended..." (57 views), and "Broward MTP Vignette 6" (17 views). The second row shows "Broward MTP Vignette 5" (11 views), "Broward MTP Vignette 4" (11 views), "Broward MTP Vignette 3" (30 views), and "Broward MTP Vignette 2" (24 views). The third row includes "Broward MTP Vignette1" (50 views), "What's in it for me? A Better Broward." (124 views), "Pledge to Slow Down BMPO" (12 views), and "Someone's Loved One\*" (73 views). The fourth row features "Time To See & Stop BMPO" (54 views), "Speed Kills Life and Death BMPO" (4 views), "Getting There Safe BMPO" (2 views), and "Cycle 3 Application Video" (71 views). The fifth row shows "What is CSLIP?" (272 views), "Safe Streets Summit (5th Cycle)" (115 views), "Broward MPO Plan de Transporte Metropolitan" (318 views), and "FDOT Secretary Mike Dew Broward MPO 40th..." (59 views). The sixth row includes "Senator Marco Rubio Broward MPO 40th..." (40 views), "State Representative Kristin Jacobs Broward MPO 40th..." (27 views), "Representative Mario Diaz Balart Broward MPO 40th..." (17 views), and "Representative Alope Hastings Broward MPO 40th..." (22 views).



# Creating Content: Ambassador Program

## Members of our community get involved by telling their real-life transportation stories.



### Broward MPO Ambassador: Visually Impaired Story

Published on February 25, 2016

**Daniel Knickelbein**  
Government Affairs Manager at Broward Metropolitan Planning Or...  
2 0 0

Over the past several months, we've been sharing the transportation stories of Broward County residents and commuters. Below is the latest #SpeakUpAmbassador who shares some of the frustration that sometimes accompanies navigating transportation while experiencing loss of sight:

I am a resident of Broward County, and I am totally blind. I am almost entirely dependent on TOPS for my transportation. While I'm extremely grateful for the service, the ongoing issues I have faced dealing with the program over the years add to the frustrations of my daily life a person living with loss of sight.

I travel several times a week from my home in Northwest Broward to downtown Fort

**Speak Up Broward**  
Published by Anthea Thomas [?] · 3 hrs · Edited [?] ·

The next post in our #SpeakUpBroward Ambassador series comes from Myra, who witnessed the Americans with Disabilities Act (ADA) change the face of transportation for those with disabilities.

Let us know if you'd like to become one of our Ambassadors! Contact us info@browardMPO.org for more information.

[https://www.linkedin.com/.../myras-story-happy-anniversary-ad.....](https://www.linkedin.com/.../myras-story-happy-anniversary-ad...)  
See More

**Myra's Story: Happy Anniversary, ADA!**  
The next post in our #SpeakUpBroward Ambassador series comes from Myra, who witnessed the Americans with Disabilities Act (ADA) change the face of transportation for those with disabilities. "July is a special month for all Americans..."  
LINKEDIN.COM

62 people reached Boost Post

Like · Comment · Share

Andrew Meit, Dolly Sampson, Davicka Thompson and 2 others like this.



### #SpeakUpBroward Ambassador Series: Mr. Ben Oliver's Story

Published on July 27, 2015

**Anthea Thomas**  
Public Outreach Manager | Broward MPO  
2 2 0

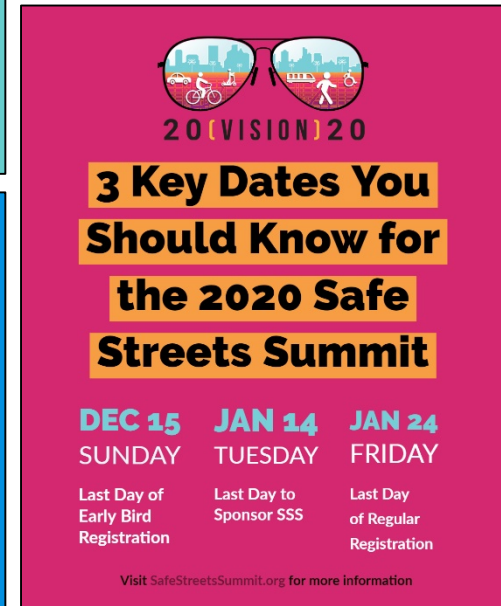
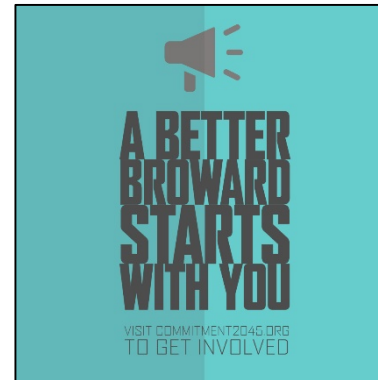
The next post in our #SpeakUpBroward Ambassador series comes from Mr. Ben Oliver:

My name is N. Benny Oliver and in 1992 I sustained a C-5 and C-6 spinal cord injury from a wrestling accident that occurred at Ft. Lauderdale Beach. In spite of my disability, I am very active in my community, and I use the city's public transportation, Broward County Transit (BCT) to attend support groups such as The Spinal Cord Injury Support Group and The Center for Independent Living. I also enjoy participating in bowling, wheelchair tennis, concerts, going to the beach, and other social events that are held in the community. I am also an active member of World Harvest Community Church where I am a deacon.

Although I am a frequent bus rider, the time I spend each day traveling may vary depending on the route, traffic, or the number of customers being served. Sometimes there are unexpected delays or other circumstances that occur that are beyond the



# Creating Content: Tools 1/2 Images

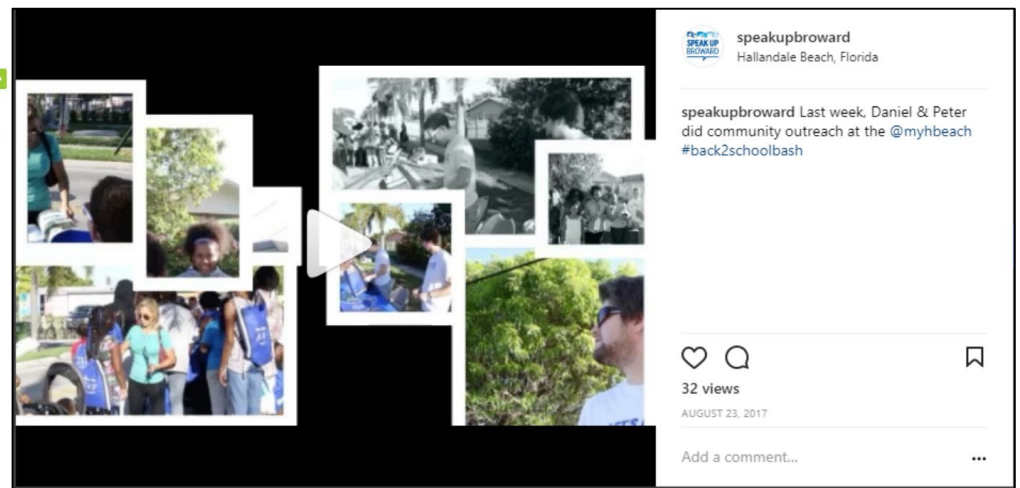
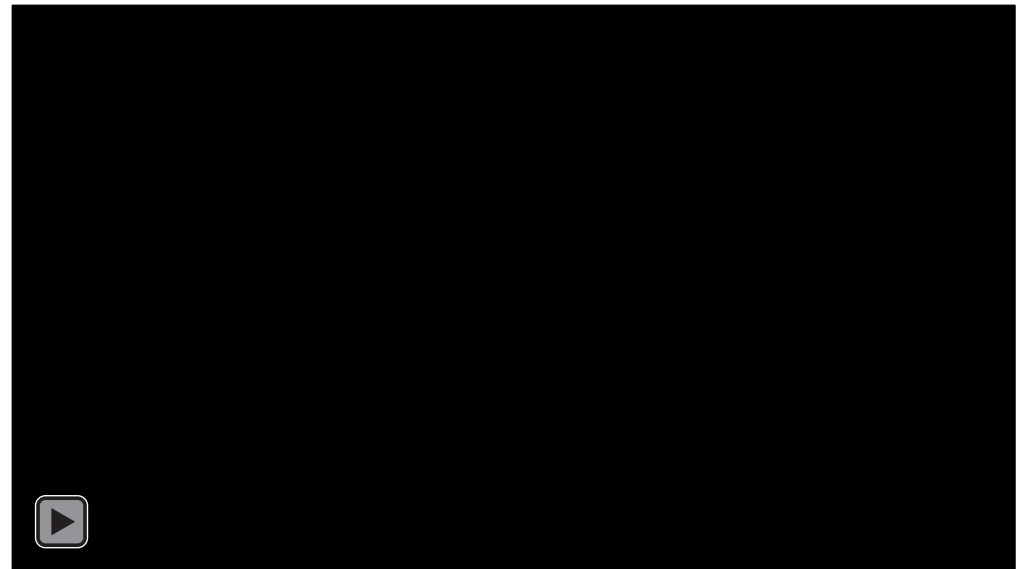
- Adobe Spark\*  
- Canva\*  
- FontCandy\* 
- Picktochart\* 
- Vennage
- Desyngner



# Creating Content: Tools 2/2

## Video

- Adobe Spark\*  
- Animoto\*  
- Vee\*  
- Veyond
- iMovie (Apple only) 
- Viva Video





# Creating Content: Have Fun!

Government  
employees  
are people  
too!

Don't be  
afraid to get  
punny!



# Get out there: Sharing is Caring

Cross-pollination  
helps your  
message find  
new audiences

Helps your  
partner agencies  
ID your agency  
as a good  
partner

**Speak Up Broward- Broward MPO**  
Published by Anthea Thomas [?] · April 1 at 1:00pm ·

Throughout April, in recognition of Earth Month, the FDOT Southeast Florida is leading the charge for challenging commuters like you to try an alternative mode of transportation to get to and from work. Sharing the ride reduces traffic congestion, improves air quality, and promotes better health for South Florida residents.

To participate, make the pledge and take your alternative mode trips from April 2nd to April 30th.

Every mile saved is a mile closer to a better South Florida!  
Take the pledge here: <http://www.sflcommutes.com/>  
#SFLCommutes



**South Florida COMMUTER CHALLENGE**  
TAKE THE CHALLENGE!

YOUR MILES MAKE THE DIFFERENCE!

Throughout April, the Florida Department of Transportation and its transportation partners are challenging commuters like you to try an alternative mode of transportation to get to and from work. Sharing the ride reduces traffic congestion, improves air quality, and promotes better health for all of South Florida.

**PARTICIPATION IS EASY:**

- Register for the Challenge
- Make the pledge for your commuter trips in April
- Take alternative modes

visit [www.SFLcommutes.com](http://www.SFLcommutes.com)

Logos: FDOT, TRI RAIL, Broward Transit, MPO, TPO, Palm Tran, Palm Beach Planning Agency, etc.

**Speak Up Broward**  
@SpeakUp\_Broward

Please help our partners at @Tri\_Rail by taking their Transit Development Plan (TDP) survey.

**SFI** **Tri-Rail** @Tri\_Rail  
We need your input to identify passenger service improvements as part of our efforts to develop a 10-year transit development plan. Help us improve your Tri-Rail experience by taking this short survey: [bit.ly/2q4Tum](http://bit.ly/2q4Tum)


4:12 PM - 3 Apr 2018

1 Retweet 3 Likes

1 1 3

Add another Tweet

**Tri-Rail** @Tri\_Rail · 19h  
Replying to @SpeakUp\_Broward



I APPRECIATE YOU

4

**Speak Up Broward- Broward MPO** shared City of Fort Lauderdale - City News's video.  
Published by Anthea Thomas [?] · Just now ·



719 Views

City of Fort Lauderdale - City News  
23 hrs ·

Introducing the "World's Greatest Rideshare Guy" & the designated rideshare zones on Las Olas Blvd. Have you tried one out yet? They're between SE 8 Ave. & SE 1...  
See More

Boost Post

Like Comment Share Hootlet







#MPOonTour



@SpeakUp\_Broward

# Get out there: VPI in the Field 1/2


## Taking QR Codes with you can help you easily access online surveys, polls, etc.



## #Commitment2045

**Speak Up Broward**  
4w

In case you know someone that lives, works, plays, or travels through Broward & they haven't taken the **#Commitment2045** survey yet, show them this post. They can scan the QR code with their smartphone camera & it will take them directly to the survey!



**COMMITMENT 2045**  
#Commitment2045 is the transportation plan that will connect you to the places and people most important to you.

Take the **survey**, let us know what you need for the future of **transportation** in Broward **NOW** and in the future.

[Commitment2045.org](http://Commitment2045.org)

3 Likes

Like Comment Share

**Speak Up Broward - Broward Metropolitan Planning Organization**  
August 27, 2018

Here are some results from the #Commitment2045 Survey on #PublicComments #MTPMondays

**PUBLIC COMMENTS**  
Please share any other thoughts on improving transportation in Broward.

- MORE RIDE SHARE STANDS
- 24-HOUR TRAIN AND BUS SERVICE
- BUILD TRI-RAIL COASTAL LINK
- PROVIDE EXPRESS PUBLIC TRANSPORTATION FROM WEST TO EAST AND VICE VERSA DURING BUSINESS AND RUSH HOURS
- AUTONOMOUS VEHICLES WILL BE THE FUTURE
- TRAFFIC SIGNAL SYNCHRONIZATION
- ELIMINATE TRAVEL LANES
- FOCUS ON MASS TRANSIT
- MORE LANES

#COMMITMENT2045  
BrowardMPO.org

**MPO**  
Broward Metropolitan Planning Organization

228 People Reached 7 Engagements **Boost Post**

1 Comment

Like Comment Share

**Speak Up Broward**  
@SpeakUp\_Broward

.@MPOAnthea & @MPORestrepo are in @cityofppines talking to the public about #Commitment2045 and getting feedback on the types of transportation projects people want to see in #PembrokePines!



4:31 PM · Aug 28, 2019 from Pembroke Pines City Center · Twitter for iPhone

# Get out there: VPI in the Field 2/2

Facebook Live 

Periscope 

Instagram TV 

 #Commitment2045





**LIVE** 10


**Speak Up Broward- Broward Metropolitan Planning Organization**

Please visit [Commitment2045.org](https://www.commitment2045.org) for more information on how the #BrowardMPO is planning for #transportation in #Broward both now & in the future.

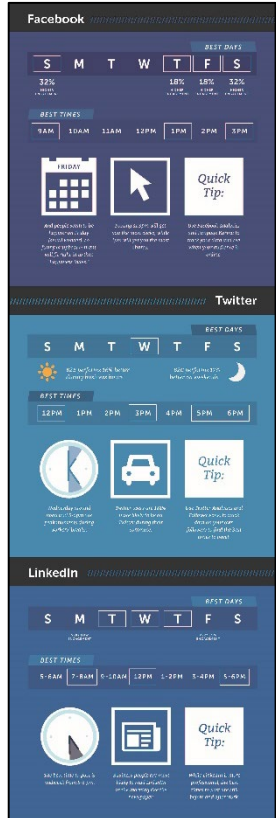
 **Robert A. Garcia**  
3

 **Rebecca Schultz**  
2

 **Pete Schwarz**  
1

SHARE Write a comment...   

# Keeping Track: Calendar It!



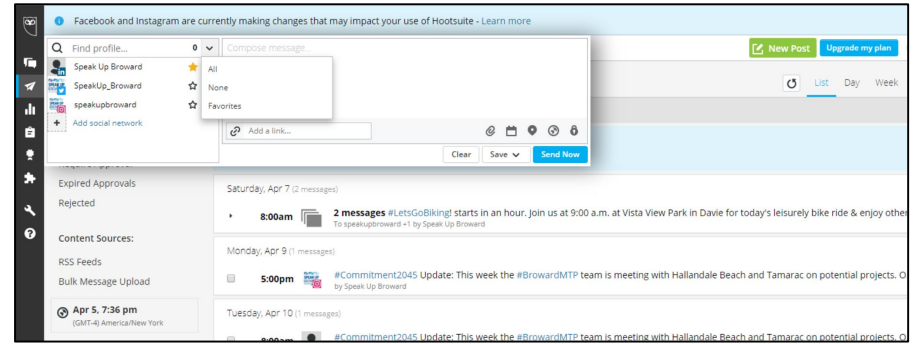
Week of Mar 26	26	27	28	29	30	31
<b>EVENTS THIS WEEK</b>			TAC/CAC Meetings			
Facebook	Education on MPO Initiatives, etc	During what time(s) of the day is it hardest for you to get to and from work? #TalkbackTuesday	Article	Live or work in Miami and take transit? Check our this article on our partners to the south: Transit tracker upgrade on the way – minus Uber <a href="http://www.miamitodaynews.com/2018/03/20/transit-tracker-upgrade-way-minus-uber/">http://www.miamitodaynews.com/2018/03/20/transit-tracker-upgrade-way-minus-uber/</a>	Campaign for Bikes to Use Empty Cycle Superhighways #Internationaltransit <a href="http://www.visordown.com/motorcycle-news-general-news/campaign-bikes-use-empty-cycle-superhighways">http://www.visordown.com/motorcycle-news-general-news/campaign-bikes-use-empty-cycle-superhighways</a>	#LetsGoBiking! This time next week. RSVP to join us for leisurely bike ride, bicycle safety, helmet fittings, kid activities, giveaways, music, free food, and more! Don't miss out! Join us 4/7 9am at Vista View Park
Twitter	#SFLCommutes Challenge during April coming soon! Celebrate Earth Month, by taking the @MyFDOT_SFL challenge to by an alternative mode of transportation to & from work. Share the ride, take the pledge on 4/2: <a href="http://www.sflcommutes.com/">http://www.sflcommutes.com/</a>	During what time(s) of the day is it hardest for you to get to and from work? #TalkbackTuesday	Live or work in Miami and take transit? Check our this article on our partners to the south: Transit tracker upgrade on the way – minus Uber <a href="http://www.miamitodaynews.com/2018/03/20/transit-tracker-upgrade-way-minus-uber/">http://www.miamitodaynews.com/2018/03/20/transit-tracker-upgrade-way-minus-uber/</a>	Campaign for Bikes to Use Empty Cycle Superhighways #Internationaltransit <a href="http://www.visordown.com/motorcycle-news-general-news/campaign-bikes-use-empty-cycle-superhighways">http://www.visordown.com/motorcycle-news-general-news/campaign-bikes-use-empty-cycle-superhighways</a>	Article	#LetsGoBiking! This time next week. RSVP to join us for leisurely bike ride, bicycle safety, helmet fittings, kid activities, giveaways, music, free food, and more! Don't miss out! Join us 4/7 9am at Vista View Park
LinkedIn	#SFLCommutes Challenge! Throughout April, in recognition of Earth Month, the FDOT Southeast Florida is leading the charge to challenge commuters like you to by an alternative mode of transportation to get to and from work. To participate, make the pledge at <a href="http://www.sflcommutes.com">http://www.sflcommutes.com</a> & take your alternative mode tips from April 2 to April 30. Sharing the ride reduces traffic congestion, improves air quality, and promotes better health for South Florida residents. Every mile saved is a mile closer to a better South Florida!	During what time(s) of the day is it hardest for you to get to and from work? #TalkbackTuesday	Live or work in Miami and take transit? Check our this article on our partners to the south: Transit tracker upgrade on the way – minus Uber <a href="http://www.miamitodaynews.com/2018/03/20/transit-tracker-upgrade-way-minus-uber/">http://www.miamitodaynews.com/2018/03/20/transit-tracker-upgrade-way-minus-uber/</a>	Campaign for Bikes to Use Empty Cycle Superhighways #Internationaltransit <a href="http://www.visordown.com/motorcycle-news-general-news/campaign-bikes-use-empty-cycle-superhighways">http://www.visordown.com/motorcycle-news-general-news/campaign-bikes-use-empty-cycle-superhighways</a>	Article	#LetsGoBiking! This time next week. RSVP to join us for leisurely bike ride, bicycle safety, helmet fittings, kid activities, giveaways, music, free food, and more! Don't miss out! Join us 4/7 9am at Vista View Park
Instagram	Photo of the Week					No Post

Copy of Social Media Calendar Provided

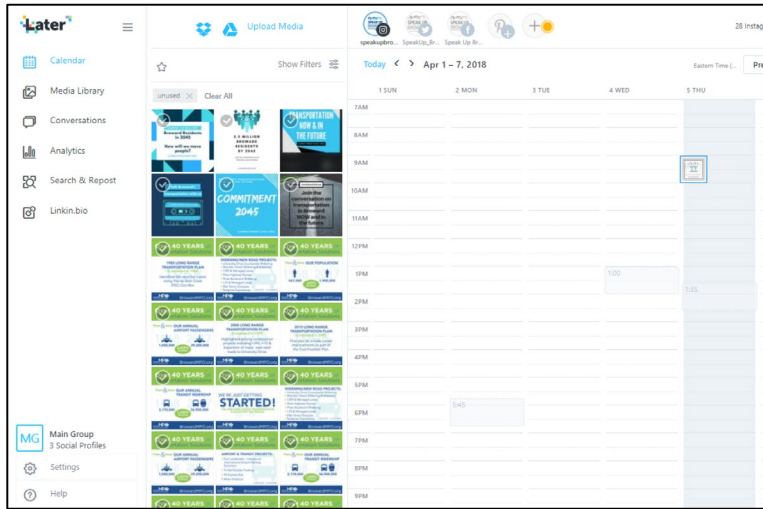


# Keeping Track: Schedule It!

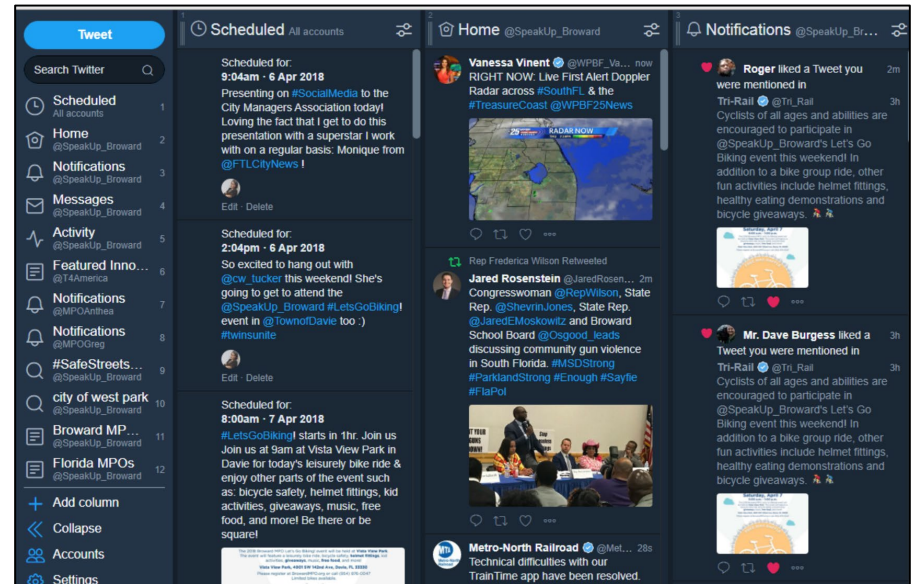
## These tools cost \$FREE.99



Hootsuite     



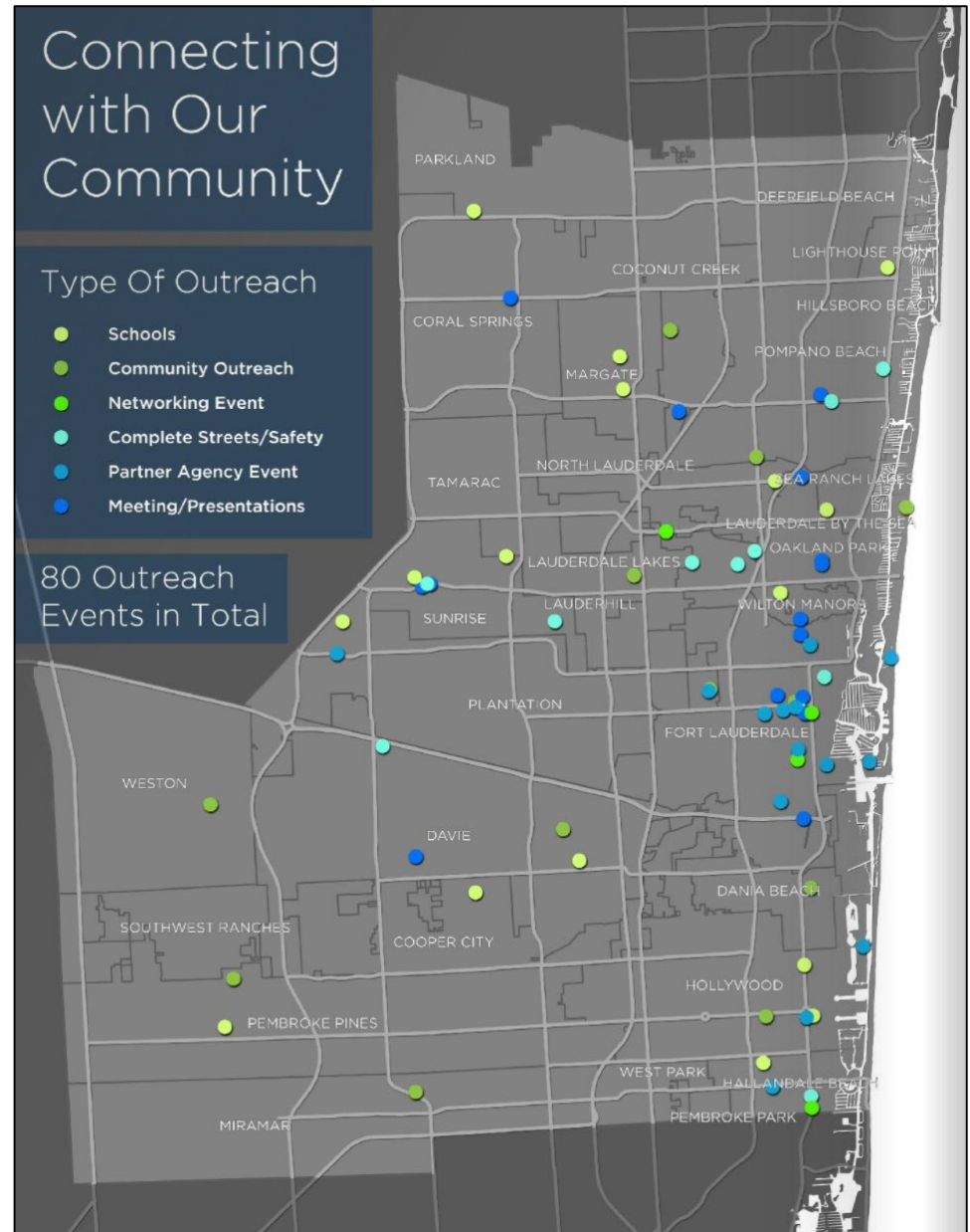
Later    



Tweetdeck  

# Keeping Track: Tracking Gaps

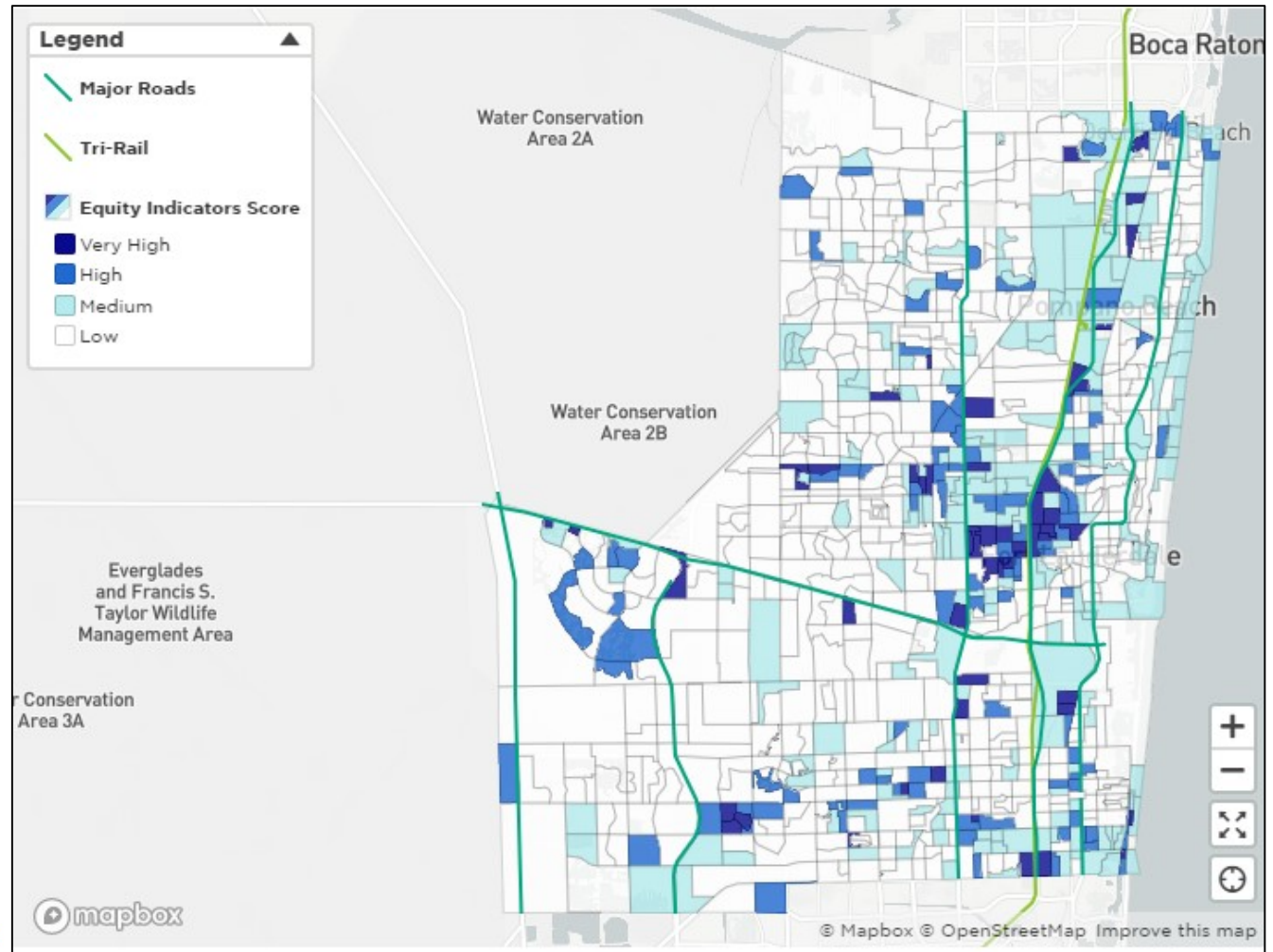
Annually we create a map with our outreach efforts to keep our agency accountable to the public.



# Keeping Track: Title VI Assessment

Contact  @MPOErica  
for more information

Questions? Ask Erica!




# Keeping Track: Ads

- Facebook= Pay to Play
- Videos work best for ads
- Gap tracking

# Insights

- How are we doing?
- Who's looking?
- How do they feel about the post?

Post Details
✕



**Speak Up Broward- Broward MPO**

Published by Anthea Thomas [?] · March 27 at 3:00pm · 🌐

What hinders you from using transit more often?  
#TalkbackTuesday

✔
Get More Likes, Comments and Shares


Boost this post for \$3 to reach up to 650 people.

**832** people reached
Boost Post

**4** Likes
16 Comments
1 Share

Like
Comment
Share
Hootlet


Chronological ▾



**James LoBello** Attending events, unable to catch last bus central terminal/+ AR Miami-WPB TRI-RAIL, later hours!  
More routes Limited Stops! Especially #55 Commercial to the VA Clinic!!!  
#60 & 62 should enter Tri-Rail Cypress Station Bus area, getting very dangerous to cross Andrews with on ramp I-95 with 6 lanes from Park and Ride, especially for Disabled (Canes, Walker's & Wheel Chairs)!!


Like · Reply · Message · 1w · Edited

↳ 1 Reply



**Joe Gellerstein** Hahahahaha


Like · Reply · Message · 1w



**Robert Youngquist** Too much lag time in between buses esp. in our hot weather. Not enough coverage. Not enough service until at least 10PM. Inconvenient all the way around


Like · Reply · Message · 1w

↳ 2 Replies




**Debi Roc** No Sunday service where I live. The 16 bus

Like · Reply · Message · 1w




**Mary Ewing** Price and time between buses Route 12

Like · Reply · Message · 1w




**Christine Medina** Not reliable, buses run to far apart/ time frames are to infrequent and need to be running more frequently and consistently. Not enough routes. Lots of walking. Bus 31 from coconut creek to downtown takes over 1 + hour. Plus walk to destination. Bus 1... See More

Like · Reply · Message · 1w



**John Lahti** I would probably take Tri-Rail from Hollywood to Fort Lauderdale and back every day if the shuttle bus didn't stop every 200 feet on Broward Boulevard to be a free ride for everyone. Limited stops and no exceptions plus proof of train ridership would go a long way to resolving this.

Like · Reply · Message · 1w



**Kathy Wedzik** Getting to the bus stops which are 40 minute walk from home and deal with stalkers, bad weather, and irresponsible dog owners who let their dogs run loose

Like · Reply · Message · 1w

**Performance for Your Post**

<b>832</b> People Reached		
<b>26</b> Likes, Comments & Shares		
4 Likes	4 On Post	0 On Shares
21 Comments	17 On Post	4 On Shares
1 Shares	1 On Post	0 On Shares
<b>88</b> Post Clicks		
0 Photo Views	0 Link Clicks	88 Other Clicks
<b>NEGATIVE FEEDBACK</b>		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts



# Keeping Track: Terms of Use

- Outline Rules of Engagement with the Public

## Archiving

- Does your state have public records laws?



## TERMS OF USE



### Social Networking & Social Media

#### Disclaimer

Comments expressed in this Social Media Policy or in Broward Metropolitan Planning Organization (BMPO) Social Media Sites do not necessarily reflect the opinions and position of the Broward MPO, its individual members, or its administrators, officers, or employees. The Broward MPO reserves the right to remove or hide a comment that is in violation of the Broward MPO's policy, without prior notification. The Broward MPO does not endorse any content, viewpoint, product, or service linked from its social media sites and shall not be held liable for any losses caused by reliance on the accuracy, reliability, or timeliness of shared information.

In addition to information provided by the BMPO, the Social Media Sites may contain comments and opinions from unrelated third parties which are being provided as a convenience to the public and for informational purposes only. These comments or opinions do not constitute an endorsement or an approval by the BMPO of any of the views or comments posted on the BMPO's website. Furthermore, the BMPO bears no responsibility for the accuracy or legality of these materials. Under Florida law, these comments are public records because these are made in connection with BMPO business.

#### Internal Terms of Use

##### Purpose

This document defines the social networking and social media policy for the Broward Metropolitan Planning Organization. To address the fast-changing landscape of the way Broward residents communicate and obtain information online, the MPO aims to use social media tools in conjunction with traditional outreach methods to reach a broader audience. The MPO encourages the use of social media to further the goals, vision, and mission of the Organization. The MPO also seeks to maintain immediate, open, honest dialogue with members of the public through the use of social media platforms. This policy establishes guidelines for the use of social media.

##### Acceptable Use

###### Personal Use

All MPO employees may have personal social networking, Web 2.0 (sites that allow users to interact and collaborate with each other in a social media dialogue as creators of user-generated content in a virtual community) and social media sites. These sites should remain personal in nature and be used to share personal opinions, interests, etc. If an MPO employee chooses to identify themselves as such on a personal account, a disclaimer that the employee is expressing their own personal views (and not those of the Broward MPO) should be present. In keeping with current Florida public records laws, posts may be subject to public records laws.

*Terms of Use Effective October 08, 2018*

For complaints, questions or concerns about civil rights or nondiscrimination; or for special requests under the Americans with Disabilities Act, please contact Erica Lychak, Title VI Coordinator at (954) 876-0058 or [Lychake@browardmpo.org](mailto:Lychake@browardmpo.org).



# Overall Benefits to Getting Social



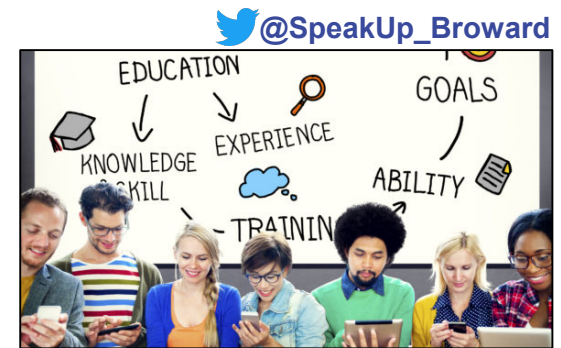
Strengthening our connections with the community



Implementing vision of your agency



Strengthening our relationships with our partnering agencies



Exposing the public to transportation-related conversation



Move People & Goods | Create Jobs | Strengthen Communities

## Questions?

Feel free to contact me:

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