



# What we're up to on social media

What's working, what isn't, and how we tell our stories

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# Our channels and followers

- 565,000 total followers (January 2023)
- 18.18% 12-month rolling average growth



Eight channels (one main, seven regional)  
411,000 followers



Eight channels (one main, seven regional)  
79,000 followers



One main channel  
43,000 followers



One main channel  
7500 followers



One main channel  
15,000 followers (\*February 2023)

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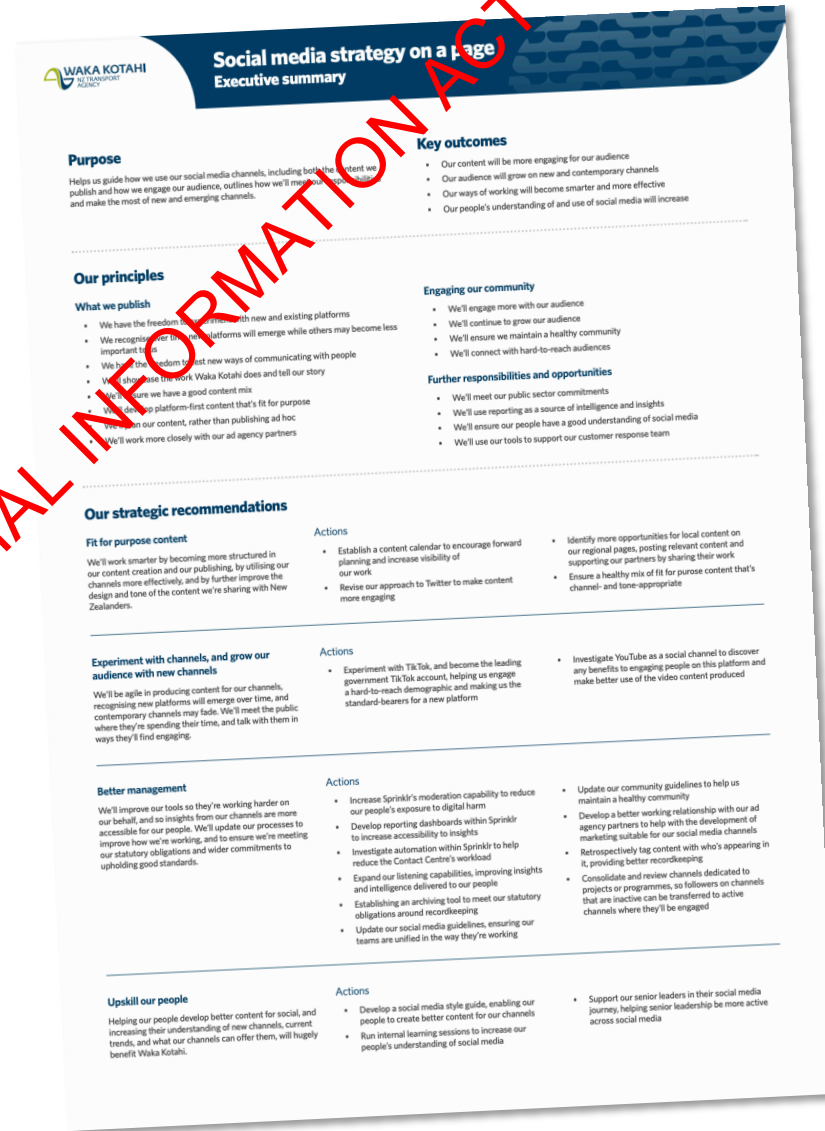
# Who works on our channels

- Two groups publish updates on our social media
  - Channels and Standards
  - Traffic Operation Centres (both ATOC and WTOC)
  - Additionally, the Customer Response Team responds to queries about services
- ATOC and WTOC look after any updates that have traffic management advice
- Channels and Standards does everything else (e.g. project updates, safety messaging, driver behaviour messaging)
- OnRamp has more detail (<https://onramp.nzta.govt.nz/communication/social-media/>)

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# Our strategy


- Our strategy is available on OnRamp
- Also recommend reading the C&E content strategy



# What's working?

- We're not "keeping it short"—we're giving people lots of context
- We're using striking imagery
- We've settled on our tone
- We're mastering TikTok

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**Waka Kotahi NZ Transport Agency Wellington** January 19 · 🌐

We've recently completed some work securing the cliffs alongside Ngauranga Gorge, reducing the risk of rocks and slips onto the road. It's a pretty sweet view from up there!

Almost 3km<sup>2</sup> of safety mesh has now been draped across three areas of slope through the gorge. In total, our team did 480m worth of drilling into the rock to install 135 anchors, and also installed a 195m-long catch fence.

It's not the easiest site to work on given the steep gradient, wind, and weather, ... [See more](#)



306 likes · 19 comments · 8 shares

Like Comment Share

Write a comment...


**Katherine McMenamin**  
 We all got a kick out of watching them getting this work done with all the abseiling each time we went past.

Like Reply 4w


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It's not the easiest site to work on given the steep gradient, wind, and weather, but the work was completed during the holiday break before traffic picked back up. This kind of work isn't as prominent as general roadworks, but it's vital to ensuring roads are open without disruption.

This work was delivered by the Waka Kotahi Wellington Transport Alliance (WTA), a partnership between us, Fulton Hogan, and WSP, responsible for the maintenance and management of state highways across Greater Wellington. Thanks for your patience while we closed one of the southbound lanes to get the job done.

The photo on the left shows one of the crew removing loose debris and vegetation before installing the safety mesh; the photo on the right shows the rock anchors, which attach to the mesh.

- The key message belongs in the first line (this bit *does* need to be short)
- The key message is what the public actually cares about, not what we think they care about

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Waka Kotahi NZ Transport Agency Wellington

Published by Sprinklr · 6d ·

It was really disappointing to see how many people were driving without their lights on yesterday afternoon, and how many weren't keeping a safe following distance in wet weather conditions. These are just a handful of many examples we saw across the highways—these on the Urban Motorway and further north to Petone.

Turning your lights on in wet weather makes you more visible to others. Many of us drive silver, grey, or white vehicles, which can easily blend into the grey road, the grey sky, and the white spray of water. A good reminder is if you need your wipers on, you probably need your lights on too.

You also need to leave more distance when you're following someone else.

In these conditions, following so closely is extremely dangerous and can result in nose to tail crashes that then disrupt everyone. Beyond this just being common sense, it's illegal to follow as closely as these people are.



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Waka Kotahi NZ Transport Agency

December 23, 2022

...

You must keep left unless you're passing others.

If you're on a single-lane road, keep as far left of the centreline as you can. If you're on a multi-lane road, you must keep left unless you're passing others or you're about to turn right.

If you're approaching a passing lane and people behind you want to pass, keep left and let them pass. Don't speed up and prevent them from completing a safe pass.

Drive safely and to the conditions—stick to the speed limit, keep left, and let others pass you if you're travelling slowly.



1.2K

707 comments 228 shares



Waka Kotahi NZ Transport Agency

October 21, 2022

...

It's the law—you must keep left unless you're passing other vehicles.



### Land Transport (Road User) Rule 2004

#### 2.1 Keeping left

- (1) A driver, when driving, must at all times drive as near as practicable to the left side of the roadway unless this rule otherwise provides.
- (2) If a driver's speed, when driving, is such as to impede the normal and reasonable flow of traffic, that driver must, as soon as is reasonably practicable, move the vehicle as far as practicable to the left side of the roadway when this is necessary to allow following traffic to pass.
- (3) A driver may drive in the right lane in the direction of travel when driving on a multi-lane road if—
  - (a) the driver is turning right, or making a U-turn from the centre of the road, and is giving the prescribed signal of that driver's intention to turn right; or
  - (b) the driver is passing; or
  - (c) the left lane is unavailable to the driver; or
  - (d) the driver is required by any provision of this rule to drive in the right lane; or
  - (e) a variable lane control downward-facing arrow sign indicates that the driver must drive in the right lane; or
  - (f) the driver is avoiding an obstruction; or
  - (g) the traffic in all other lanes is congested; or
  - (h) the traffic in every lane is congested.

Waka Kotahi NZ Transport Agency

Government organization

Learn more

2.4K

1K comments 806 shares

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Waka Kotahi NZ Transport Agency

3d ·



Yesterday there were multiple incidents of abuse towards roadworkers across regions impacted by Cyclone Gabrielle. This is unacceptable.

We're all in this together. The impacts we've seen from the past few weeks of weather are devastating and distressing—we have to look after each other.

Our crews are working in already incredibly challenging conditions to restore access for communities and to enable essential services and supplies to get through. The last thing we want is for them to have to fear for their safety.

Many of our people live in areas impacted by the storm, and they're getting on with the job even as their own families and friends are affected.

Respect our crews while they're doing this vital work. Follow all signage and follow the instructions you receive from traffic controllers. Only travel if you need to. Nonessential travel is hampering our work and is creating unnecessary traffic, slowing down progress.

Check road conditions on our website before setting off on essential travel:

[www.journeys.nzta.govt.nz](http://www.journeys.nzta.govt.nz). Our website is updated 24/7 with the latest information on state highway closures and disruptions.

597

60 comments 43 shares

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# What isn't working?

- In most cases, highly-produced video isn't working for us on Facebook
  - There are always exceptions, like where the video is very engaging (e.g. Merge of the Month, or our roadworker safety stories), or where there's a high level of interest in a project (e.g. 12-minute drone flyovers of Te Ahu a Turanga)
- In most cases, not giving people any context (i.e. "keeping it short")—unless it's done for effect, like in the keep left post

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# How we write for social

- We write like humans—like we're having a conversation with a neighbour
- We don't use jargon
- We acknowledge what's obvious, or what we all know
- We don't shy away from being the authority
- No telling—only showing

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Here's a look at the cleanup along State Highway 5 through Esk Valley in Hawke's Bay. You'll have seen the impact Eskdale and the valley have suffered due to Cyclone Gabrielle—this gives you an idea of the effort our crews are putting in to restore this vital road.

It was really disappointing to see how many people were driving without their lights on yesterday afternoon, and how many weren't keeping a safe following distance in wet weather conditions. These are just a handful of many examples we saw across the highways—these on the Urban Motorway and further north to Petone.

In the long term, we're planning a high-quality pathway through the tunnel that'll make it easier and safer for people on foot, or people cycling or on a scooter. For now, keep doing what you're doing and watch for fellow travellers around you.

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# What we need

- Content! Photos and videos—even off a phone is fine—and great stories. Check with us—you never know what's interesting
- Let us know when something big is coming up—there's no such thing as too much notice
- Local stories—where appropriate, we want to be sharing the great things councils and communities are doing
- I need your dashcam footage
- Like our posts

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# What you'll see from us soon

- Updated social media guidelines which describe how we do our work
- A style guide for social media
- A content calendar that'll be viewable by everyone
- Tell us what you'd like to see

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